



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Academic, Industry & Digital Skills

Week 15

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Trawsnewid Addysg, Trawsnewid Bywydau
Transforming Education, Transforming Lives

www.uwtsd.ac.uk

Learning Objectives

■ Industry Competencies and Key Transferable Skills (Part 3): Interpersonal Skills

By the end of this lecture, you will be able to:

- understand key interpersonal skills
- apply interpersonal skills to industry contexts
- develop self-awareness and professional reflection
- collaborate and communicate effectively in teams



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Interpersonal Skills – An Introduction

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What are Interpersonal Skills?

Task (10 minutes)

Step 1 (5 min): Discussion

With a partner, discuss:

- What do you think interpersonal skills are?
- Why are they important at university and at work?
- What examples can you think of?

Step 2 (5 min): Define

With your partner:

- Decide on ONE clear definition of interpersonal skills.
- Be prepared to share your definition with the class.

Core Interpersonal Skills

Interpersonal skills are the abilities that enable individuals to communicate, interact and work effectively with others.

Interpersonal skills include:

- Communication (verbal and non-verbal)
- Active listening
- Emotional intelligence
- Empathy
- Teamwork
- Conflict resolution
- Respect for diversity





ACTIVITY

Log into Moodle and
download the
worksheet
**“Interpersonal Skills
Class Activity”** in
Week 15.

Summary

Tourism and Events Management is a people-centred industry.

Your ability to manage relationships, emotions, communication and diversity will directly affect:

- Customer satisfaction
- Brand reputation
- Team performance
- Crisis management
- Career progression



Core Interpersonal Skills (contd.)

The best way to improve your communication and interpersonal skills is through **practise**. With time, you'll be better at it and grow more confident. Here are some things to focus on.

Listen.

- If someone is speaking, concentrate on what they're saying. Use verbal and non-verbal cues such as eye contact and asking clarifying questions so they know they have your full attention.

Be emotionally intelligent.

- What you say and how you say it can affect the way you feel. In turn, it can affect the way others feel. Before you speak or respond, pause to reflect on how you or the other person may be feeling.

Have cultural intelligence.

- Understanding and adapting to cultural differences helps avoid miscommunication and work better in diverse teams. Be open to learning about different cultures and responding to differences without judgement.

Core Interpersonal Skills (contd.)

Know your audience.

- The best way to connect with others is to understand them. You can do this by researching them beforehand or asking open questions like who, what, why. This helps build rapport and foster a deep connection.

Be self aware.

- Think about how you interact with and respond to others. Also remember the absence of communication can send a message. For example, if you normally say good morning to colleagues, but you don't, one day they may think you're annoyed at them, when actually you may just be tired.

Learn.

- Research people you admire who are good communicators and listeners. Look at the way they communicate and interact with people and see how you can emulate them.

How These Skills Can Help You

Communication and interpersonal skills can be continuously developed to help you be more effective at work. Here are some ways they can help you:

Improved relationships

- When you have strong communication and interpersonal skills, you're more open and honest. You listen carefully and empathise with others. This helps build trusting and respectful relationships.

Increased collaboration

- When you listen to others, truly understand their perspectives, motivate them to contribute and share your own ideas effectively, it's easier to reach your shared goals.

Increased reputation

- When you can communicate clearly and authentically, you establish yourself as a reliable colleague who is easy to work with. You are better able to show you're knowledgeable and confident, increasing your credibility and improving your professional image.

How These Skills Can Help You (contd.)

Easier conflict resolution

- Using interpersonal skills like emotional intelligence, active listening and empathy can help you understand others. This, as well as the ability to communicate clearly, can help resolve conflict in a more positive, effective way.

Improved problem-solving

- When you come across a challenge at work, you'll be able to ask appropriate questions, listen to diverse ideas and opinions and be clear and concise about your own. This leads to better decision making and problem solving.

Better productivity

- By sharing your own objectives, ideas and challenges as well as understanding other's, everyone will be on the same page, helping work be smoother and more efficient.

Summary

Interpersonal skills are not just “soft”. They are **essential life and career skills**.

Your first year at university is the perfect time to:

- Practice communication
- Build confidence
- Develop emotional intelligence
- Learn to collaborate effectively



University is not only about academic success.

It's about learning how to work with people – respectfully, professionally and effectively.

Assignment 2

Presentation

You are required to prepare and deliver a **10-minute individual presentation**. In your presentation, you should reflect on:

- How the *Academic, Industry, and Digital Skills* module has helped prepare you for university.
- The key skills you have developed during this module.

Your presentation must cover **at least the following areas**:

1. **One academic skill** (e.g. time management, academic writing, academic integrity etc.).
2. **One industry skill** (e.g. teamwork, communication, awareness of professional expectations in the tourism, events, or leisure sectors etc.).
3. **One digital skill** (e.g. use of digital tools for research, e-learning etc.).

In your presentation, you should:

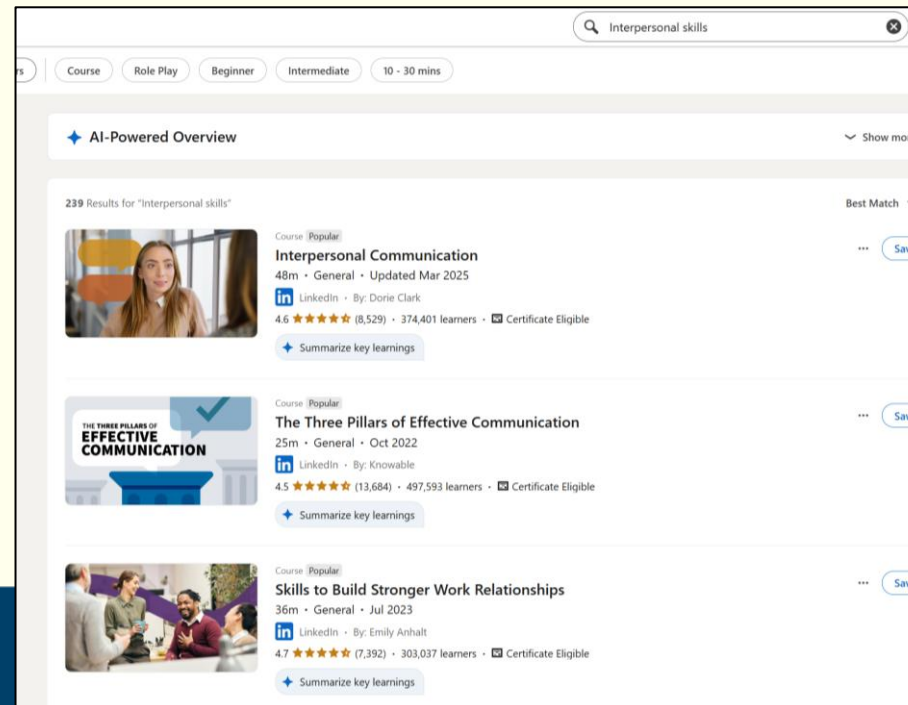
- **Describe** the chosen skills and explain why they are important.
- **Reflect** on how you have developed these skills during the module and what you found most valuable in the learning process.
- **Analyse** how these skills will support your ongoing academic journey.
- **Evaluate** how they can be transferred to professional contexts or placement opportunities, particularly within the tourism, events, or leisure industries.

LinkedIn Learning

LinkedIn LEARNING



Remember to check out LinkedIn Learning for self-paced (asynchronous) learning. There are lots of courses and workshops on interpersonal skills – just search for “interpersonal skills” (or similar keywords) in the search bar as demonstrated below:





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**Our next lecture will take place on Thursday,
5th March, at 2:30pm,
in Room IM13
(Innovation Matrix).**

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References

UWTSD Careers Centre (2026) *Communication & interpersonal skills explained*. Available at: <https://uwtsd.careercentre.me/elearning/scorm.aspx?CourseId=rAHPmhCiFjHQjjC4V4jovg==> (Accessed:13th February 2026).

UWTSD Careers Centre (2026) *Developing communication & interpersonal skills*. Available at: <https://uwtsd.careercentre.me/elearning/scorm.aspx?CourseId=ri1ARzdbGCGcxv6VK1KYQFjspgd4O7bBq47I7VbNY+s=> (Accessed:13th February 2026).