The Golden Key: Unlocking Sustainable Artificial Intelligence Through the Power of Soft Skills!

Mohammed Nadeem, Ph.D.
Professional Faculty, Haas School of Business,
University of California, Berkeley, CA, USA.
drnadeem@berkeley.edu

Abstract: *Soft (Power) skills and Artificial Intelligence (AI) are crucial in today's business world. While AI excels at automating technical tasks, the key to a thriving workforce lies in the unique human abilities fostered by soft skills. This research study sheds light on soft skills' pivotal role in ensuring AI's successful integration and long-term viability within organizations. It aims to underscore how soft skills such as communication, problem-solving, creativity, emotional intelligence, and collaboration are indispensable and exciting in their potential to drive innovation. These skills enable seamless human-AI interaction, driving innovation and futureproofing the workforce. This groundbreaking study delves into the following critical inquiries: 1. What are the ramifications of depending exclusively on technical abilities in AI development? 2. How can organizations seamlessly incorporate the development of soft skills into their AI training programs? 3. What significance do soft skills hold in augmenting human-machine collaboration? The paper explores the current state and challenges of developing soft skills, highlighting the need for advanced assessment tools, innovative training methods, and a cultural shift that urgently prioritizes these skills within organizations. The findings of this paper outline practical strategies for employers to integrate and empower soft skills development effectively, equipping them to navigate the ever-evolving AI-driven business environment. This study provides invaluable insights for scholars, practitioners, policymakers, business executives, and human resource professionals exploring the AI revolution while leveraging the transformative potential of soft skills in the workplace, inspiring a new way of thinking and working.*
Keywords: soft skills, artificial intelligence (AI), human-AI interaction, workforce sustainability, organizational development.

1.0 INTRODUCTION

The rapidly evolving global business landscape owes a great deal to the advancements in artificial intelligence (AI) as the age of AI looms (Annus, 2024). AI helps companies offer significant

consumer benefits, such as health monitoring with wearable devices, advice with recommender systems, peace of mind with intelligent household products, and convenience with voice-activated virtual assistants (Puntoni et al., 2021). Soft (power) skills, often considered less important than technical skills, currently are in high demand in nearly any field. These skills, including collaboration, communication, and time management, are fundamental, and employers today are placing a strong emphasis on their development and demonstration. Working with colleagues from diverse cultural backgrounds (Forbes, 2024) and interacting with customers worldwide requires navigating unique dynamics and building solid relationships. More accurately described as power skills, these capabilities are critical and crucial for success in the constantly evolving workplace.

The rise of artificial intelligence (AI) in the professional world has significantly heightened the importance of soft skills. It is not just a trend but a necessity to stay competitive in the evolving workplace. AI is increasingly important for professionals and students, but its impact on individual abilities, particularly soft skills, still needs to be fully understood. Research has mainly focused on AI's role in solving complex issues, leaving its effect on soft skills largely unexplored, especially with Generative AI (GenAI). GenAI enables rapid knowledge acquisition, which could either improve or hinder soft skills. This underscores the need for further research into the importance of soft skills in the context of AI's impact on individual abilities. Understanding this impact is crucial for insights into the changing nature of work and required skills. This transition underscores the growing importance of soft skills—strategic thinking, negotiation, persuasion, presentation skills, critical thinking, mentoring, emotional intelligence, innovation, and resilience. These skills are not just important but crucial for success in the constantly evolving workplace.

This paper explores the critical nature of soft skills in an AI-dominated landscape, highlighting their pivotal role in fostering collaboration between humans and AI, driving innovation, and, most crucially, preparing the workforce for the future. Implementing AI across various organizational sectors automates human tasks or reduces cognitive workload. This shift, while potentially leading to job losses, also promises increased productivity and efficiency. Successfully adapting to this transformation will lead companies and institutions to new working and organizational models, which requires implementing measures and strategies to upskill or reskill workers.

Organizations, therefore, face considerable challenges, such as guiding employees through the change process, dealing with the cost of training, and ensuring fairness and inclusion posed by age, gender, and cultural diversity (Morandini, 2023). This study examines current trends and challenges and offers practical strategies for employers and policymakers. These strategies are designed to efficiently integrate and enhance soft (power) skills development, ultimately positioning their organizations for success in the ever-evolving AI-driven business environment.

2.0 LITERATURE/THEORETICAL UNDERPINNING

2.1. Problem Statement:

As AI becomes increasingly integrated into the workplace, adopting a more balanced approach is crucial. The challenges of the future workforce, particularly the emphasis on 21st-century skills, highlight the importance of the 4Cs—creativity, critical thinking, collaboration, and communication (Thornhill-Miller, 2023). The current emphasis on promoting and implementing AI technologies often neglects the essential aspect of developing soft (power) skills necessary to utilize these advancements effectively. This oversight results in several significant issues:

2.1.1. Soft Skills Undervalued - The prevalent emphasis on technical skills and task automation in an AI-driven workplace tends to overshadow the potential of soft skills. However, research indicates that soft skills will be valuable and essential as AI increasingly handles routine, data-driven work, thereby emphasizing the need for uniquely human capabilities.

2.1.2. Soft Skills Integration with AI Strategy - Effective organizational strategies are needed to integrate soft skills development with adopting AI technologies. Please do so to avoid suboptimal outcomes and missed opportunities to harness the symbiotic strengths of humans and AI.

2.1.3. Societal and Ethical Implications Ignored - A lack of emphasis on soft skills alongside the promotion of AI can have far-reaching societal and ethical implications, potentially exacerbating biases and inequalities and misaligning AI-driven decisions with human values.

2.1.4. Soft Skills Gap - Many organizations face challenges in finding employees with the necessary soft skills—such as communication, emotional intelligence, adaptability, and problem-solving—to collaborate effectively with AI systems. This gap in soft skills poses a significant barrier to maximizing the value of AI investments.

For ethical integration and sustainable AI in the workplace, organizations must address and prioritize the development of soft (power) skills alongside adopting AI technologies. This holistic approach empowers employees to collaborate effectively with AI, drive innovation, navigate ethical dilemmas, and unlock the full potential of AI-driven transformations.

2.2. Significance and Contextual Contribution:

The generative AI will impact the types of competencies that are valued among working professionals. Business practitioners widely use generative AI, with the most common uses involving research and ideation, drafting of business messages and reports, and summarizing and revising text. Business practitioners report that character-based traits such as integrity and soft (power) skills will become more critical (Cardon, et al., 2024). The significance of prioritizing soft skills development in the context of AI promotion and adoption is multifaceted:

2.2.1. Competitive Advantage - As AI automates more tasks, soft skills become even more crucial. Empathy, creativity, and adaptability enable employees to provide unique value that AI systems cannot easily replicate and empower them to be integral to the organization's success. Organizations that invest in cultivating these soft skills among their workforce can be assured that they stay competitive in an AI-driven landscape.

2.2.2. AI-Human Collaboration - Soft skills, such as communication (e.g., explaining complex AI concepts to non-technical colleagues), emotional intelligence (e.g., understanding and managing the emotional impact of AI implementation on employees), and adaptability (e.g., adjusting to changes in AI systems), are essential for facilitating seamless and productive collaboration between humans and AI systems. This harmonious integration is crucial for harnessing the full potential of AI technologies and deriving maximum value from these investments.

2.2.3. Creativity and Innovation - While AI can optimize processes and automate tasks, human creativity and innovation remain vital. Soft skills like critical thinking, problem-solving, and ideation are not just necessary; they drive continuous innovation. They complement AI's analytical capabilities and inspire a culture of creativity and progress, leaving the audience inspired and motivated.

2.2.4. Ethical Landscape - AI's increasing role in decision-making processes heightens the need for soft skills rooted in ethical reasoning, moral judgment, and emotional awareness. These skills ensure that AI-driven decisions align with societal values and promote sustainable and equitable outcomes.

2.2.5. Soft Skills Gap - Many organizations need help finding employees with the necessary soft skills to work effectively alongside AI. It is not just important; we must address this gap through targeted soft skills development programs. This urgency will enable organizations to bridge the human-AI divide and extract maximum value from their AI investments, making all stakeholders feel the necessity of action.

2.2.6. Sustainable and Inclusive AI Integration - The sustainable and equitable integration of AI requires a nuanced approach that considers the local context and promotes the development of soft skills to mitigate potential biases and inequalities. This holistic approach will ensure that technology is aligned with societal needs and values if the AI benefits are distributed.

This groundbreaking work based on surveys and case studies contributes to the advancement of knowledge by analyzing recent trends in research and practice on the transformative effects of AI on professional skills and workplaces. It underscores the critical role of transversal skills and offers practical strategies that organizations can readily implement to guide workers through the

challenges of upskilling and reskilling. By recognizing the significance of soft skills development in the context of AI promotion, organizations are to adopt a sustainable approach to digital transformation and machine and human strength, as well as drive innovation, ethical decision-making, and inclusive progress.

3. RESEARCH METHODOLOGY

The research on AI's impact on human skills has uncovered many insights directly applicable to the real world. This study commenced with an extensive literature review to understand the relationship between soft (power) skills and AI, followed by empirical analysis, including case studies, surveys, and data-driven insights to assess how soft (power) skills influence the successful implementation of AI technologies in business. Moreover, insights from industry leaders, HR professionals, and academic experts have offered valuable intelligence into the implications of AI on workforce skills.

The current trends and changes in the requirements for knowledge, skills, and attitudes in the digital age, as well as the expected consequences of the socio-economic challenges, are radical changes in the character and organization of work and jobs. Successful orientation and application in the digital world put new demands on the core expertise in the relevant field of work, especially soft skills such as self-decision-making, teamwork, flexibility, creativity, communication skills, critical thinking, and more. (Vrabec, 2019).

This study's multidisciplinary approach, integrating organizational behavior, HR management, and technology innovation, ensures a comprehensive examination of the complex interactions between soft skills, AI integration, and sustainable workforce development. This robust methodology based on qualitative content analysis provides a solid foundation for findings and recommendations, offering a robust view of AI's impact on human skills in organizations.

3.1. Case Studies:

Based on research into professional skills, the competencies highlighted at the World Economic Forum 2023 in Davos have been used as a benchmark for comparison (weforum, 2023). There is a notable trend among workers towards focusing more on technological skills and a growing need for greater awareness of the importance of soft (power) skills.

These soft skills are crucial for success in both professional and personal life, acting as a critical measure of human capital. This study underscores the importance of intentional development in professional training to equip employees with essential skills needed in today's job market (Shemyhon, 2024), ensuring that education and training align more closely with industry requirements.

3.1.1. IBM's AI-Powered Soft Skills Training - IBM has launched "Your Learning," an AI-powered platform that uses machine learning algorithms to provide personalized soft skills training for its employees (IBM, 2023). This customized training approach has significantly improved employee engagement, productivity, and adaptability, aligning the workforce with the company's AI-driven initiatives. The training equips employees with essential skills such as communication, problem-solving, and emotional intelligence, crucial for effective collaboration with AI systems and contributing to the company's success.

3.1.2. Microsoft's AI-Powered Soft Skills Coaching App - Microsoft has developed "MySkills," an AI-powered app that provides real-time feedback on employees' soft skills, including communication and collaboration (Microsoft, 2024). By analyzing interactions and performance through machine learning, the app offers personalized recommendations to enhance soft skills. This continuous development has led to greater workforce adaptability and better integration of AI technologies across various business functions, establishing Microsoft as a leader in fostering soft skills alongside AI advancements.

3.1.3. McDonald's AI-Powered Soft Skills Training Program - McDonald's has implemented an AI-driven training program called "McDonald's Global Learning Portal," which uses machine learning to customize soft skills training based on employees' learning preferences and job roles (McDonald's, 2020). This program emphasizes developing crucial skills such as customer service, conflict resolution, and teamwork, which are vital for ensuring a smooth customer experience in a fast-food industry that is becoming increasingly automated and integrated with AI technologies. This initiative has resulted in higher employee retention, customer satisfaction, and operational efficiency, highlighting the importance of soft skills in sustainable AI adoption.

These case studies demonstrate how leading organizations have successfully leveraged AI technology to navigate the complexities of an AI-driven business environment and enhance their employees' soft skills. By investing in AI-assisted training and development, these companies have strategically positioned their workforces for long-term success, showcasing the workforce's adaptability and the crucial role of soft (power) skills in supporting and integrating AI technologies.

3.2. Surveys

One of the primary reasons businesses are encouraged to adopt AI is to enhance efficiency in their operations, as it represents a critical technological capability. AI will push leaders to prioritize human-centric qualities such as imagination, intuition, and creativity, which are increasingly valued in the workplace. While AI platforms are sophisticated, individuals are still responsible for applying intelligence. This shift does not mark the end of work but rather the end of routine tasks, paving the way for more meaningful and challenging work. As shown in the following surveys, it

is about eliminating elements of work that humans may not have been ideally suited for in the first place.

3.2.1. Springboard Survey - Workforce Skills Gap – 2024

Sentiment's Springboard survey, conducted in December 2023, involved 510 senior leaders and 521 junior employees to explore workforce transformation priorities, skills gaps, and learning interests. Job skill requirements have changed by about 25% since 2015, and by 2028, 44% of workers' skills will likely need updating. This shift emphasizes the importance of cognitive skills like problem-solving and creative thinking, Fig.1:
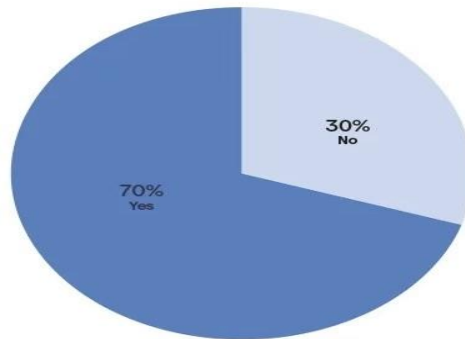

Figure 1: Lack of Skills impacting Business Performance [Courtesy: Springboard 2024 Survey].

Most U.S. companies are experiencing significant soft skills shortages, particularly in the Financial Services and Tech sectors, where over 75% of leaders report a critical lack of essential skills. This gap is seen as a significant challenge for business performance, with 70% of corporate leaders acknowledging its negative impact. C-suite executives view these gaps as barriers to achieving their organizations' goals, with a similar sentiment shared among directors and VPs, Fig.2:
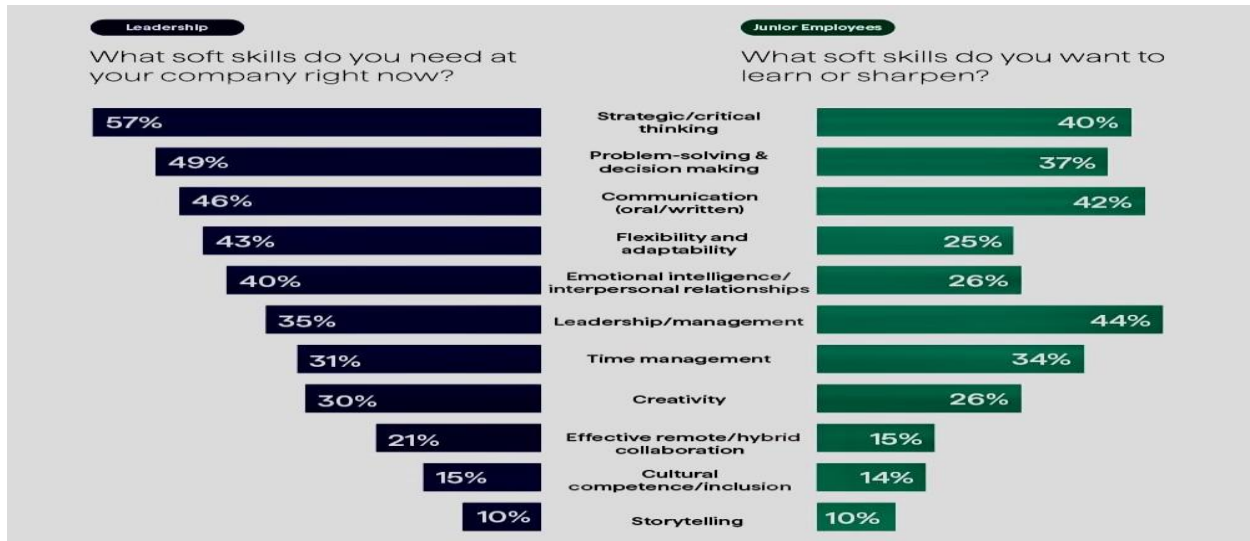
Figure 2: Soft Skills Needed for learning and sharpening [Courtesy: Springboard 2024 Survey].

Companies increasingly focus on upskilling and reskilling their workforce to address these issues. This approach is more cost-effective than external recruitment, which is often more expensive and less efficient. HR leaders prioritize these strategies, recognizing the need to develop internal talent to close critical skills gaps, enhance employee engagement, and improve retention rates.

3.2.2. Wiley Survey – AI Can Never Replace Soft Skills - 2024
Wiley's survey of 2,014 participants reaffirms a fundamental truth: the irreplaceable nature of human connection in the workplace despite the rise of AI. 80% of respondents emphasized that soft skills are more crucial than ever. While AI can assist in specific tasks, the respondents were clear: a bot cannot replicate the intuitive nature of human connection. This underscores the unique value of everyone's contribution, reassuring of individuals' irreplaceable role in the workplace, Fig.3:

Figure 3: AI Can Never Replace Soft Skills [Courtesy – Wiley]

Regarding the future of work in a technologically advancing world, respondents identified communication and leadership as the most vital skills needed in the workplace. However, they also highlighted the importance of adaptability, which is crucial for evolving in a constantly changing environment. This emphasis on adaptability prepares individuals for the future of work, Fig. 4:
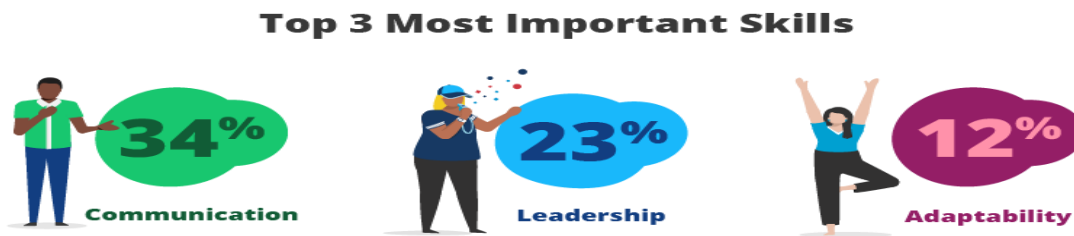

Figure 4: Vital Soft Skills [Courtesy – Wiley]

Wiley's research also highlighted that conflict management skills are not being supplanted by AI. 84% of respondents indicated they are handling challenging workplace situations face-to-face, which prioritizes human interaction and fosters a positive workplace culture, Fig. 5:

Figure 5: Conflict Management Skills [Courtesy – Wiley]

The complexity of human reactions to difficult situations underscores the value of personal engagement. This reiterates the appreciation for the efforts to maintain a positive workplace culture.

3.2.3. Business Name Generator – Survey – 2024

In 2024, Business Name Generator surveyed 1,015 U.S. employees across 12 industries about the importance of soft skills in the workplace. The study, overseen by Censuswide, found that 84% of employees and managers see soft skills as essential for new hires. Additionally, 71% of employees

believe these skills could become more important than technical skills, especially with the rise of automation and AI, Fig. 6:

Figure 6: Why are Soft Skills Important [Courtesy: Business Name Generator].

The survey's key findings highlighted communication as the most valued soft skill, followed by problem-solving and time management. Leadership was also noted as necessary for career advancement. A significant finding was the gender differences in perceptions of soft skills, with 90% of men versus 80% of women recognizing their value. This underscores the need for gender-specific soft skills training, Fig. 7:
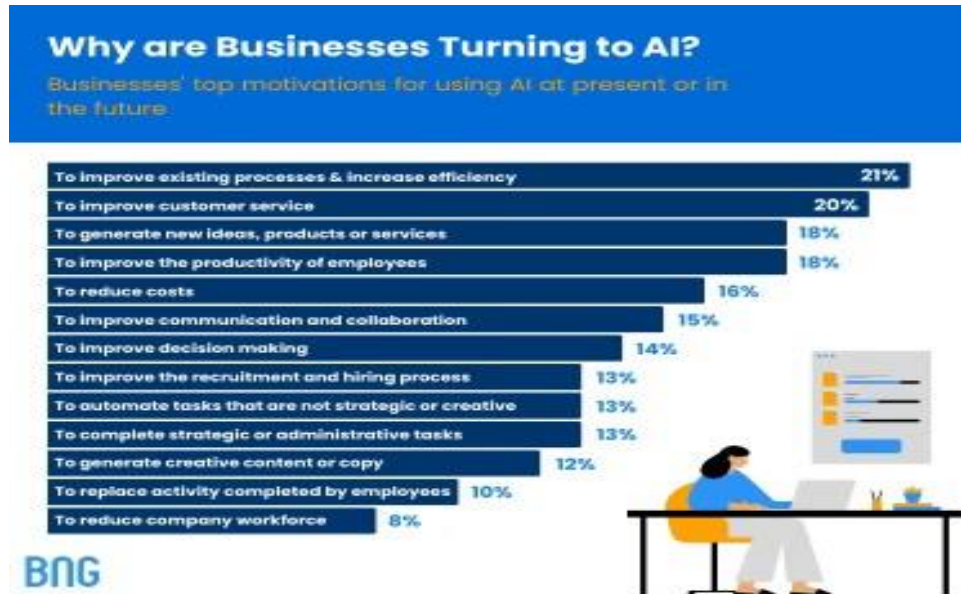
Figure 7. Why are Businesses Turning to AI? [Courtesy: Business Name Generator].

Nearly half of the companies surveyed plan to expand their soft (power) skills training, particularly in IT, finance, and healthcare industries. As AI advances, there is a growing need for human-centric skills such as empathy and critical thinking. The report concludes that companies investing in soft skills training can improve performance and employee satisfaction, aligning with a job market that increasingly values these skills.

4. Results/Findings:
AI requires business leaders to focus on higher order thinking skills, emphasizing soft (power) skills such as communication and empathy. AI can provide data-driven insights and automate routine tasks, but leaders must still rely on their critical thinking skills to make sense of the data. AI allows leaders to connect, support, and develop others (Donovan and Clark, 2024).

4.1. Seamless Human-AI Collaboration - As AI automates technical and repetitive tasks, communication, leadership, and problem-solving become increasingly crucial. Soft skills enable effective teamwork, adaptability, and emotional intelligence, which are essential for empowering and futureproofing the workforce.

4.2. Workforce Adaptability and Innovation - Organizations that invest in developing soft skills for the global economy are positioning and maintaining competitive advantages and fostering a culture of adaptability and innovation. Business Leaders who view the rise of AI as an opportunity to enhance unique human skills rather than solely as a replacement will see tremendous success in the long run.

4.3. Assessment and Development of Soft Skills - Soft skills are often more subjective and nuanced, lacking the quantifiable metrics of hard skills, posing unique challenges for organizations. Cultivating soft skills across an organization requires sophisticated assessment tools, training methods, and a cultural shift that prioritizes these skills at the leadership level.

4.4. Strategies of Soft Skills in the AI Age - Employers can empower durable skills through selection, development, and performance management practices. Incorporating soft skills into performance measurements will be vital to empowering these skills in the workplace and allowing employees to gain recognition and advancement.

4.5. Case Study Examples of AI-Powered Soft Skills Development - Leading organizations, such as IBM, Microsoft, and McDonald's, have successfully leveraged AI technology to enhance their employees' soft skills, enabling them to navigate the complexities of an AI-driven business environment. These case studies demonstrate how AI-assisted soft skills training has improved employee engagement, productivity, customer satisfaction, and operational efficiency.

The study's results suggest that investing in upskilling and reskilling workers may help ensure that AI's benefits are shared equally among all stakeholders. This research also underscores the indispensable role of soft (power) skills in the sustainable integration and promotion of AI technologies within organizations. Employers must strategically invest in developing soft skills to futureproof their workforce, drive innovation, and position themselves for long-term growth and competitiveness in the ever-evolving AI-driven business landscape.

5. DISCUSSION

AI is revolutionizing the business landscape and presents a unique opportunity to elevate soft (power) skills development. While AI excels at automating technical tasks, it also significantly impacts soft skills such as communication, problem-solving, creativity, emotional intelligence, and collaboration. For example, AI-powered chatbots can enhance communication skills, and virtual reality simulations can improve problem-solving and collaboration. This potential for AI to enhance soft skills development inspires optimism as it enables seamless human-AI interaction, fosters innovation, and futureproofs the workforce. However, assessing and developing soft skills poses unique challenges for organizations. Cultivating soft skills across an organization requires sophisticated assessment tools, training methods, and a cultural shift. It is essential to prioritize these skills at the leadership level and integrate them into selection, training, and performance management practices. Employers must find effective strategies to empower soft skills in AI-driven businesses, ensuring that technical and human abilities are equally valued and empowered. Soft skills facilitate seamless human interactions, spur innovation, and drive collaborative success in an AI-dominated landscape.

Employers can empower durable skills through selection, development, and performance management. Incorporating soft skills into performance measurements will be vital to empowering these skills in the workplace and allowing employees to gain recognition and advancement based on them. AI could play a crucial role in soft skills development by providing personalized training, simulating real-world scenarios for problem-solving, and analyzing emotional cues to develop emotional intelligence. Leading organizations such as IBM, Microsoft, and McDonald's have successfully leveraged AI technology to enhance their employees' soft skills, enabling them to navigate the complexities of an AI-driven business environment and drive sustainable growth. The anticipated skills required for future AI-integrated workplaces have been identified through foresight analysis of Wiley and Springboard Surveys. The findings emphasize the critical need for enhanced technical proficiency and essential soft skills such as creative problem-solving and interpersonal abilities across all AI adoption scenarios.

The study reassures the value of their human qualities in the future workplace, stressing the importance of these soft (power) skills in strategic reskilling and continuous learning to ensure that employee skills align with the evolving business paradigms influenced by AI. It provides a comprehensive roadmap (Bobitan et al., 2024) for businesses, educators, and policymakers to collaborate in developing a resilient and adaptable workforce for an AI-enhanced future.

6. Implications to Research and Practice:

AI must prioritize the perspectives and needs of key stakeholders, including employees, employers, and policymakers. Higher job mobility or labor turnover has historically been treated as detrimental to businesses and workers. With new technologies, including AI, that further increase soft skill (power) demand, there is an opportunity for beneficial job mobility of workers reallocating to productive businesses supported by transferable soft skills (Semtner et al., 2024).

6.1. Human-Centric Skills for Competitive Advantage—In a world where AI takes over technical and repetitive tasks, organizations that prioritize developing soft skills will gain a competitive edge. Employees with strong communication, problem-solving, emotional intelligence, adaptability, creativity, and learning agility will be better equipped to collaborate with AI systems and drive innovation. Investing in soft skills will futureproof companies and maintain an advantage in an AI-dominated landscape.

6.2. Talent Management Strategies -The growing importance of soft skills requires organizations to rethink talent acquisition, training, and performance management. Employers must create advanced assessment tools and personalized development programs to identify, nurture, and reward employees for their soft skills capabilities. Incorporating soft skills metrics alongside technical competencies in performance reviews will empower and incentivize the development of these essential human abilities.

6.3. Culture of Soft Skills - Creating a culture that values and promotes soft skills development is crucial for successfully integrating AI in the workplace. Leadership buy-in and active modeling of soft skills, such as effective communication, empathetic decision-making, and collaborative problem-solving, drive this cultural transformation. Encouraging creativity, adaptability, and collaborative problem-solving will enable employees to thrive in an AI-enhanced work environment.

6.4. Human Collaboration - Optimally integrating AI requires understanding how these technologies can enhance human capabilities. By strategically deploying AI for routine tasks, organizations can free employees to focus on areas requiring creativity, emotional intelligence, and strategic decision-making. Effective communication channels and ethical frameworks are necessary for seamless and responsible collaboration between humans and AI systems.

6.5. Workforce Adaptability and Resilience - As the business landscape evolves rapidly, employees must adapt and learn new skills to remain relevant and valuable. Empowering the workforce with soft skills such as critical thinking, problem-solving, and learning agility will enable them to navigate uncertainties and embrace changes driven by AI integration. Investing in ongoing soft skills development is necessary to equip employees with the tools to thrive in an AI-driven work environment.

The sustainable promotion and integration of AI within organizations heavily depend on the strategic development and prioritization of soft skills. Embracing this shift will empower companies to foster a dynamic, adaptable, and innovative workforce capable of harnessing the full potential of AI technologies while maintaining a robust and human-centric advantage. This emphasizes the significance of soft (power) skills in the AI-dominated landscape.

7. Conclusions:
The integration of AI has fundamentally transformed the business landscape, highlighting the critical significance of soft skills (power) for its seamless assimilation. As AI assumes broader responsibilities in the workplace, effective communication, leadership, and problem-solving abilities become increasingly indispensable. There is an urgent need for a comprehensive economic recalibration to recognize and reward individuals for many overlooked soft skills (Andrus, 2024). Soft skills form the cornerstone of human-AI collaboration, fostering innovation and triumph in an AI-dominated environment. These human attributes are tools for the workforce and the essence of empowerment. Proactive teamwork, adaptability, and emotional intelligence are essential for empowering the workforce and are deeply ingrained in these soft skills. Organizations can guarantee the successful integration of AI and its long-term sustainability by prioritizing the nurturing and emphasis of soft skills. Investing in soft skills development will strategically position organizations to navigate global complexities, adapt to change, inspire innovation, and uphold a competitive edge. Employers encounter challenges in evaluating and

honing soft skills due to their subjective nature. Overcoming this challenge demands advanced assessment tools, targeted training programs, and a cultural shift that places soft skills development at the heart of the organizational strategy.

Integrating soft skills into selection, training, and performance management practices enables the workforce to thrive in an AI-driven business landscape. Aligning technical competencies with refined soft skills is essential for unlocking the full potential of human-AI collaboration and ensuring sustainable success. Surveys and case studies underscore the critical importance of soft skills in promoting and integrating AI technologies. Leading organizations leveraging AI to enhance employees' soft skills have reported enhanced engagement, productivity, customer satisfaction, and operational efficiency. These examples underscore the urgency of prioritizing soft skills development and adopting AI-powered tools and solutions.

Ultimately, soft (power) skills are not just an added benefit in the era of AI; they are imperative for the sustainable and successful integration of these transformative technologies. By strategically investing in the cultivation of soft skills, organizations can futureproof their workforce, drive innovation, and position themselves for long-term growth and competitiveness in the evolving AI-driven business environment. Soft skills are not just essential; they are indispensable and relevant in this age of AI, making every individual a key player.

8. Future Research/Recommendations

Future research holds significant promise in bridging the gap between technological advancements and human-centric approaches. AI is a multidisciplinary field requiring a collaborative approach integrating knowledge from various disciplines. This integration is vital for fully grasping the far-reaching implications of AI and its diverse applications, emphasizing the need to involve researchers from different fields to drive AI research and development forward. Soft (power) skills have become inevitable for employees to perform their jobs effectively. The effectiveness of soft skills training of employees is successful in changing employee behavior (Deshpande and Munshi, 2020) and impacts employee work performance. To maximize the integration of AI in the workplace, organizations should conduct thorough assessments of both soft and technical skills during recruitment. This can be achieved through structured behavioral interviews and skill-based simulations to evaluate candidates' capabilities accurately.

An increase in soft skills metacognition leads to an increase in self-efficacy, which in turn leads to an increase in adaptive performance (Joie-La Marle, 2023). Prioritizing candidates with a robust blend of technical and soft skills is crucial to ensure their effective contribution to team dynamics. Investing in personalized soft skills development programs, including AI-powered training and immersive learning experiences such as virtual reality simulations, can enhance practical skills and foster a culture of continuous learning. Key strategies include - integrating these skills into

performance management systems, supporting leadership in modeling and promoting soft skills, and utilizing AI tools for training and assessment.

As organizations increasingly rely on artificial intelligence (AI), integrating soft skills—such as empathy, communication, and critical thinking—into AI systems presents a vital pathway toward creating more sustainable and ethically managed technologies. Researchers may explore frameworks for incorporating soft skills into AI development processes, ensuring technological solutions resonate with societal values and needs. Furthermore, examining the impact of soft skills on user acceptance and trust in AI systems will be essential for fostering a collaborative relationship between humans and machines. This area of research promises to illuminate how humane attributes can enhance the efficacy and sustainability of artificial intelligence in our ever-evolving landscape.

By implementing these recommendations and taking proactive steps, organizations can establish a solid foundation for the sustainable promotion and integration of AI, with soft (power) skills as a critical cornerstone. This holistic approach will empower the workforce to thrive in an AI-driven business landscape, drive innovation, and maintain a competitive edge.

Wiley's survey has reinforced the understanding that, despite technological advancements, the unique value of human soft skills remains irreplaceable, emphasizing the need for continued focus on these skills.

6. Business Name Generator – Survey – 2024
The Business Name Generator survey findings have provided essential insights into business trends and the evolving landscape of the modern workforce.
These studies have been essential in shaping my research and understanding of the importance of soft skills in today's technological and professional environments.

REFERENCES

Andrus, D. (2024). Soft Skills for the Augmented Advisor: Planners who are testing the waters of AI shouldn't lose sight of what makes them human. Journal of Financial Planning, 37(2), 32–36.

Annuš, N. (2024). Education in the Age of Artificial Intelligence. TEM Journal, 13(1), 404–413. https://doi.org/10.18421/TEM131-42

Bobitan, N., Dumitrescu, D., Popa, A. F., Sahlian, D. N., & Turlea, I. C. (2024). Shaping Tomorrow: Anticipating Skills Requirements Based on the Integration of Artificial Intelligence in Business Organizations—A Foresight Analysis Using the Scenario Method. Electronics. https://doi.org/10.3390/electronics13112198

Business Name Generator. (2024, June 17). The Future of Soft Skills in the Work Place. Retrieved, July 15, 2024, from https://businessnamegenerator.com/soft-skills-in-the-workplace/

Cardon, P., Fleischmann, C., Logemann, M., Heidewald, J., Aritz, J., & Swartz, S. (2024). Competencies Needed by Business Professionals in the AI Age: Character and Communication Lead the Way. Business & Professional Communication Quarterly, 87(2), 223–246. https://doi.org/10.1177/23294906231208166

Deshpande, S., & Munshi, M. M. (2020). The Impact of Soft Skills Training on the

Behavior and Work Performance of Employees in Service Organizations. IUP Journal of Soft Skills, 14(1), 7–25.

Donovan, M., & Clark, L. (2024). How AI Is Reshaping Leadership Training. Training, 61(2), 12–14.

IBM (2023, September 18). IBM Commits to Train 2 Million in Artificial Intelligence in Three Years, with a Focus on Underrepresented Communities. Retrieved, July 4, 2024, from https://newsroom.ibm.com/2023-09-18-IBM-Commits-to-Train-2-Million-in-Artificial-Intelligence-in-Three-Years,-with-a-Focus-on-Underrepresented-Communities

Joie-La Marle, C., Parmentier, F., Weiss, P.-L., Storme, M., Lubart, T., & Borteyrou, X. (2023). Effects of a New Soft Skills Metacognition Training Program on Self-Efficacy and Adaptive Performance. Behavioral Sciences (2076-328X), 13(3), 202. https://doi.org/10.3390/bs13030202

McDonalds Corporation. (2020, September 21). McDonald's Expands Global Job Readiness and Life Skills Training Program. Retrieved, May 25, 2024, from https://corporate.mcdonalds.com/corpmcd/our-stories/article/Life-Skills-Training.html

Microsoft Corporation. (2024, June 17). Get started with free AI tools from Microsoft Education. Retrieved, June 30, 2024, from https://www.microsoft.com/en-us/education/blog/2024/06/get-started-with-free-ai-tools-from-microsoft-education/

Morandini, S., Fraboni, F., De Angelis, M., Puzzo, G., Giusino, D., & Pietrantoni, L. (2023). The Impact of Artificial Intelligence on Workers' Skills: Upskilling and Reskilling in Organisations. Informing Science, 26, 39–68. https://doi.org/10.28945/5078

Puntoni, S., Reczek, R. W., Giesler, M., & Botti, S. (2021). Consumers and Artificial Intelligence: An Experiential Perspective. Journal of Marketing, 85(1), 131-151. https://doi.org/10.1177/0022242920953847

Semtner, A., Dzator, J., & Nadolny, A. (2024). Is no (soft) skill left behind? Do soft skills enable job mobility. Applied Economics, 1–19. https://doi.org/10.1080/00036846.2024.2364103

Shemyhon, N. (2024). Relevant Key Professional Skills and the Level of the Education Seekers' Awareness in This Regard. Journal Plus Education / Educaţia Plus, 35(1), 216–227. https://doi.org/10.24250/jpe/1/2024/ns/

Springboard (2024, January 31). Workforce Skills Gap Trends 2024: Survey Report. Retrieved, July 27, 2024, from https://www.springboard.com/blog/business/skills-gap-trends-2024/

Tomasi, Stella; Liu, Jeanny; and Sun, Li, "AI helps, doesn't it: The Impact of AI on Soft Skills" (2024). AMCIS 2024 Proceedings. 10. https://aisel.aisnet.org/amcis2024/sig_hci/sig_hci/10

Thornhill-Miller, B., Camarda, A., Mercier, M., Burkhardt, J.-M., Morisseau, T., Bourgeois-Bougrine, S., Vinchon, F., El Hayek, S., Augereau-Landais, M., Mourey, F., Feybesse, C., Sundquist, D., & Lubart, T. (2023). Creativity, Critical Thinking, Communication, and Collaboration: Assessment, Certification, and Promotion of 21st Century Skills for the Future of Work and Education. Journal of Intelligence, 11(3), 54. https://doi.org/10.3390/jintelligence11030054

Vrabec, N. (2019). Soft Skills in the Digital Age. Megatrendy a Médiá / Megatrends and Media, 6(1), 301–314.

Wiley Brand-EverythingDiSC. (2024, April 24). Taking the Person Out of Interpersonal: Why AI Can Never Replace Soft Skills. Retrieved July 25, 2024, from https://www.everythingdisc.com/blogs/taking-the-person-out-of-interpersonal-why-ai-can-never-replace-soft-skills/

World Economic Forum (2023, September 18). Generative AI won't kill education – unless we allow it to, Retrieved, July 10, 2024, from https://www.weforum.org/agenda/2023/09/navigating-the-rise-of-generative-artificial-intelligence-and-its-implications-for-education/