

# TOP SKILLS

## For Digital Communications



### Flexibility

Those who thrive in digital communication tend to be people who are highly adaptable, as priorities in this discipline often shift quickly.

### LIFELONG LEARNING

Ongoing education is important for staying marketable and at the forefront of the field.



### STORYTELLING

Digital communications are often rooted in the art of persuasion, and one of the best ways to persuade your audience is by crafting a strong narrative.



### EMPATHY

Being a strong communicator involves gaining a strong appreciation for your audience and what drives them. Once you're able to put yourself in the shoes of other people you're trying to influence, you can establish more meaningful—and more effective—connections with them.



### Curiosity

The best digital communication practitioners are those who crave a deeper understanding of the people, processes, and channels of communication.

