



# Benoit Chalifoux

*Delivering excellent content to TEC groups since 2019*

Benoit will be joining us to share his presentation titled:

## *Develop Your Soft Skills: The Key to Success in the Business World*

Managers were formed to manage budgets, products, and processes, but fewer were formed to manage humans. It is indeed easier to teach techniques and methods (hard skills) rather than ways of behaving (soft skills). However, humans are at the center of any organization, whether they are CEOs, employees, clients, or shareholders.

The current context of a hyper-competitive world leads companies to focus their efforts on productivity and forget about the human aspect of their organization.

Far away from being an easy competence to develop, "soft skills" might be the determining factor that will make the difference in your professional career.

## *About Benoit*

Benoit Chalifoux is an international speaker in the field of human skills, sales and diversity. He has given more than 1 000 conferences to companies of all sizes in Canada, Africa and Europe.

He teaches in several business schools in Quebec and in Europe.

Benoit accompanies business leaders, managers and individuals in their quest for professional and personal fulfillment.