



ISSTA Tutorial

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- July 24, 2020 Added about big companies no longer requiring university degree
- July 24, 2020 Added explanation of licensing fee
- Jul29, 2020 Added assignment about a 50-word persuasion of what IITTI is about
 - Sep24,2020 Added Appendix B about Reading Program
 - Sep24,2020 Added Appendix C about revenue-sharing
 - Sep24,2020 Added Appendix D relationship between empathy and design think
- Dec02,2020 Added documentary "Predict My Future—The Science of Us"
- Jan21,2021 Added about Google's Projects of finding soft skills most important
 - Feb23,2021 Added benefits for different stakeholders
 - Mar03,2021 Added Introduction to the IITTI Ecosystem
 - Added Positive Impact on a Global Scale
 - Apr12,2021 Added about difference between IITTI and predecessors
- May23,2021 Society for Human Resource Management (SHRM) on soft skills of university grads
 - Jul14,2021 Added sample message in using QR code
 - Jul16,2021 Added /789 web page for students
- Mar03,2022 Added company logos for the 15 companies no longer using degree for hiring
 - Jun18,2022 Added ESG descriptions
- Dec15,2022 Added Harvard Business Review about 80-85% people don't know how they are perceived
 - Mar20,2023 Added ROI sample calculation
 - Jul14,2023 Taking out the word 'frequent' from description of Nudge Theory

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Why IITTI?

Every job-applicant says how great he is in communication and how much of a team player he is on his resume. So historically HRs (human resources) have a hard time in distinguishing who really have good soft skills just by looking at resumes.

IITTI changed everything.

IITTI is a standardized soft skills measurement system, or more precisely, a soft skills testing and certification system, so that HRs can rapidly see which job-applicants have the most soft skills awareness. This measurement system uses a single number called 'World Civility Index', so it is super easy.

For a job-seeker, he can earn World Civility Index points in two ways: (1) sit for an IITTI online written exam, (2) subscribe to IITTI Reading Program and other activities such as seminars, workshops.

Jobs Not Filled, People Without Jobs

The current sad situation in many companies is that there are jobs not being filled, while there are people without jobs!

HR managers frequently tell IITTI that there are many job-applicants, although perfectly competent in their own professional skills (the hard skills), lack the basic soft skills to function well in a team environment, or the professional manners to represent the company to face customers.

Society for Human Resource Management (SHRM), with 300,000+ HR and business executive members in 165 countries, and impacting the lives of more than 115 million workers and families globally in a report says university students are not learning enough soft skills.

<https://www.shrm.org/resourcesandtools/hr-topics/employee-relations/pages/employers-say-students-arent-learning-soft-skills-in-college.aspx>

Many students overestimate their personal soft skills and are quite clueless about what employers want. In fact, *Harvard Business Review* stated that a whopping 80-85% of people misunderstand how they are perceived. And such miscommunication and incivility cost a company 35% of revenue !

<https://hbr.org/2022/11/frontline-work-when-everyone-is-angry>

Biggest Difference between IITTI and predecessors

The biggest breakthrough of this Index is that it is not just a measurement of accuracy, like math (in our case, business etiquette, professional dress code, for example), but also a measurement of awareness; that is, how much exposure to experiences such as empathy, patience, resilience.

IITTI recognized early on that hard skills such as math and science are an education of the brain, while soft skills such as empathy and resilience are an education of the heart! That's why we measure awareness, not just accuracy.

World Civility Index is a multicultural standard

The World Civility Index is not a monolithic but multicultural standard, with considerations for different countries'/regions' special characters and customs. All vetting of the standard is based on the collaborations between an international committee working closely with local domestic expert teams.

From 2019, IITTI World Civility Index is a part of the United Nations Sustainable Development Initiative.

Introduction to the IITTI Ecosystem

IITTI is the "standards people" in soft skills. It writes the many standards documents and offer it to companies, universities, trainers as an open-standard (free to scrutinize and modify), open-source (free-of-charge) product. The revenue-generating part is via its various tests, where successful exam candidates would earn 'World Civility Index' points.

An example would be the IITTI Business 'Level 1' exam which covers professional image, business communication and dining etiquette.

A typical multiple-choice question under professional image would be "*What color and style of attire would be the most suitable for a woman if she wants to be seen as professional yet approachable?*"

A typical multiple-choice question under business communication would be "*What is the most appropriate way to give out business cards in a networking situation?*"

The World Civility Index is not a snap-shot personality assessment tool. It is a long-term, point-accumulating measurement tool where people can continuously upgrade themselves and show it. It measures a person over a long period of time. A person needs to have the self-discipline, the motivation and the patience. Something that is difficult to fake over the long haul.

ISSTA is for regulating soft skills trainers. It writes a standard train-the-trainer "tutorial" document (this document) that is used by all "IITTI Trainers" worldwide. It generates revenue by collecting an annual license fee from trainers. ISSTA aspires to be similar to other self-governing professional bodies for engineers, doctors, accountants.

Orange Consortium is the commercial, for-profit training company. Its job is to coordinate the many independently owned training companies around the world to build on a single digital training platform called "IITTI Reading Program". It generates revenue by collecting US\$1.00 per lesson per user per day. It revenue-shares with stakeholders including trainers, promoters, IITTI, ISSTA and the UN. (Try it at: IITTI.org/DrJoyce)

Positive Impact on a Global Scale

As societies focus more and more on high-tech such as AI, block chain, and automated cars, recent studies have shown that our people skills are rapidly deteriorating. The family dinner tables are no longer where kids learn social manners and values from wise parents. A global issue now is that people don't know how to show empathy, leading to higher rates of conflict at work and at home, harassment, depression, loss of business.

A recent study by McDonald's indicates just in the U.K. alone, the value of soft skills was worth £88 billion in 2015. But both HRs and job-applicants feel meaningless to include soft skills on their CVs as everyone says they have good communication skills and are a great team player, so it doesn't mean much on a CV without proof.

<https://www.forbes.com/sites/dinamedland/2015/03/30/quantifying-the-value-of-soft-skills/?sh=463b3a6d5a48>

Before IITTI, job-seekers can only tell, now they can show!

This changes everything.

With the advent of the IITTI World Civility Index, employers can now in job ads readily ask job-applicants to show their Index points. It not only allows companies to raise corporate culture, but it also sends a strong signal to society that now there is a way to identify job candidates that are more empathetic, more self-aware, more socially competent.

What employers want, the work force will pay attention. And by extension, the general population will pay attention. It changes culture for the better.

Every company of every country can use the World Civility Index easily. Every person can raise their soft skills and prove it.

On the grander scale, if humanity is to survive the 21st century and beyond, it is our ability to improve our relationships with one another, to see in the other person's shoe, to communicate with more empathy. As a wise person once said,

All wars start between our ears!

That is to say, all conflicts start with what is in people's head, when we miscommunicate, mistrust, misunderstand.

IITTI is changing this.

Modern Strategies for Corporate L&D (Learning and Development)

1) *Blended Learning*

Face-to-face activities mixed with digital learning.

TOP 5 benefits of a **BLENDED LEARNING PLATFORM**

Blended learning (BL) seeks to combine the best of face-to-face instruction and online learning.

A platform for BL provides the necessary tools to engage learners, boosting teaching efficiency. Students and teachers will benefit from using such platform. How?

1 LEARNING ANYWHERE, ANYTIME

While some trainers maintain that face-to-face communication has no replacement yet, blended learning simply optimizes communication and learning—online and offline. It helps overcome the limits of geography and time, reaching trainees who otherwise cannot participate. Blended learning provides the flexibility necessary for participants to learn, when and where they are ready to learn.

2 INCREASED LEARNER ENGAGEMENT

A blended learning platform enables teachers and trainers to direct trainees into a continuous loop of activities, feedback, interaction—using course materials and activities in ways that otherwise may not be possible in a purely face-to-face learning environment. Blended learning is aimed at keeping trainees and students engaged and away from distractions. Therefore, it is to be done on a platform where trainers and students can lessen 'multitasking' where and when they have to.

3 TOOLS GALORE

For educators and trainers seduced by technology, you'd feel at home in a blended learning platform like Blearn. It enables you to have a commanding view of your training. You have access to a variety of tools for communication, interaction, monitoring, testing, evaluation, grading. Efficiency is the game. That's why you'd want a platform that's a one-stop shop for all your instructional 'tricks.'

4 OUTCOMES, OUTCOMES, OUTCOMES!

If your training boss keeps badgering you about training outcomes, nothing can be more facilitative of having good training outcomes than a blended learning platform. It can help you 'mix and match' training materials and activities, engage learners across communication channels, and deploy appropriate assessment tools.

Blended learning is planned, deliberate, scheduled, monitored, designed, pedagogy-based program with measurable outcomes.

5 CONVENIENCE
POSTING, SHARING, MONITORING, GRADING, ENLISTING HELP

A corollary point to having a variety of instructional, learning, and assessment tools is the convenience of deploying them from a blended learning platform like Blearn. You don't have to do it all. A good blended learning platform also enables you to enlist the help of teaching assistants, course managers, co-faculty, mentors. You define the terms of engagements for these folks and, viola, you're set!

moodLearning.com

In particular, read:

Top 5 Benefits of a Blended Learning Platform
<https://blog.moodlearning.com/top-5-benefits-of-a-blended-learning-platform/>

2) *Micro-learning*

A way of teaching and delivering content to learners in small, very specific bursts.



In particular, read:

Why Microlearning Is HUGE And How To Be A Part Of It

<https://elearningindustry.com/why-microlearning-is-huge>

3) *Informal Learning*

Informal learning is a pervasive ongoing phenomenon of learning via participation or learning via knowledge creation, in contrast with the traditional view of teacher-centered learning via knowledge acquisition. The term is often used interchangeably, however, with non-formal learning, and self-directed learning.



In particular, read:

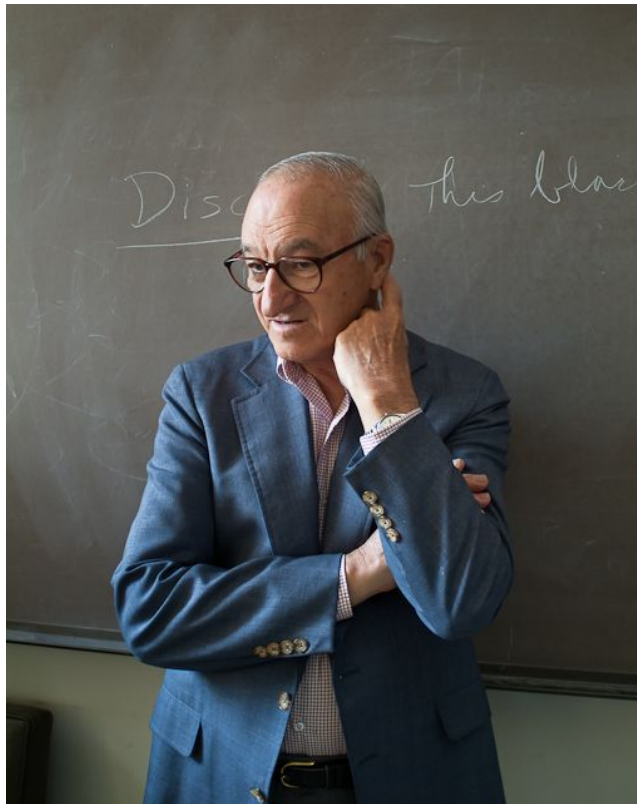
8 Benefits Of Informal Learning In The Workplace

<https://elearningindustry.com/informal-learning-in-the-workplace-8-benefits>

Modern Strategies for Soft Skills Building

- 1.) Long term
- 2.) Low intensity
- 3.) High frequency

Note #1: ***"Humans learn complex behaviors by observation."*** Albert Bandura, Stanford University



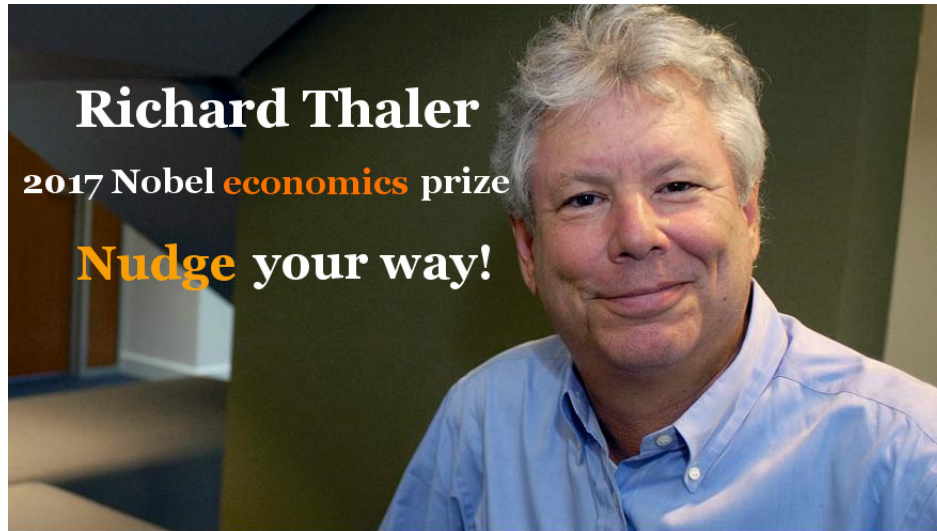
In particular, read:

The Complete Guide To Soft Skills Training

<https://www.bizlibrary.com/article/what-are-soft-skills/>

Note #2: **"Small prompts can have big influence in behavior "**

Dr. Richard Thaler, Nobel Laureate



In particular, read:

***IITTI's Reading Program agrees with
Nobel Prize Winner Richard Thaler's "Nudge Theory"***

https://www.IITTI.org/details/mediaNews_NobelPrizeAgreesWithIITTI_Oct14_2018_en.htm

Assignment 1:

Find three vendors similar to BizLibrary that offer off-the-shelf soft skills training packages. How do they differ? More importantly, what is the common theme among these products?

Assignment 2:

Compare these commercial off-the-shelf products to the non-profit IITTI Reading Program (see example implementation at IITTI.org/DrJoyce).

Assignment 3:

Watch documentary "Predict My Future – The Science of Us".

Case Study of Corporate Success Stories

Zappos: How soft skills affect the bottom line



Tony Hsieh, CEO of Zappos on branding through its people:

*"We view our call center as a branding opportunity.
Every phone call is a branding opportunity."*

Zappos is an online, Fortune 50 shoe shop. Founded in 1999, the company went from US\$1.6 million in sales in 2000 to US\$1 billion in 2008. In 2009, it was the highest-ranking newcomer in Fortune magazine's annual *Best Companies to Work For* list (see video at 7:42) and later in the year was acquired by Amazon for more than US\$1.2 billion.



Video: https://youtu.be/oYNssS_DCPo

One reason for Zappos' success?

HSBC Global Connections wrote,

"Workers get seven weeks of training on company culture and how to make customers happy..."

(reference: Jeff Beer, Canadian Business magazine, April 18th, 2012 HSBC Global Connections)

Question to ask a company:

How many weeks does your company give to your new hires?

How to Measure Soft Skills?

Background literature

1.) World Bank: Hard measurement of Soft Skills



THE WORLD BANK

With 1,567 recent graduates of universities, follow-up survey that took place 10 months after the soft skill assessment suggests that this is capturing something that matters to employers. Specifically:

*10%, 14% higher employment for male, female in the top quartile vs. bottom quartile
30% more earning between top quartile vs. bottom quartile*

<http://blogs.worldbank.org/impactevaluations/hard-measurement-soft-skills>

2.) *McDonald's: Soft skills worth £88bn to UK economy*



Search term: "The Value of Soft Skills to the Economy"

<http://www.personneltoday.com/hr/soft-skills-worth-88bn-to-uk-economy/>

<http://www.personneltoday.com/hr/graduate-recruitment-believe-technical-skills-enough/>

<http://www.bbc.com/news/education-30802474>

<http://www.forbes.com/sites/dinamedland/2015/03/30/quantifying-the-value-of-soft-skills>

(Job-seekers say it is hard to quantify soft skills on CV, what would you recommend as a trainer?)

http://www.akonia.com/Blog/the_value_soft_skills_to_the_uk_economy

(UK company doing soft skill training)

<http://www.independent.co.uk/news/business/news/mcdonalds-leads-campaign-to-highlight-the-economic-value-of-soft-skills-9977135.html>

(The campaign is also backed by the CBI, the National Youth Agency, LearnDirect and Barclays)

<http://www.hrmagazine.co.uk/article-details/soft-skills-worth-88-billion-to-the-economy-says-campaign>

3.) Center for American Progress – The ROI of Losing Employees

As an example, if you are a 150 person company with 11% annual turnover, and you spend \$25k on per person on hiring, \$10k on each of turnover and development, and lose \$50k of productivity opportunity cost on average when refilling a role, then your annual cost of turnover would be about \$1.57 million.

Reducing this by just 20%, for example, would immediately yield over \$300k in value. And that says nothing of the emotional headache and cultural drain felt from losing great people.

https://www.huffpost.com/entry/how-much-does-employee-turnover-really-cost_b_587fbaf9e4b0474ad4874fb7

If your company invest \$100k in giving your employees the soft skills/civility training to achieve this 20% improvement, the ROI (Return On Investment) is:

$$\frac{\$300K - \$100K}{\$100K} \times 100 = \frac{\$200K}{\$100K} \times 100 = 200\%$$

Center for American Progress

Center for American Progress Action Fund



<https://www.americanprogress.org/wp-content/uploads/2012/11/CostofTurnover.pdf>

Future Employment Worldwide Trend

1.) *PricewaterhouseCoopers*



PwC Is Scrapping UCAS (Universities and Colleges Admissions Service) Points As Entry Criteria For Graduate Jobs

http://www.huffingtonpost.co.uk/2015/05/01/pwc-scrap-ucas-points-entry-criteria-graduate-jobs_n_7189936.html

2.) *Ernst & Young*



EY removes Degree Classification From Entry Criteria As There's 'No Evidence' University Equals Success

http://www.huffingtonpost.co.uk/2016/01/07/ernst-and-young-removes-degree-classification-entry-criteria_n_7932590.html

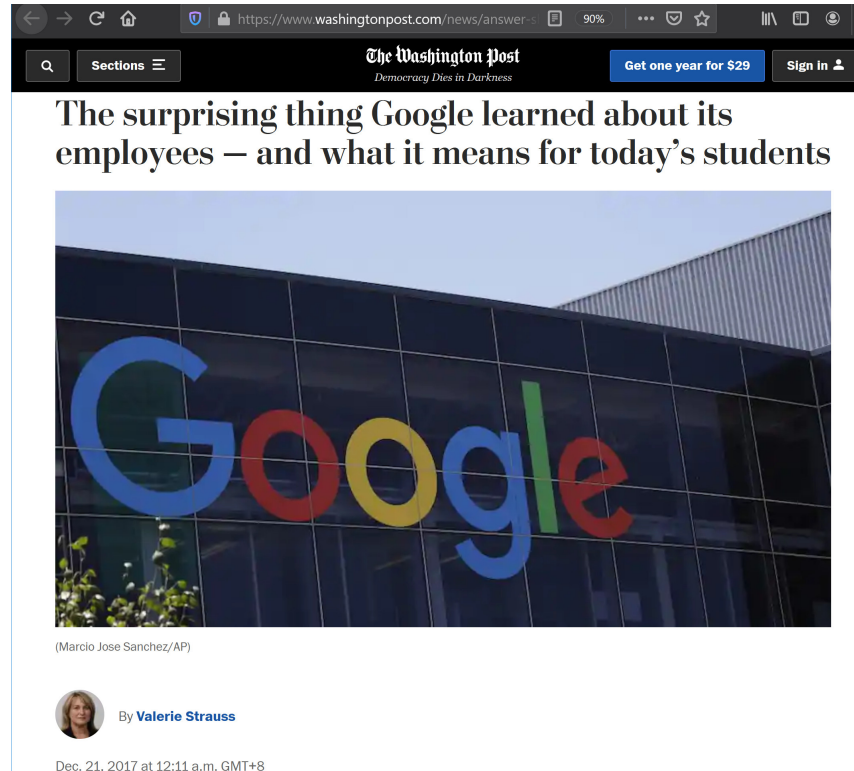
3.) Google, Hilton, Apple, Starbucks, IBM



Google, Penguin Random House, Costco Wholesale, Whole Foods, Hilton Hotels, Publix Supermarkets, Apple Computers, Starbucks Coffee, Nordstrom Department Stores, Home Depot Hardware, IBM, Bank of America, Chipotle Mexican Food, and many others are joining PricewaterhouseCoopers (PwC) and Ernst & Young (EY) in putting focus on soft skills rather than a university degree to decide on who to hire.

<https://www.cnbc.com/2018/08/16/15-companies-that-no-longer-require-employees-to-have-a-college-degree.html>

4.) *Google research found soft skills more important than hard skills*



Google's Project Oxygen shocked everyone by concluding that, among the most important qualities of Google's top employees, STEM (Science, Technology, Engineering, Math) expertise comes in dead last. The top characteristics of success at Google are all soft skills: being a good coach; communicating and listening well; possessing insights into others (including others different values and points of view); having empathy toward and being supportive of one's colleagues; and being a good critical thinker.

Subsequent Project Aristotle shows that the best teams at Google exhibit a range of soft skills: equality, generosity, curiosity toward the ideas of your teammates, empathy, and emotional intelligence. And topping the list: emotional safety. No bullying. To succeed, each and every team member must feel confident speaking up and making mistakes. They must know they are being heard.

<https://www.washingtonpost.com/news/answer-sheet/wp/2017/12/20/the-surprising-thing-google-learned-about-its-employees-and-what-it-means-for-todays-students/>

“Softest” and “Hardest” Soft Skills

IITTI Reading Program & Activities

IITTI Online Written Exams

"Softest" Soft Skills

"Hardest" Soft Skills

Measures awareness

Measures accuracy

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Cultural awareness Emotional awareness
Patience Communication awareness
Empathy Civility Business ethics
Resilience

Reading Program & Activities (for business)

Professional appearance Personal branding
Dining etiquette Business etiquette
Social etiquette

Level 1, 2, 3 (for business)

Training Methodology

IITTI training has two sides which we call "blended learning": one is the face-to-face, classroom training which leads to the online written exam. The other is the "Reading Program & Activities", which is a training/testing all-in-one.

The idea is to deliver classroom training for easy-to-measure skills such as dining etiquette. This allows you, as a trainer, to have "face time" with your students to build rapport and your brand. For hard-to-teach topics such as empathy, resilience, patience, you will use the Reading Program & Activities where we will use written articles as well as videos and other approved activities as your lessons.

Experiences have shown that a blended learning yields the most effective result compared to using either classroom or online learning alone. We call it:

$$1+1=3!$$

That is, 1 unit of classroom training + 1 unit of online learning = 3 units of success!

For the Reading Program and Activities, we use proven, modern strategies (long-term, low-intensity, frequent) as suggested by scientific research (e.g. Albert Bandura, Richard Thaler as described above) for the most difficult soft skills, such as empathy, resilience, patience,

which we call the "softest of the soft skills".

Secret Sauce

IITTI started out in 2014 by offering the *Business "Level 1"* online written exam. It grew from zero to 15 countries in 3 years. Our markets are mainly in South America and S.E. Asia. How can we grow so fast? The "secret sauce" is because we are:

Open-Standard, Open-Source

Open-Standard means any trainers can get a copy of this document and follow this standard. That is, this standard is open to anybody.

Open-Source means trainers can copy-and-paste (and/or modify) this document to their liking for their own needs. No questions asked! And it is free-of-charge! That is, it has no royalty charges.

(Trainers can follow the IITTI standards for free in their training program without licensing fee. For written exams, trainers can help students buy "exam passes" before an exam. For Reading Program & Activities, for students who want to earn World Civility Index points, they have to buy "reading tickets" online. For details on revenue-sharing with trainers, see Appendix C.)

To learn more about what exactly are Business Level 1,2,3, read the *Image Consultant Manual* on the IITTI website.

IITTI Product List

IITTI Reading Program & Activities

"Softest" Soft Skills

Measures awareness

Cultural awareness Emotional awareness
Patience Communication awareness
Empathy Civility Business ethics
Resilience

Reading Program & Activities (for business)

Illustrations of social behavior while traveling
Patience Environmental awareness
Empathy Civility Social ethics

Reading Program & Activities (for tourist)

Illustrations of social etiquette
Patience Environmental awareness
Empathy Civility Social ethics
Resilience

Reading Program & Activities (for youth)

IITTI Online Written Exams

"Hardest" Soft Skills

Measures accuracy

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Personal branding
Professional appearance
Dining etiquette Business etiquette
Social etiquette

Level 1, 2, 3 (for business)

Personal appearance
Social behavior while traveling
Dining etiquette for world travelers

Citizens of the World (for tourist)

How to be proactive Personal grooming
Social etiquette
How to set priority What is win-win?
Listening skill Team work

Youth

Marketing Strategy

Business Level 1, 2, 3

Why did we started out with the business category? Because this satisfies the most urgent need of people, namely:

Jobs! Jobs! Jobs!

That is, job-seekers (particularly university students) have the most urgent need to get soft skills training in order to distinguish themselves from their competition. The driver (ie motivational driving force) for university students are the human resources (HRs) of companies; if HRs say they prefer job-applicants with IITTI credentials, then university students will be more than eager to get IITTI training. So the first step is to make aware of the IITTI Standard to HRs in your market, and eventually sell training to university students.

Once you have HRs being more aware of IITTI Standard, your next step in getting to university students are educating career counselors and student clubs at various universities. These counselors and clubs will listen to you once they hear that you have company HRs giving preference to job-applicants with IITTI's World Civility Index credentials.

Here are the marketing steps:

1.) Set up 'Lunch & Learn' seminars for company HRs. You position yourself as the expert with something game-changing to offer, which is the IITTI Standard. You educate them that they no longer have to suffer from empty claims from job-applicants on CVs about how good their communication skills are and what a great team-player they are. Now HRs can specifically ask for solid proofs and give preference to those job-applicants with IITTI's World Civility Index credentials.

Zero costs for company, better quality new hires!

2.) Set up 'Lunch & Learn' seminars for university career counselors and student club leaders. Using concrete HR examples from your previous HR seminars who are aware of IITTI, educate the counselors and student leaders about the advantage for their students being able to show soft skills credentials via the IITTI World Civility Index.

3.) Jack pot! Set up training workshops for (paying) university students! Show them the proper dress code, the handshakes, the dining etiquette. Encourage them to write the IITTI Business Level 1 exam and earn World Civility Index points. And at the same time, introduce them to also earn World Civility Index points via the IITTI Reading Program through your specific IITTI link. For example:

IITTI.org/DrJoyce

where 'DrJoyce' is the trainer's brand in this example.

How do you get your specific IITTI link for Reading Program? Talk to Patrick Chun, Executive Director of IITTI. You will get a custom-made, unique, specific link just for your training company. For IITTI to create this special link for you, you will need to provide your company logo, link to your company website and brand name (at the minimum, your brand name). Every time a student pay for Reading Program through your link to spend it on reading articles, you will get pay for that. (For details on revenue-sharing, see Appendix C.)

Yes, it is that easy!

Are company employees and corporate training a good market? Not really! Unlike many hard skills topics, you will find most companies to be reluctant to train their employees on soft skills because it is such a long-term endeavor. Companies much rather spend their training budget on "more urgent" needs such as sales and marketing training. The other resistance is from the employees themselves; they don't see any urgent need to prove that they have the soft skills. After all, they got the job already! So don't fight they mentality!

Your resources are limited. Your time is best spent in focusing on university students because they have the urgent need to show they have the soft skills credentials; they are your real, paying customers, especially for the Reading Program where you can generate **long-term, passive income**.

Your best targets are:

HR associations – for advocacy, build awareness

University student clubs – students are your paying customers

Head-hunters, job sites – as sales partners

Website structure: Note there are a few special links you should know about:

www.IITTI.org/123 *for HR*

www.IITTI.org/456 *for trainers*

www.IITTI.org/789 *for job-seekers*

www.IITTI.org/888 *introducing IITTI Reading Program*

Assignment:

In 50 words or less, persuade HR that they should listen to your upcoming free "lunch and learn".

Citizens of the World

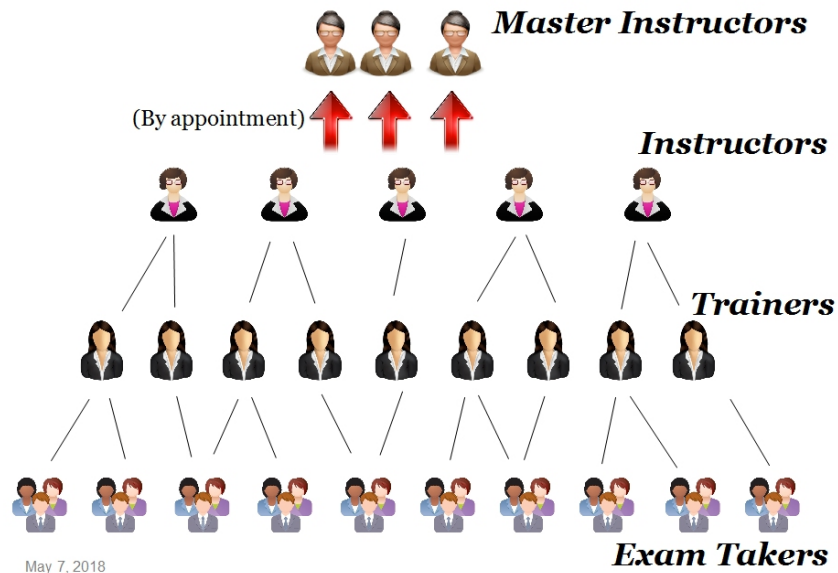
Citizens of the World is designed for tourists, and the targets are hotels, restaurants and travel agents where they would pay you to train their customers to best use their services. (This is somewhat similar to high-end sports cars such as Porsche, Ferrari, BMW training their best customers in driving their cars.)

(This is a new standard and the marketing is not well-developed. It is included here for future heads-up.)

Youth

Youth is designed for elementary and high school students. These students have the time to learn soft skills properly, but unfortunately, you may run into resistance from school management who would make excuses to not use your services. No worries! The motivational driving forces here are the parents; talk to parent groups, especially international schools' parents. They are the source of demand.

ISSTA Structure



Website at: www.ISSTA.ca (International)
www.ISSTA.cn (China)

History: At the beginning of 2018, the IITTI board of directors agreed on sanctioning an independent entity called ISSTA (International Soft Skills Training Accreditation) for licensing of IITTI Trainers, starting in Greater China (Hong Kong, Macau, Taiwan, mainland China).

At the beginning of 2019, the ISSTA mandate was expanded to Malaysia, Thailand, and the Philippines.

In other words, ISSTA is an IITTI-sanctioned, independent IITTI-Trainer-licensing international non-profit headquartered in Vancouver, Canada. Like IITTI, it is an international body, not just a Canadian one, as it is the contribution from many soft skills experts from many countries that allowed it to be formed.

Other regions still maintain the previous policy where no licensing is needed. That is, outside of Greater China, Malaysia, Thailand, and the Philippines, anybody can deliver an "IITTI training program". Read more at 'Short FAQs' under 'Trainers' area (https://www.IITTI.org/trainers/FAQs_forTrainers_en.htm#associateship)

Orange Consortium



Orange Consortium (formerly called Modestum Consortium) is a commercial, training company form by IITTI Trainers banding together in order to capture the university student market where there is an urgent need to find a job. A single consulting company could be too small to fulfill big account from even a single university where there could be 10,000 students, but together with a number of small consulting companies all training towards a single IITTI standard, universities would find this credible and doable.

The ambition is to eventually build a soft skills consulting company similar to PriceWaterhouseCoopers (PwC), Ernst & Young (E&Y), Deloitte, or KPMG.

The benefit of joining the Consortium is that there could be opportunities to be a part of large training projects.

Detail at: www.OrangeConsortium.com

Benefits for Employers, Job-Seekers, Trainers

Employers

Short answer:

From an employer's point of view, they get to raise **company culture** simply by requesting job-applicants to have this credential, before coming on board.

In addition, having a neutral, third-party measurement for a company's civility level can positively affect their **ESG** (Environmental, Social, Governance) ratings. (ESG ratings are important to financial analysts and investors in deciding which company to invest in.)

In other words, the "Index" can do good for the company culture, raise their ESG rating, and good for society at the same time. Killing three birds in one stone!

Long answer:

Human resource managers (HRs) can use the World Civility Index as their internal soft skills measurement metric for hiring, performance evaluations, and promotions.

By asking for the World Civility Index in job ads, a company immediately can find outstanding job-applicants who have the **vision** in seeing the importance of soft skills, the **motivation** and **patience** to earn World Civility Index points on a long-term basis. On a more fundamental level, it shows **leadership**. These are qualities that are hard to fake and are readily captured under the World Civility Index long-term measuring system.

More details:

The Index proves superior to other proprietary assessment products as the Index is an open-source (free-of-charge), open-standard (free to scrutinize and modify) from an NGO. There is no more "vendor lock in" where the company must buy from the same vendor, but instead, can now choose from multiple vendors based on the same IITTI open-standard.

Furthermore, adopting an open-standard means a company no longer needs to spend valuable resources in defining their own internal specifications; all that heavy-lifting has already been done by IITTI...and is totally transparent. A company can pick and choose parts of the standard or even modifying it freely. Now even SMEs (Small, Medium Sized Enterprises) can improve corporate culture simply by asking job applicants to have the Index.

As IITTI is part of the United Nations Sustainable Development, you can proudly advertise that your company is contributing to the global effort in the advancement of soft skills in the

workplace.

Job-Seekers

IITTI 'World Civility Index' is an international soft skills measuring system. These include business etiquette, empathy and intercultural awareness. Anyone can earn points through exams, reading and seminars.

What can this do for you as a job-seeker?

University degree is no longer enough! Many employers such as Google, Apple, Starbucks are requiring job applicants to have proof of excellent soft skills, and they are turning to the IITTI 'World Civility Index'.

But of course, it is a big world, some employers may say they have never heard of IITTI World Civility Index. It actually creates an excellent opportunity for you to give a **leadership impression** when explaining to the employer about the Index. This makes you look good and stand out from the competition. Employers are generally impressed when a job-applicant can come in and show the employer something they didn't know!

Having World Civility Index points shows that you have the **vision** in seeing the importance of soft skills, the **motivation**, and the **patience** to earn World Civility Index points on a long-term basis. These are qualities that are hard to fake and are readily captured under the World Civility Index -- qualities that are hard to show elsewhere, and are intensely sought after by employers.

Trainers

As trainers, you can use the Index as an independent, unbiased measurement of your students rather than your home-grown '*certificate of participation*', which has very little meaning in the job market. It is not so much that your quality is not good, it is just that employers can't really assess each training company's curriculum or quality. By adopting IITTI international standard, you have essentially raised your professionalism in the eyes of your clients because it is no longer how good you say you are, but now independently validated by IITTI.

As a trainer, how do I use IITTI?

1.) IITTI Reading Program & Activities

The easiest first step is to apply to have World Civility Index to be granted to your audience at your webinars, workshops, classes. This is done via QR codes.

At the same time, you can apply to have your own special link that you can share with your followers on social media, your website and even at your seminars and workshops. You can take a look at how IITTI is collaborating with Dr. Joyce Knudsen (her special link is IITTI.org/DrJoyce).

2.) IITTI Exam

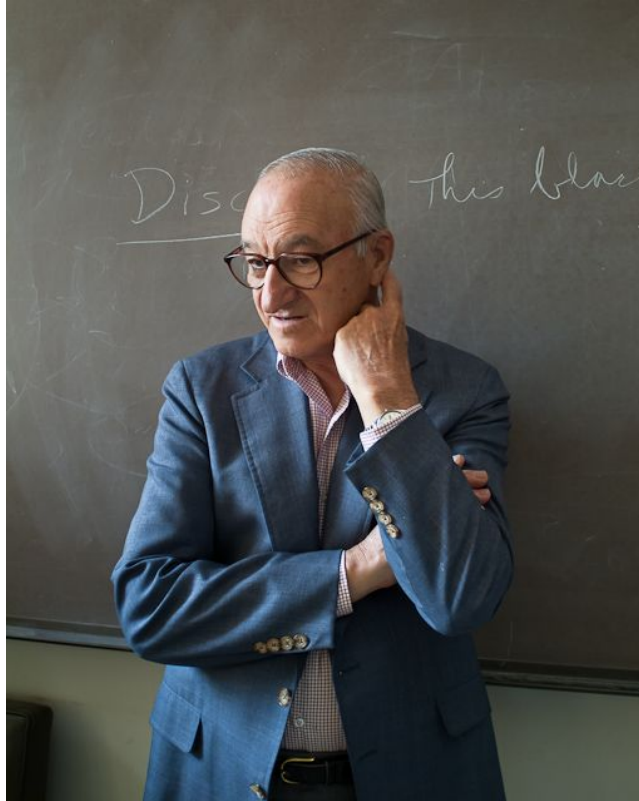
Offer this to your students by first giving them the training and then guide them to take the independent IITTI online exams. (This requires you to be a Licensed IITTI Trainer in certain countries.)

Appendix A Famous Quotes

"Humans learn complex behaviors by observation."

Albert Bandura, Stanford University

ref: <https://www.IITTI.org/456>

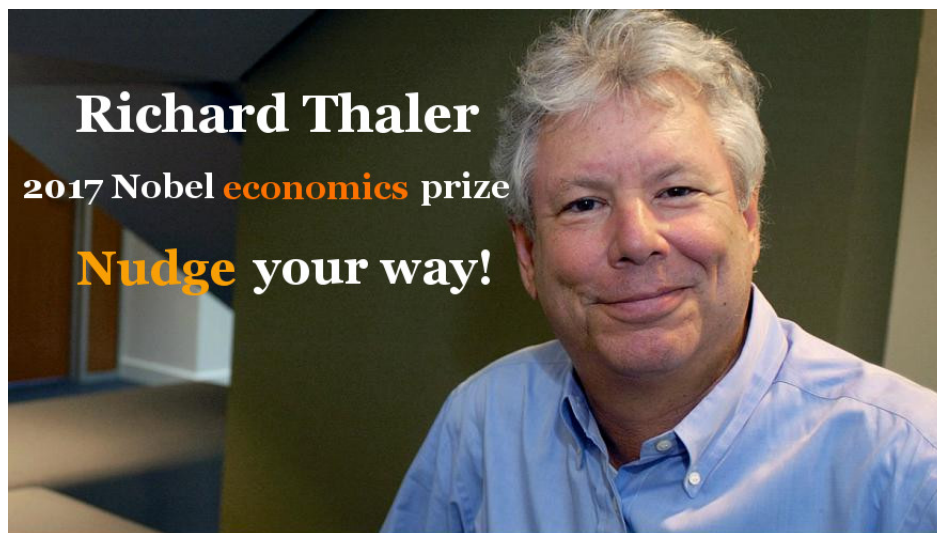


(That's why IITTI Reading Program has videos.)

"Small prompts can have big influence in behavior "

Dr. Richard Thaler, Nobel Laureate

ref: https://www.IITTI.org/details/mediaNews_NobelPrizeAgreesWithIITTI_Oct14_2018_en.htm

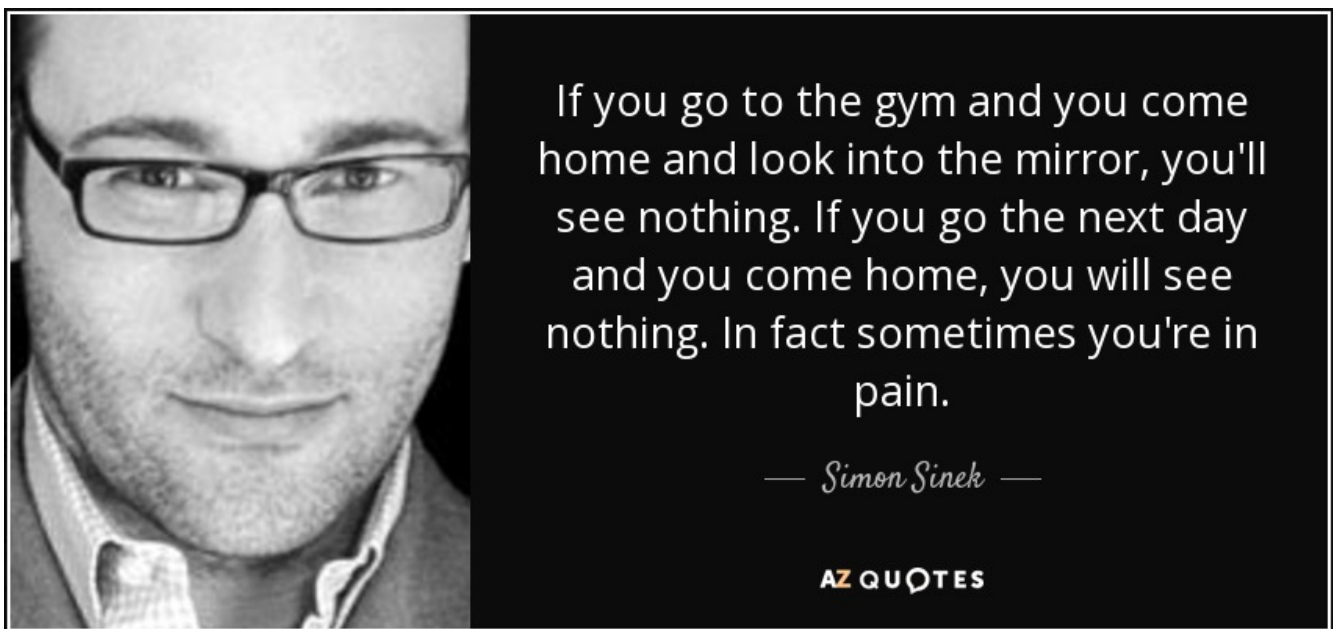


(That's why IITTI Reading Program are daily lessons.)

"Soft Skills training is like going to the gym; you won't see results after one day...but you will see results!"

Simon Sinek

ref: https://www.IITTI.org/goingToGym_en.htm



(That's why IITTI Reading Program needs to be long-term.)

"Just by the fact of having people thinking about it would improve morality"

Dan Ariely

ref: https://www.IITTI.org/bestPractice_en.htm



(That's what IITTI Reading Program does – a constant reminder.)

"The best way to promote yourself is to talk about a cause that is bigger than yourself"

Adam Galinsky

ref: https://www.IITTI.org/trainers/good_for_you_en.htm

Advocating others is good for you



(That's why trainers should promote IITTI – it makes you look good!)

Appendix B Reading Program & Activities

5 Ways To Overcome Obstacles In Emotional Intelligence

Do you work for such a place? Your health and wellbeing may be in jeopardy.



We all experience a certain level of stress in our daily work lives. Some stress actually is good for us – the kind of stress that releases hormones to help us sense danger and prepare us to react against an immediate threat.

But chronic stress is an entirely different story. When excessive, it can be psychologically and physically debilitating and lead to serious illnesses.

According to Dr. Melissa Hughes, a brain expert and author of *Happy Near 50! 1000 Exercises*, stress can literally "kill your brain cells and impede your ability to learn, solve problems, think critically, remember things, and make decisions."

Stress is especially prevalent and problematic in toxic workplaces where people constantly look over their shoulders and at the clock on the wall for 5:59 p.m. to arrive.

5 ways you'll know you work in a toxic workplace

In these soul-crushing, job-whipping pressure cookers devoid of trust, there are no clear, visible signs that you should be updating your resume to see your future. Here are five that've researched and witnessed to be prevalent in toxic work cultures.

- 1. Gossip.**

Gossip in the workplace is common, but relentless gossip meant to damage a reputation and put a negative spin on things has damaging effects for both the individuals involved and the organization as a whole. Watch for groups of employees actively acting out their unhappiness and circulating false rumors, management, and company direction.
- 2. Micromanagement.**

In *Being a Psychick*, Stanford professor Jeffrey Pfeffer reviewed 230 studies and explored *ten common sources of workplace stress*, including the health of U.S. workers. One of the top reasons for "low job control," which is typical in micromanagement environments. Low job control was found to be in the top stressors that led to high mortality rates, doctor-reported illnesses, including depression.
- 3. Appearance-based discrimination.**

In the workplace, the way you look can be more important than the merit of your work to some supervisors and coworkers. A *new study* conducted by social selling software company, *China*, discovered key insights about appearance-based discrimination, including an indication that women and younger generations were more likely to become a victim of appearance-based discrimination. Nearly one-third of women surveyed admitted to experiencing questionable treatment at work related to how they look.
- 4. Social pollution.**

In his book, *Psychic* references work by professor Maria Chiriacchi, who coined the term "social pollution" to describe companies that deplete the wellbeing of their workers, including the family unit as an important source of social support. The main flag of social pollution is the cause of illnesses and disruptions to family life evidenced by long work hours, little or no vacation time, and 24/7 availability for work communications.
- 5. Hypermasculine personality traits.**

In a recent *update of Love in Action podcast*, Thomas Chamorro-Premuzic, professor of business psychology at University College London and at Columbia University, explained in-depth that most of us have a tendency to equate leadership with personality traits statistically more likely to be found in men. The professor refers to men and promote leaders with typically male traits like confidence and aggression. They can later sacrifice an overconfidence, narcissism, and even psychopathy, resulting in potentially dangerous, toxic work cultures.



World Civity Index

One read a day, improve your World Civity Index!



ITTI INTERNATIONAL SOFT SKILLS CONFIDENCE TRAINING

World Civity Index

+ 1 point

Feb 1, 2020

ITTI-United Nations Sustainable Development



Every article and activity (seminar, workshop, class, etc.) is given a QR code. Subscribers buy "reading tickets" online on PayPal. The Reading Program is available on first page of www.IITTI.org. Go try it out!

Appendix C Revenue-Sharing

Passive Income for Soft Skills Trainers IITTI Reading Program

Every article will be given a QR code so that your readers can scan and earn points for their personal IITTI 'World Civility Index' points.

We are planning to have hundreds of articles. Readers can pick which to read.

What is the use of World Civility Index?

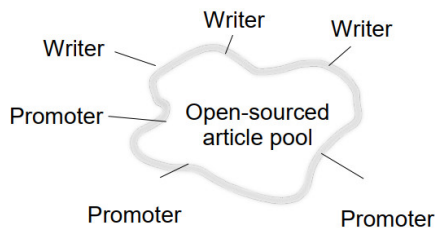
World Civility Index shows how much heart (soft skills) a person has for caring of others and the environment.

All articles are "open-sourced", which means people can read all articles for free. But if some readers want to earn World Civility Index points, then they have to pay a fee.

We are planning US\$1.00 per article.

All proceeds are split between the author, the promoter, IITTI, UN, and other stakeholders.

There are 2 roles you can contribute: 1.) Writer 2.) Promoter



Proceeds Sharing:

1.) Writer	(15%)
2.) Promoter	(30%)
3.) Vetting committee	(7%)
4.) Technical support	(8%)
Others (IITTI, UN, etc.)	(40%)

You can become a writer and submit your article to the vetting committee to be included as part of the pool.



World Civility Index
An international non-profit
headquartered in Canada

Jun 10, 2020



An international
training company



IITTI-United Nations Sustainable Development

IITTI Reading Program

IITTI Reading Program is a "co-op" where trainers help out trainers. By all trainers promoting the common pool of articles, there is a "network effect" so the end result is better than if you promote just your own writing alone. You grow from weak to strong marketing.

As mentioned previously, you need to get a special link such as:

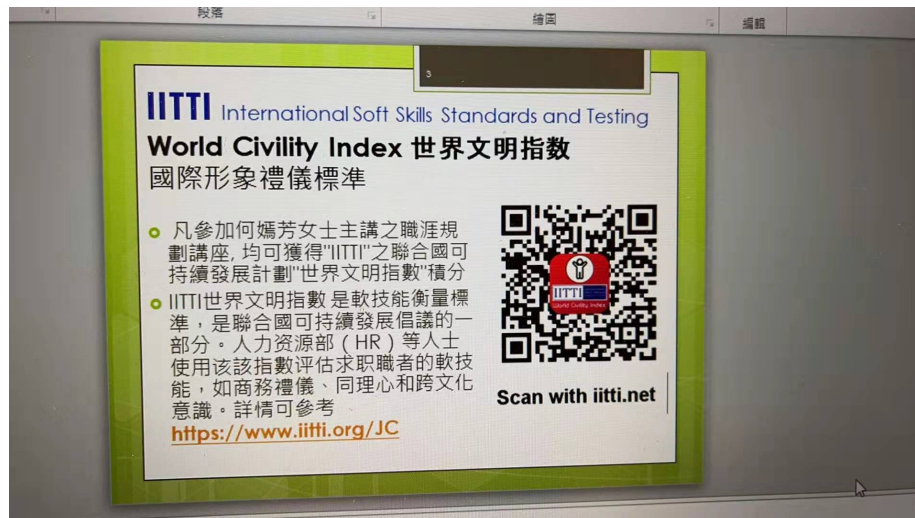
[IITTI.org/DrJoyce](https://iitti.org/DrJoyce)

where you can show at the end of a lecture, or post on social media posts, website and blog. This is your permanent link that you can take with you anywhere you go in the world. Get your special link from headquarters by contacting Patrick Chun, executive director (pchun@iitti.org).

IITTI Activities

IITTI Activities can be your seminars, workshops, classes, lectures at universities, field trips, etc. You can obtain QR codes for these activities so your audience can scan and earn World Civility Index points.

Example: JCHR delivering a seminar at Macau University, Feb24,2021.



A sample message:

When you join my seminar, you can earn 'World Civility Index' points. This Index is a standardized measurement on soft skills and is a part of the United Nations Sustainable Development promoting meaningful employment. Human resource managers (HRs) of many companies are increasingly using this Index to measure a job-seeker's soft skills in areas such as business etiquette, empathy and intercultural awareness.



Appendix D Design Thinking

Besides helping recruitment, a more important use of IITTI is helping companies:

innovate

How To Be More Innovative: Empathy and Design Think

One of the soft skills IITTI focuses on is empathy. The latest scientific finding is that empathy is critically linked to a company's productivity and innovation. Bottom line: unless employers have empathy, they cannot create better products and services.

Details:

The latest buzzword in corporate innovation is called "design thinking". There are three main ideas behind this:

Idea 1: employees must be empathetic in order to know what new products and services to create.

Idea 2: employees must have initiatives to take action and build prototypes.

Idea 3: employees must be allowed to fail in order to learn.

The opportunity for IITTI Trainers is that with high demand for employees with design thinking culture, there are very few training companies in training empathy, initiatives and resilience. But that is changed now with IITTI Reading Program & Activities, which is a long-term, proven way to cultivate these soft skills.

<https://hbr.org/2015/09/design-thinking-comes-of-age>

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ISSTA International Soft Skills Trainer Accreditation

Vancouver, Canada

www.ISSTA.ca (International)

www.ISSTA.cn (China)

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