

# Soft Skill Assessment and Evaluation

## Translation from Arabic to English

### **(1) Group Discussion Exercise Instructions**

*What is this exercise?*

The “New Park” exercise is designed to be a group discussion between 5-6 individuals. The exercise takes 35 to 40 minutes. Two trained evaluators assess two to three individuals each on the individuals’ soft skills in the following categories:

- Listening
- Responsiveness
- Presentation
- Self-confidence
- Influence
- Leadership
- Supportiveness
- Initiative
- Organization
- Teamwork

*What do you need?*

Table with 5-6 chairs

Blow up picture of park and facilities (see Appendix)

Paper and pen

Stopwatch

Soft skill assessment rubric

*What instructions do you give the participants?*

This exercise is designed to measure soft skills that are important for success in the workplace. It takes about 40 minutes to complete. It’s a simulation of a management meeting to discuss a redesign of a zoo and amusement park called “New Park.”

Recently, “New Park” has experienced administrative, financial, and marketing difficulties. If these problems are not solved, it may have to shutdown. The participants must come up with a solution to save the amusement park. Each participant must choose a role to play in this simulation. The roles include the following: (1) financial director, (2) human resources director, (3) marketing director, (4) sales director, (5) director of services, (6) an additional director of any type. Each participant should develop a strategy relevant to his or her assigned role to save “New Park.” First, participants have 10 minutes to think about how they want to develop “New Park”. Second, each individual presents his or her plan to the rest of the group for two minutes while the rest take notes. Third, after each plan is presented, the group discusses how to implement these plans and come up with one

strategy to save “New Park” using the blow up picture and facilities pieces. This should be limited to 15 minutes. Success will be measured by participants interact and collaborate throughout the exercise. Before beginning, participants must read the detailed “New Park” scenario.

*What are the details of the “New Park” scenario?*

“New Park”, a zoo and amusement park, is owned by a company in the entertainment industry. “New Park” is 800 acres and includes a zoo, a play area for children, a water park, a movie theater, restaurants and coffee shops. However, the amusement park is isolated on the edge of the city, which is about 65 kilometers from the city center. There is nothing else outside the area around “New Park,” which means there are no nearby buildings, homes, or public transportation systems. In the past two years, the company has faced financial difficulties because of low attendance. As a result, the board of directors hired a consulting company to articulate the problems at “New Park,” fired the previous management staff, and hired 5 or 6 new directors to revamp “New Park.” The consulting company listed the following issues:

- The distance to the park from the city and the lack of public transportation to the park
- The lack of awareness of citizens of the park and what it has to offer
- Low customer satisfaction with the quality of services
- The layout of the park is too spread out and neither efficient nor effective
- The management has too much administrative and financial bureaucracy and too little financial liquidity
- Employees have low skills and security is an issue at the park
- The amusement park and water park have some faulty equipment

The board of directors would like these problems to be solved with a plan that will fix these and increase the number of visitors that come to the park.

## **(2) Role Playing Exercise Instructions**

*What is this exercise?*

The “Role Playing” exercise is designed for a one-on-one setting with an evaluator and participant. It takes 10 minutes. One trained evaluator assesses an individual on the individual’s soft skills in the following categories:

- Listening
- Responsiveness
- Presentation
- Influence
- Supportiveness

*What do you need?*

Table

Box

Stopwatch

## Soft skill assessment rubric

### *What instructions do you give the participants?*

This exercise is designed to measure soft skills that are important for success in the workplace. It takes about 10 minutes to complete. This exercise presents a difficult and awkward business situation and requires you to respond to an angry customer from the perspective of a customer service representative. Before beginning, participants must read the scenario details.

### *What are the details of the Role Playing scenario?*

An information technology company called PC Center sells all varieties of IT equipment (laptops, computers, keyboards, etc.) in its store. Many of the company's sales are the result of advertisements through a variety of media channels that note that the prices of equipment at the PC Center are the lowest in the entire market.

PC Center is proud of its experience and its reputation for excellent customer service, especially service after the sale. PC Center abides by the mantras that "the customer is always right" and "our goal is your happiness." This reputation encourages customers to continue to buy from PC Center.

The participant is asked to imagine that he or she is a customer service employee in this company and play the role of handling an angry customer. The participant is asked to interact with the customer, get to know the problem, and take the appropriate action to solve the problem while staying true to the company's mantras.

Take some time to organize yourself and prepare for your role and do your best.

### *Angry Customer Narrative*

- The angry customer enters the room yelling "Two days ago, I bought a laptop from you and it was 50% off. When I returned to my house and tried it, I found that you tricked me and sold me a device that doesn't work. And nothing works! The screen doesn't even turn on."
- The customer waits for a response, and then proceeds to say, "You took advantage of me and I've lost a lot, I quickly bought a laptop from you because I needed it. I had work that I needed to submit today. But, because of you, my equipment didn't work. This imposed costs on me by creating a negative impression of me on my client such that my client never wants to work with me again."
- The customer waits for a response, and then proceeds to say, "I cannot grasp all the works and justifications that you just spoke to me about this. I know now that you need to take back my computer and refund me. And, you need

to compensate me for the damage that you caused me and that's the least you can do." The customer waits for a response and then concludes the discussion.

### **(3) Skill Based Interview**

*What is this exercise?*

The "Skills Based Interview" exercise is designed for a one-on-one setting with an evaluator and participant. It takes 10 to 15 minutes. One trained evaluator assesses an individual on the individual's soft skills in the following categories:

- Self-confidence
- Leadership
- Initiative
- Organization
- Teamwork

*What do you need?*

Table

Stopwatch

Soft skill assessment rubric

*What questions are asked in the Skills Based Interview?*

- Tell me about a time in university or college when you were presenting an opinion about a subject with someone who disagreed. What did you do to convince and confirm the validity of your opinion?
- Tell me about a time in university or college when you led a group to success. What did you do in order to ensure the group worked correctly and was happy with your leadership and management of the group?
- Tell me about a time in university or college when you were on a project to do something. How did you propose the project and how did others contribute to the project?
- Tell me about a time in university or college when you were asked to give two presentations on the same day. What did you do to organize, complete all your work, and get good grades?
- Tell me about a time in university or college when you were asked to conduct a group research project and create a group report. What did you do to ensure that the report was good and get the job done within the specified time?

### **(4) Soft Skill Rubric**

The ten soft skill components are scored based five subcomponents that are listed in the following table for each soft skill. The evaluator rates each subcomponent on a

scale from 1 to 10 and the soft skill score is calculated as the average of the five scores.

Table 1. Soft Skill Evaluation Rubric	
<p><b>1. Listening</b></p> <ul style="list-style-type: none"> <li>Faces speakers squarely</li> <li>Adopts open posture</li> <li>Leans toward speakers</li> <li>Maintains eye contact with speakers</li> <li>Does not cut off speakers</li> </ul> <p><b>2. Responsiveness (Posing Questions)</b></p> <ul style="list-style-type: none"> <li>Asks follow up questions</li> <li>Asks open-ended questions</li> <li>Asks non-leading questions</li> <li>Asks clarification probes</li> <li>Asks questions in non-threatening style</li> </ul> <p><b>3. Presentation</b></p> <ul style="list-style-type: none"> <li>Speaks with a clear voice</li> <li>Maintains eye contact</li> <li>Speaks concisely</li> <li>Expresses thoughts through body language</li> <li>Smoothly transitions from one subject to another</li> </ul> <p><b>4. Self-confidence</b></p> <ul style="list-style-type: none"> <li>Speaks up</li> <li>Does not ramble</li> <li>Defends opinions in non-aggressive style</li> <li>Delivering messages and opinions in a firm way</li> <li>Asks speakers to give examples</li> </ul> <p><b>5. Influence</b></p> <ul style="list-style-type: none"> <li>Presents arguments in various ways</li> <li>Seeks agreement from others</li> <li>Tries to direct discussion in non-aggressive style</li> <li>Provides opinions and clarifies how they will be beneficial for others</li> <li>Prepared to compromise to achieve mutual agreement</li> </ul>	<p><b>6. Leadership</b></p> <ul style="list-style-type: none"> <li>Active in the discussion and provides effective points</li> <li>Expresses confidence in non-aggressive style</li> <li>Creates positive atmosphere</li> <li>Goal oriented</li> <li>Tries to reach decisions</li> </ul> <p><b>7. Supportiveness</b></p> <ul style="list-style-type: none"> <li>Asks quieter people for their opinions</li> <li>Tries to coordinate the discussion effectively</li> <li>Solves conflict between group members in a diplomatic style</li> <li>Recognizes others' contributions</li> <li>Encourages others to provide more ideas</li> </ul> <p><b>8. Initiative</b></p> <ul style="list-style-type: none"> <li>Makes good impression on others</li> <li>Encourages the group to think about the future</li> <li>Provides high quality ideas</li> <li>Volunteers to do unwanted tasks</li> <li>Encourages group to achieve goals</li> </ul> <p><b>9. Organization</b></p> <ul style="list-style-type: none"> <li>Manages time of the discussion effectively</li> <li>Reminds others about time limit</li> <li>Set up tasks for her self and committed to deliver it to the end</li> <li>Ask others to go back to the core point when discussion go pointless</li> <li>Defined problems and set up certain steps to solve it</li> </ul> <p><b>10. Teamwork</b></p> <ul style="list-style-type: none"> <li>Builds good relations with other group members</li> <li>Tolerant with other team members and accepts their requests</li> <li>Asks for information or opinions in an encouraging way.</li> <li>Gives information or opinions which indicate serious involvement in the task</li> <li>Works hard on the tasks and was fully involved</li> </ul>

## Appendix I

### Amusement Park Layout



### Amusement Facilities

