



तेजस्वि नावधीतमस्तु
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FAIRFIELD
Institute of Management & Technology
Managed by 'The Fairfield Foundation'
(Affiliated to GGSIP University, New Delhi)

BBA (B&I)
GGs Indraprastha University
BBA 212: Personality Development and
Communication Skill-II

L-3, T-0, Credits: 03

Course Contents:

Unit I

lectures:10

Project and report writing, and proposals – how to write an effective report, basics of project writing, paragraph writing, paper reading and voice modulation, basics of project presentation.

Unit II

lectures:10

How to make a presentation, the various presentation tools, along with guidelines of effective presentation, boredom factors in presentation and how to overcome them, interactive presentation & presentation as part of a job interview, art of effective listening.

Unit III

lectures:12

Resume writing skills, guidelines for a good resume, how to face an interview board, proper body posture, importance of gestures and steps to succeed in interviews. Practice mock interview in classrooms with presentations on self. Self introduction – highlighting positive and negative traits and dealing with people with face to face.

Unit IV

lectures:10

Leadership – quality of a leader, leadership quiz with case study, knowing your skills and abilities. Introduction to group discussion techniques with debate and extempore, increase your professionalism. Audio Video recording and dialogue sessions on current topics, economy, education system, environment, politics.



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Unit I

PROJECT AND REPORT WRITING

MEANING OF PROJECT

Project means a “Proposed Plan of Action”. It is a planned set of interrelated tasks to be executed over a fixed period and within certain cost and other limitations. It is a sequence of tasks which is planned from the beginning to the end and also it is restricted by time, required results & resources. There has to be a definite deadline, budget & outcomes.

BASICS OF PROJECT WRITING

HOW TO WRITE WELL

1. Precision

There should be exact meaning to the word you intend to say.

2. Vigour

In addition to be precise, you also need to assign some weight & meaning to the words.

3. Spelling and grammar

The spelling & grammar should be such used, which does not embarrass you if done incorrectly.



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STRUCTURE OF A REPORT

Format

Use 1.5 line spacing, Font-Times New Roman and Font-Size-12.

Title

Give your document a brief descriptive title.

Introduction

Introduce your topic over here.

Body

The body is the content of your document where you present your data and make your points.

Carefully organize the body of your report so that similar topics are included together, and the logic of your report flows smoothly.

Break up your writing with heading, subheadings, tables, figures, and lists.

Conclusions or Summary

Use a summary or conclusions paragraph to wrap-up your document and provide closure.

It should give a final idea of the whole report.



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References

The reference list is a list of the sources of information used and cited in the document. Cite references to show the source(s) of information and data included in your document. An easy citation format is simply to include the author's last name (or publication name) and year of publication in parentheses.

BASICS OF WRITING A REPORT

1. Identify the audience.
2. Decide on the length of the report in advance.
3. Divide the contents of the report into clearly labeled categories.
 - Provide an executive summary.
 - Write an introduction.
 - Include a methodology section and describe it.
 - Elaborate on the findings of the project.
 - Explain preliminary project successes.
 - Describe project challenges and obstacles.
 - Suggest recommendations and solutions.
 - Write the report conclusion.
4. Use formatting techniques & sub-headings to guide the attention of readers.
5. Review the report for errors.



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PARAGRAPH WRITING

First of all, WHAT IS A PARAGRAPH? Paragraphs comprises of related sentences. The focus is on only “One-Idea”.

HOW TO WRITE A PARAGRAPH

The paragraph should be made while keeping the following four-points in view:-

1. Unity
2. Order
3. Coherence
4. Completeness
5. Well developed

PROPOSAL WRITING

What is a Proposal?

It is basically a persuasive offer to complete some work, to sell a product, to provide some service or to provide a solution to a problem. A **business proposal** is a written offer from a seller to a prospective buyer. Business proposals are often a key step in the complex sales process—i.e., whenever a buyer considers more than price in a purchase. A proposal puts the buyer's requirements in a context that favors the sellers products and services, and educates the buyer about the capabilities of the seller in satisfying their needs. A successful proposal results in a sale, where both parties get what they want, a win-win situation.



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WRITING A PROPOSAL

Proposal will either be accepted or rejected. Obviously, you want your proposal to be accepted. To help make this possible, follow the six steps listed below.

1. *Your proposal should define the problem and state how you plan to solve the problem.*
2. *Do not assume that your readers will believe your solution is the best.*
3. *Your proposal should be researched thoroughly.*
4. *Your proposal should prove that your solution works.*
5. *Your proposal should be financially feasible.*
6. *Your finished proposal should look attractive.*

HOW TO READ A RESEARCH PAPER

1. Read critically
2. Read creatively
3. Make notes as you read the paper
4. After the first read-through, try to summarize the paper in one or two sentences
5. If possible, compare the paper to other works



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6. Summarizing the paper

VOICE MODULATION

Voice Modulation is the adjustment of the pitch or tone of voice to become enough to be clearly heard and understood by the audience.

COMPONENTS OF VOICE MODULATION:-

Pace or Speech speed: speed should be such that you are able to understand what is said.

Pitch or Depth of voice: Keep it at a level that is comfortable for you.

Pause: Pauses should be given at required intervals.

Power: One should speak from inside the abdomen to make it commanding by generating intensity in your voice.

Volume: Try and match your listener's speech volume.

Emphasis: Put emphasis by putting some pressure or focus on the key words.

Inflection and pausing effectively: Inflection means ups and downs of words. Inflection links meaning and feeling with your words.

Tone

Rhythm and Melody

Identifying your optimal pitch



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BASICS OF PROJECT PRESENTATION

WHAT IS PRESENTATION?

When we talk about presentation, we mean that there is a person or group of persons who will showcase his/her work before an audience. Now, when there is Project presentation, then the person who has made the project will give a brief summary including the following things:-

1. Introduction about the Topic.
2. Objective of the Study done by the person.
3. Research methodology used in the Project.
4. Conclusion
5. Limitations
6. Suggestions
7. References of the sources used for making the project.



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Unit II

How to make Presentations

- Be neat and avoid trying to cram too much into one slide.
- Be brief use keywords rather than long sentences
- Have a very clear introduction, to motivate what you do and to present the problem you want to solve. The introduction is **not technical** in nature, but strategic (i.e. why this problem, big idea).
- Use only **one idea per slide**. Have a good conclusions slide: put there the main ideas, the ones you really want people to remember. Use **only one "conclusions" slide**.
- The conclusion slide should be the last one. Do not put other slides after conclusions, as this will weaken their impact.
- Don't count on the audience to remember any detail from one slide to another (like color-coding, applications you measure, etc.). If you need it remembered, re-state the information a second time.
- Try to cut out as much as possible; less is better.
- Use a good presentation-building tool, like MS PowerPoint.
- Humor is very useful; prepare a couple of puns and jokes beforehand (but not epic jokes, which require complicated setup). However, if you're not good with jokes, better avoid them altogether. Improvising humor is very dangerous.



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- The more you rehearse the talk, the better it will be. A rehearsal is most useful when carried out loud. 5 rehearsals is a minimum for an important presentation.
- Not everything has to be written down; speech can and should complement the information on the slides.
- Be enthusiastic.
- Give people time to think about the important facts by slowing down, or even stopping for a moment.

Text

- Slides should have short titles. A long title shows something is wrong.
- Use uniform capitalization rules.
- All the text on one slide should have the same structure (e.g. complete phrases, idea only, etc.).
- Put very little text on a slide; avoid text completely if you can. Put no more than one idea per slide (i.e. all bullets should refer to the same thing). If you have lots of text, people will read it faster than you talk, and will not pay attention to what you say.
- Don't use small fonts.
- Use very few formulas (one per presentation). The same goes for program code (**at most one code fragment** per presentation).
- Do not put useless graphics on each slide: logos, grids, affiliations, etc.
- Spell-check. A spelling mistake is an attention magnet.

Illustrations



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- Use suggestive graphical illustrations as much as possible. **Prefer an image to text.**
- Do not "waste" information by using unnecessary colors. Each different color should signify something different, and something important. Color-code your information if you can, but don't use too many different colors. Have high-contrast colors.
- A **few** real photos related to your subject look very cool (e.g. real system, hardware, screen-shots, automatically generated figures, etc.). Real photos are much more effective during the core of the talk than during the intro.
- Sometimes a matte pastel background looks much better than a white one.
- Use strong colors for important stuff, pastel colors for the unimportant.
- Encode information cleverly: e.g. make arrow widths showing flows proportional to the flow capacity.

Guidelines for Effective Presentations

We need to make presentations to a wide variety of audiences, for example, Board members, employees, community leaders and groups of customers. Usually there is a lot that can be quickly gained or quickly lost from a presentation.

1. **Background:** The purpose of a presentation is communication. Poorly prepared displays (slides or overhead transparencies) and poor delivery plague many technical sessions at statistical meetings. The speaker often speaks too quickly or too quietly, or uses displays that cannot be read clearly.
2. **Content organization:** Your presentation will be most effective when the audience walks away understanding the five things any listener to a presentation really cares about:



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- What is the problem and why is it a problem?
- What has been done about it before?
- What is the presenter doing (or has done) about it?
- What additional value does the presenter's approach provide?
- Where do we go from here?

3. **Planning:** Who is your audience? Be really clear about who your audience is and about why is it important for them to be in the meeting. Members of your audience will want to know right away why they were the ones chosen to be in your presentation. Be sure that your presentation makes this clear to them right away. What do you want to accomplish? List and prioritize the top three goals that you want to accomplish with your audience. Inform? Persuade? Be clear about the tone that you want to set for your presentation, for example, hopefulness, celebration, warning, teamwork, etc. Consciously identifying the tone to yourself can help you cultivate that mood to your audience.

4. **Level of audience and knowledge** - List the major points of information that you want to convey to your audience. When you are done making that list, then ask yourself, if everyone in the audience understands all of those points, then will I have achieved the goal that I set for this meeting? What medium will you use for your presentation?



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5. **Design a brief opening** (about 5-10% of your total time presentation time) that:

a. Presents your goals for the presentation.

b. Clarifies the benefits of the presentation to the audience.

c. Explains the overall layout of your presentation.

d. Prepare the body of your presentation (about 70-80% of your presentation time).

e. Design a brief closing (about 5-10% of your presentation time) that summarizes the key points from your presentation.

f. Design time for questions and answers (about 10% of the time of your presentation).

6. **Organizing your presentation:** Beginning - middle - end . Time allocation Begin with an overview Build up your middle and emphasize your points End quickly with a summary

7. **Supporting your presentation Hard copy of your presentation** - slides/overheads Notes to support your presentation if you provide the supplemental information during your presentation, then your audience will very likely read that information during your presentation, rather than listening to you. Therefore, hand out this information after you have completed your presentation. Or, hand it out at the beginning of your presentation and ask them not to read it until you have completed your presentation.



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8. **Don't crowd presentation with detail Bullets** - short, five to six words per line Five or six lines per overhead/slide Colors Brightest colors jump forward - text Dark colors for background Consistent color scheme throughout to link ideas together

9. Typefaces (fonts) Simple styles one or two styles per slide Retain styles throughout Style variations - italics, bold, shadow, color Layout Consistent Balance

10. Emphasis Reveal information one idea at a time - buildups Use transitions appropriately DON'T read your information-- use the words in your own presentation Charts Accurate Easy to interpret Have impact

11. **Basic Guidelines about Your Delivery**

- If you are speaking to a small group (for example, 2-15 people), then try to accomplish eye contact with each person for a few seconds throughout your delivery.
- Look up from your materials, or notes, every 5-10 seconds, to look into the audience.
- Speak a little bit louder and a little bit slower than you normally would do with a friend. A good way to practice these guidelines is to speak along with a news anchor when you are watching television.
- Vary the volume and rate of your speech. A monotone voice is absolutely toxic to keeping the attention of an audience.
- Stand with your feet at shoulder-length apart.
- Keep your hands relatively still.



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Boredom factors during Presentation

- A flat or monotone voice.
- A static presentation of facts and figures without real-life examples.
- Over-use of words such as: like, um, uh, ok, you know.
- Not giving the audience a chance to warm up to the speaker. A speaker can avoid this by making a joke or telling a
- Funny story to break the ice.
- No enthusiasm for the subject matter.
- Lack of facial expression.
- Being unprepared or unorganized.
- Too many people in a small room which will make the room too warm and uncomfortable.
- Room temperature that is too warm or too cold.
- Lack of handouts or informational literature.

How to overcome boredom factors during Presentation

- *Do your homework.* Remember that failing to plan is planning to fail. So, commit the time and effort to properly prepare your audience-centric presentation.
- Part of your audience analysis process is *anticipating their needs, reactions and potential questions.* Be prepared to deal with their reactions and respond to their questions with succinct and focused answers ... just in case.



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- Also accept the fundamental difference between *being an expert and having expertise*. You don't need to be an expert, just have more expertise on the topic than the audience does so you can accomplish your outcomes. An old Sicilian proverb comes to mind here – 'In the land of the blind, the one-eyed man is king.'
- Rehearse your presentation several times, out loud, standing up, working with your slides. Audio or video tape it for self-critique. For really important presentations, rehearse with a small audience of colleagues who can relate to the topic and provide focused, objective constructive feedback.

Presentation as part of a job interview

Delivered well, with the desired impact, a presentation can certainly enhance your chances of success. However, for many it is an obstacle that can have the opposite effect – due to nerves, lack of preparation and focus. So it's very important to do the right sort of preparation to ensure that you get it right on the day. There are different types of presentations that you can be asked to deliver at an interview. You may be asked to prepare a presentation on a certain topic or on a topic of your choice.

Planning the Presentation

If asked to prepare a presentation, careful planning beforehand will help you to deliver it with greater confidence and success as does preparing for an interview in all other situations too. Do your research on the company to get a good understanding for the corporate style and culture of the company. This will help you to tailor your presentation to the needs of your interviewer(s). Check out the company website for information. You may also be able to use the site's search facility to discover more about the person or people who will be interviewing you.



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Structuring your message

Decide on one main key message that you want to get across. This is like the spinal cord of the presentation – it helps hold the presentation together. It also provides a strong motivation for your audience to listen to you. Your presentation should follow a clear structure – with a strong opening, main body and ending - as this will help you stay focused and avoid losing track of your thoughts if you are nervous.

Your opening should capture attention at the start. It should clearly communicate your key message to your audience. Keep it succinct and punchy, using short sentences. A long rambling opening gives the impression that it is going to be a long rambling presentation. Structure the main body of your presentation to three main sections. Three is a powerful number that people tend to remember things in. By restricting your presentation to three main sections it will keep a strong focus. You can then have sub- sections within each of the three main sections if you need to expand on your points. Your ending should also be memorable. Use the opportunity to re-emphasise your key message and leave a lasting impression.

The impromptu Presentation

You may be put on the spot and asked to give a presentation without prior warning. For these situations you need some form of standard structures in your head that you can call upon at very short notice.



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Power of THREE

Using the Power of Three is a helpful tool as well here. Use three key words/phrases to help you create a quick structure in your head. One example structure with three areas that you can use quickly if asked to present on a problem solving or strategic issue is:

1. What was the issue?
2. What did you do to resolve it?
3. What was the outcome?

Chronological structures

Another structure you can use for impromptu presentations is:-

1. Past
2. Present
3. Future

This is a useful structure for the “Tell me about yourself” presentation (or question) that is commonly asked at interview by describing your personal history under these three titles.



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The STAR structure

Another similar structure to consider is S.T.A.R. This has four steps to it.

Situation - describe the context / background

Task - what was your responsibility?

Action - what did you do?

Result - what were the results of your actions?

The STAR structure is often used to help formulate responses to competency based interview questions - but can also be used to help provide you with a higher level structure for a slightly longer impromptu presentation.

Delivering with impact

Nerves can take over and hinder your performance. Also – when you are nervous you are more likely to rush and this will make you feel even more nervous. To help control your nerves, take two deep breaths before you start, breathing out for as long as possible to help release tension and encourage you to slow down when you start to speak.

Art of Listening

Meaning of Listening



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Listening is considered to be the one of the most important part of the oral communication. The term is used in order to make oral communication effective. Poor listening skills of an individual may affect the individual very badly specially in an organization where the maximum number of time a person spent in communication therefore it is very much important if will talk from organizational prospective because a effective and active listening by an individual plays a very important role in contributing towards the success of the business.

Difference between listening and hearing

Hearing is one of the five senses of a person and it is the ability to perceive sound by detecting vibrations through an organ such as the ear. According to Merriam-Webster, hearing is “the process, function, or power of perceiving sound; specifically: the special sense by which noises and tones are received as stimuli.” In hearing, vibrations are detected by the ear and then converted into nerve impulses and sent to the brain. A person who is unable to hear has a condition known as deafness. Hearing occurs even in sleep, where the ear processes the sounds and passes them on to the brain, but the brain does not always react to the sound. Listening also known as ‘active listening’ is a technique used in communication which requires a person to pay attention to the speaker and provide feedback. Listening is a step further than hearing, where after the brain receives the nerve impulses and deciphers it, it then sends feedback. Listening requires concentration, deriving meaning from the sound that is heard and reacting to it.

The listening process

1. Sensing or Selection
2. Interpretation
3. Evaluation



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4. Response
5. Memory

Types of Listening

1. **Passive Listening:** It involves Physical presence but mental absence of the listener. The listener is merely hearing out not absorbing the message.
2. **Marginal Listening:** In marginal listening small pieces of the message are listened to and assimilated. He allows information to sink only in bits and pieces.
3. **Sensitive Listening:** Listener tries to understand the viewpoint of the speaker. If taken in isolation, sensitive listening results in onesided sympathetic stand.
4. **Active Listening:** The listener absorbs all that is being said and moves in accordance with the intent of the speaker. The listener asks questions to understand the viewpoint of the speaker.

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UNIT - III

The deal is **nobody gets a job unless they first have a job interview**. That's pretty obvious, right? So how do you get a job interview? There are a few ways, but the focus for today will be getting out the old resume and preparing to be interview bait. Some sticking points to remember are that everybody else applying for the job has a resume also.

Keep in mind that any resume should be:

1. **Visual**
2. **Relevant**
3. **Concise**
4. **Exciting**
5. **Truthful**

Visual Impact

Take any standard resume that you could produce using the Resume Wizard in Microsoft Word. My resume is shown here (with some information changed for privacy concerns). Comparing these two side-by-side, I think most people would agree that mine looks most visually distinct. Later, we'll look at some of the really simple tools available in Microsoft Word for making print media look really cool.

Relevant

Nothing says low-class as much as an impersonal email or resume. I take that back, a misaddressed or irrelevant



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message is lower than that. So put forth a little bit of effort. Personalize the information. If you're applying for a high school social studies position, then your mad finger-painting skills may not be the most impressive thing to the principal. By the same token, your experience working at Burger King ten years ago is not as impressive as your babysitting service twenty years ago. This is the reason that I wrote about some things you can do while still in school that will make getting a job that much easier.

Concise

Deleting extraneous information makes the powerful stuff that much more powerful. There is nothing that says resumes have to be limited to one page in today's world. However, I have consciously trimmed mine to one page simply to make it more powerful. We'll go into some of the tricks I use tomorrow, but *Selected Work Experience* seems more impressive to me than *Teaching Experience*. Be careful that you don't leave off important information. Do not be so zealous to trim to one page that you create a gap of 3 years here and 2 years there. That looks like you are inconsistent and, while it could be answered by a simple phone call from the interviewer, it could also be answered by a second page. Save trees, but also save time for those who are weeding through applicants.

Exciting

Market yourself. **Tell them a story** that they want to hear. Show them the benefits of hiring you. If you can convey who you are and what it is that you are looking for in your life, then they are more inclined to consider you and give you the interview. Remember, everybody else applying for the job has a resume. But most of them won't tell the interviewer a story about why they should meet. You will, right?



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Truthful

In telling your story, you have to be truthful. Don't make stuff up just because you think it's what they want to hear. Start with where you are. Find a way to make that relevant and helpful to the betterment of the school environment. Exaggeration will merely bite you in the end. Thursday, we'll look at how to make a visually effective resume that jumps off the page and into the good graces of the interviewer. I know you won't want to miss that. Selling yourself to an employer is your first challenge, and your resume will be your sales pitch. Sales resumes need to be results-oriented, emphasizing how you will contribute to your employer's bottom line. Start by creating a profile or career summary that highlights your relevant skills and value to potential employers. Include the main reasons an employer should call you for an interview, and clearly show your areas of expertise and industry knowledge. For example, if you are pursuing a pharmaceutical sales representative position, those keywords and your supporting knowledge should be in the profile. This section is perfect for exhibiting the drive, energy and enthusiasm that is so important in the sales profession.

Document Your Achievements

A need to continually achieve is key to sales success. Prove you are an achiever. Document your three biggest victories, and be prepared to reel off a list of at least seven other significant wins in your life from school, sports, music, class politics, etc. You will achieve again for the employer, because past behavior is the best predictor of future behavior. You may not have sales success, but you have had success in other areas. Success leaves clues.

It's deceptively easy to make mistakes on your resume and exceptionally difficult to repair the damage once an employer gets it. So prevention is critical, especially if you've never written one before. Here are the most common pitfalls and how you can avoid them.



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Avoid Common Resume Mistakes

1. Typos and Grammatical Errors

Your resume needs to be grammatically perfect. If it isn't, employers will read between the lines and draw not-so-flattering conclusions about you, like: "This person can't write," or "This person obviously doesn't care."

2. Lack of Specifics

Employers need to understand what you've done and accomplished. For example:

A. Worked with employees in a restaurant setting.

B. Recruited, hired, trained and supervised more than 20 employees in a restaurant with \$2 million in annual sales.

Both of these phrases could describe the same person, but details and specifics in example B will more likely grab an employer's attention.

3. Attempting One Size Fits All

Whenever you try to develop a one-size-fits-all resume to send to all employers, you almost always end up with something employers will toss in the recycle bin. Employers want you to write a resume specifically for them. They expect you to clearly show how and why you fit the position in a specific organization.



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4. Highlighting Duties Instead of Accomplishments

It's easy to slip into a mode where you simply start listing job duties on your resume. For example:

- Attended group meetings and recorded minutes.
- Worked with children in a day-care setting.
- Updated departmental files.

Employers, however, don't care so much about what you've done as what you've accomplished in your various activities. They're looking for statements more like these:

- Used laptop computer to record weekly meeting minutes and compiled them in a Microsoft Word-based file for future organizational reference.
- Developed three daily activities for preschool-age children and prepared them for a 10-minute holiday program performance.

5. Going on Too Long or Cutting Things Too Short



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Despite what you may read or hear, there are no real rules governing the length of your resume. Why? Because human beings, who have different preferences and expectations where resumes are concerned, will be reading it. That doesn't mean you should start sending out five-page resumes, of course. Generally speaking, you usually need to limit yourself to a maximum of two pages. But don't feel you have to use two pages if one will do. Conversely, don't cut the meat out of your resume simply to make it conform to an arbitrary one-page standard.

6. A Bad Objective

Employers do read your resume's objective statement, but too often they plow through vague pufferies like, "Seeking a challenging position that offers professional growth." Give employers something specific and, more importantly, something that focuses on their needs as well as your own. Example: "A challenging entry-level marketing position that allows me to contribute my skills and experience in fund-raising for nonprofits."

7. No Action Verbs

Avoid using phrases like "responsible for." Instead, use action verbs: "Resolved user questions as part of an IT help desk serving 4,000 students and staff."

8. Leaving Off Important Information

You may be tempted, for example, to eliminate mention of the jobs you've taken to earn extra money for school. Typically, however, the soft skills you've gained from these experiences (e.g., work ethic, time management) are more important to employers than you might think.



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9. Visually Too Busy

If your resume is wall-to-wall text featuring five different fonts, it will most likely give the employer a headache. So show your resume to several other people before sending it out. Do they find it visually attractive? If what you have is hard on the eyes, revise.

10. Incorrect Contact Information

I once worked with a student whose resume seemed incredibly strong, but he wasn't getting any bites from employers. So one day, I jokingly asked him if the phone number he'd listed on his resume was correct. It wasn't.

Guidelines for a good resume

Here are five rules to help you write a resume that does its job:

- 1. Summarize Your Unique Value**
- 2. Communicate with Confidence**
- 3. Watch Your Language**
- 4. Key in on Keywords**
- 5. Keep it Concise**



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What do these really mean?

1. **Summarize Your Unique Value**

A resume should begin with a **Summary** (or if you're a student, new grad, or career changer, an **Objective**). Use this space to tell employers who you are and how your skills and qualifications meet their needs. Although your real objective may be to get away from your micro-managing boss or shorten your commute, *don't say that on your resume!* Your Summary or Objective is where you explain how and why you are uniquely qualified to contribute to the company.

Bonus: *Once you've crafted a solid message that summarizes your value, you can use it as the basis for your response to every hiring manager's favorite line: "Tell me about yourself."*

2. **Communicate with Confidence** Tell the potential employer what you've accomplished in your current and previous roles to show how you made a difference. This is not the time to be humble or modest, or to assume the employer will read between the lines. For instance, if your resume just states the facts, without context (e.g., "Sold 50,000 widgets between January and June"), the reader won't know if that's better, worse, or the same as what the company had



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achieved in the past. But a confident statement like "Boosted widget sales 35% in the first six months" or "Increased widget sales from 40K to 50K within six months" is bound to jump off the page.

- 3. Watch Your Language** Don't start your sentences with **I** or **We** or **Our**. In fact, **don't even use full sentences**. Bulleted statements that begin with strong action verbs typically have the most impact. Here are two ways to say the same thing. The first is a bad example; the second is much better: **Too Chatty and Long**
- 4. Key in on Keywords** Here's an awful truth: Resumes, in many cases, are not even read. Rather, they're scanned (either by a machine or by someone who is not the hiring manager). What they're scanning for is keywords or phrases that match their hiring criteria. *Not sure what keywords to put in your resume?* Read the job description for a position that interests you, as well as descriptions for similar jobs. Then read your target companies' web sites.

HOW TO FACE AN INTERVIEW BOARD

New job opportunities are arising fast in every part of the world. Anyone can see mushrooming call-centers and branch offices of multinationals. Everyday new institutes are opening to prepare aspiring young men and women for lucrative jobs in public and private sector. Interview for an anticipated post has become a very important step in the professional life of a young person. Despite trying their best for this moment things go wrong for most of the candidates.



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BASIC PREPARATION

Don't bang your head with an interview board like an enthusiastic teenager (they have a passion for driving fast bikes mindlessly and get bruises). Keep your mind cool and prepare well. Refresh your general knowledge, rehearse answering the expected questions (in front of a mirror now and then). Arrange your certificates properly in an attractive folder. Avoid taking irrelevant documents. You generally need: copies of your educational and experience certificates, bio-data, and application (sent to the company). Be sure you fulfill the requirements mentioned in the advertisements of the company otherwise you may become a laughing stock as soon as your folder is examined. Never push your folder for the perusal of the board until it is demanded. Don't forget to pray to God for success before leaving for an interview. It will definitely boost your confidence. Take light breakfast/meals as it will keep your mind light and you will feel less nervous. A heavy stomach can cloud your mind, leading to nervousness.

BE WELL DRESSED

Wear a jacket, ride your bike, and appear before the board, like your favourite hero but you end up becoming a villain. Although this may be the right step for many to attract the attention of some people but you need a formal dress to woo the board. You must feel comfortable and confident in your dress. It should be clean and well ironed. Avoid gaudy or bright-coloured suits. You have to wear a moderate dress according to the occasion. Polish your shoes, have a hair cut, if needed.

CONTROLLING NERVOUSNESS



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Nervousness is natural. Even the best of the orators, businessmen or politicians used to get nervous. So there is nothing extraordinary about your nervousness. Moreover, you can control it easily. In fact, nervousness is a form of stored mental energy. The best solution is to use it positively:

1. Concentrate in preparing,
2. Shine your personality (good dress, shoes, haircut etc.) ,
3. Eat light food,
4. Pray to god,

SPEAK WELL

A candidate must have command over language, pronounce the words clearly and have a good store of vocabulary. His sentence-making should be grammatically correct. Answers should be in brief and to the point. Lack of fluency, bad grammar, incorrect pronunciation or answering in a hurry without listening to the board properly can surely land you in trouble. Such candidates never get good posts in big companies. Join a good institute to improve your sentence-making, pronunciation and fluency.



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EXPECTED QUESTIONS

Interview is basically a series of questions asked from the interviewee to test his ability, wisdom and personality. {Interview-boards of many big companies also have an expert who can understand human psychology, and who is capable enough to read the mind of a candidate by studying his body language). We can divide the expected question in three categories: 1. Questions relating to personal information of a person (family background, interests, education, experience etc.); 2. Questions relating to his knowledge about the work he will be responsible for in the company; 3. Questions to check the personality of a person – his nature, ideology, decision-making & problem-solving ability etc. Companies may have different set of questions according to their work culture. However most of the questions are related to the categories of the questions given above. Some irrational questions are also asked by some interview boards. Don't panic in such a situation. Maintain your self-confidence and answer in a simple and straightforward way. Interview board may be checking your psychological structure. If you get irritated or try to be over smart you will definitely be discarded from the list of expected winners.

DON'T BE CLEVER

Many candidates try to act cleverly to show their intelligence but it always misfires. Remember that every company needs sincere and hard-working employees. Clever cats are kept at a distance. Listen to the board members carefully. Whenever a question is asked from you answer in brief. If you don't understand a question request the board politely to repeat it. Talk like you are obeying your seniors, giving them all the respect. Speak confidently and clearly. Your voice must be loud enough so that the board may hear and understand it easily. Don't give any unnecessary information or you may become a big bore for the board. In case, you are unable to think answer of a question, just say sorry. Avoid



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repeating the same sentence or phrase. Never contradict the board even if you have a vast knowledge of the subject. Don't criticize any other community, company or person while giving your answers. Control your emotions. Imposing or an egoist personality is never liked by a board. Humility and politeness are your winning edges. At the end of the interview don't forget to say the board 'thanking you very much'. Before leaving move a few steps backward respectfully and come out.

IMPROVE BODY-LANGUAGE

The importance of body language is yet to be recognized fully. Sometimes body language of a candidate even proves weightier than his/her ability. It will solve this puzzle of your mind: why do some candidates are selected although they are less capable than others in every way? If your body language is negative it will create an artificial distance between you and the interview board. The board will be confused and unable to judge your abilities. A good body language carries your confidence to the board, assuring and convincing them about your ability. They think you will learn fast even if you are less capable at the time. Your good dress, smile, confidence and good manners convey a language, which affect the interview greatly. Don't sit on the chair like a hard rock. Sit easily, ready to face the bombardment of questions. If you panic at the first salvo you will lose the game. Instead, feel relaxed and think that you are here to gain experience and learn.

STEPS TO SUCCEED IN INTERVIEWS



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There are a multitude of opinions on how to succeed in a job interview. In my short tenure as a recruiter, I've spoken to hundreds of successful candidates about their interviewing experiences. The following is a short list full of helpful information that will give you the best possible chance for that same success!

Study information about the company through its website and other forms of information that you can find out about them, such as professional networking website profiles. Learn everything that you can about the company and don't forget to take notes to study in advance of the interview (if you have reasonable time before the interview). The more you learn the better chance you'll have to advance through to the next step in the hiring process.

Always be on time for your interview. Arrive 10-15 minutes early. You may need to fill out forms related to the job, and it will help that you are finished before the actual interview is scheduled. Make sure you have a contact phone number available in case of an emergency during your travel time to the interview. When you arrive, ask the receptionist for the name of the interviewer, and write it down! The receptionist is your first point of contact. Be genuine as you communicate, as they will have an impact with any comments they may make to the interviewer.

Always dress for professionally. If you look professional, you'll likely be treated with professional respect. Wear clean and comfortable attire. Avoid casual clothing such as blue jeans and T-Shirts (even if you would wear this type of clothing during actual work hours).



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There is a difference between being cocky and confident. Confidence comes from being prepared. Cockiness comes from living the life of an idiot. Don't be so foolish to think that you are better than anyone else interviewing for the position. Just be as prepared as you can possibly be. If you're prepared, you'll come across as confident. If not...well!

Your resume is an extremely important tool. Have extra copies available to the interviewer. Make sure (in advance) that your resume is very well prepared. It should "fit" the job description and meet the minimum requirements in the description. Make sure you have indicated on your resume what each company you have worked for did, what did they produce or manufacture. This will give additional insight to the interviewer about your work history.

Be polite and considerate of the person interviewing you. Their time is valuable and you must respect this. Be prepared to ask short questions that will get their attention and more than a yes or no answer. Show them that you have come prepared! Show them that you are genuinely interested in getting an offer.

Do you ask for the position? YES! Just remember to use caution in how you ask. I can't begin to tell you how to ask. Only you will know based on how the interview has gone. If the interview went well, just be polite, avoid over confidence and ask this way...I believe that I've shown you I'm qualified for the position, I'd like to ask for the job!

You've always heard that it is a great idea to send a thank you note or email to the interviewer. This is still great advice, and one point that should never be missed! How long you should wait is a matter of how your interview went.



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Be realistic about the success of the interview. If it did not go well, send one anyway, indicating your understanding of the end result and the fact that you value their time spent (this is a great method of bridge building for future interviews). If it went well, send one indicating the same things and include a reminder of something you both had in common related to the company

Practice mock interview in classrooms with presentations on self

Self-presentation is expressive. We construct an image of ourselves to claim personal identity, and present ourselves in a manner that is consistent with that image. If we feel like this is restricted, we exhibit reactance/be defiant. We try to assert our freedom against those who would seek to curtail our self-presentation expressiveness. A classic example is the idea of the "preacher's daughter", whose suppressed personal identity and emotions cause an eventual backlash at her family and community. People adopt many different impression management strategies. One of them is ingratiation, where we use flattery or praise to increase our social attractiveness by highlighting our better characteristics so that others will like us

Self introduction

The "safe" way is to have the moderator or a friend introduce you, perhaps using a short biography you've written to help guide them. It's *safe* because the audience already knows the person introducing you, and therefore presumably trusts them. The person introducing you can also lavish praise on you that would look egotistical if you did it yourself. But this introduction comes with serious costs: you're not in control of the content, the delivery, nor the tone. And more importantly - it robs you of the opportunity to make your own first impression. Someone else has defined who you are



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and the content of your speech. In a way, they've stolen some of your "thunder" by sharing the limelight with you for these first critical minutes. The "usual" way to introduce yourself is to recite the litany of your achievements. The idea is once people see your expert credentials, they'll trust what you say to be backed by experience (and not simply opinion). This is also safe, because it's what people expect. But this *usual* way also has major flaw: you've robbed yourself of the opportunity to make a dynamic first impression. You've taken the first minutes talking about *you* and not about what the audience is there to hear - something about *them*.

This format of self-introduction has some key points:

- **You make yourself an "everyman" instead of a "superman"**. We're used to hierarchy - the smarter, more powerful, richer, better looking people are at the top, and generally the rest of us look up to them. Instead of putting yourself on a pedestal, give your audience the opportunity to do so.
- **You make the focus your passion and not yourself**. By focusing on what you're interested in, your audience will naturally feel your passion and be excited by it. Remember that the audience doesn't really care about you - they care about themselves. Take care of that need early on.
- **You share your epiphany as a personal story**. You could tell people what they need to do differently, but that lecture format can come across as dry and boring. By sharing a story, you give your audience the gift of seeing the world through your eyes. They may reject your "aha", but they won't reject you as a person. Your personal story is also more memorable than facts or processes.



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UNIT -IV

QUALITY OF A LEADER

Having a great idea and assembling a team to bring that concept to life is the first step in creating a successful business venture. While finding a new and unique idea is rare enough; the ability to successfully execute this idea is what separates the dreamers from the entrepreneurs. However you see yourself, whatever your age may be, as soon as you make that exciting first hire, you have taken the first steps in becoming a powerful leader. When money is tight, stress levels are high, and the visions of instant success don't happen like you thought, it's easy to let those emotions get to you, and thereby your team. Take a breath, calm yourself down, and remind yourself of the leader you are and would like to become. Here are some key qualities that every good leader should possess, and learn to emphasize.

Honesty

Whatever ethical plane you hold yourself to, when you are responsible for a team of people, its important to raise the bar even higher. Your business and its employees are a reflection of yourself, and if you make honest and ethical behavior a key value, your team will follow suit.v

Ability to Delegate

Finessing your brand vision is essential to creating an organized and efficient business, but if you don't learn to trust your team with that vision, you might never progress to the next stage. Its important to remember that trusting your team with your idea is a sign of strength, not weakness. Delegating tasks to the appropriate departments is one of the most important skills you can develop as your business grows. The emails and tasks will begin to pile up, and the more



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you stretch yourself thin, the lower the quality of your work will become, and the less you will produce. The key to delegation is identifying the strengths of your team, and capitalizing on them.

Communication

Knowing what you want accomplished may seem clear in your head, but if you try to explain it to someone else and are met with a blank expression, you know there is a problem. If this has been your experience, then you may want to focus on honing your communication skills. Being able to clearly and succinctly describe what you want done is extremely important. If you can't relate your vision to your team, you won't all be working towards the same goal.

Sense of Humor

If your website crashes, you lose that major client, or your funding dries up, guiding your team through the process without panicking is as challenging as it is important. Morale is linked to productivity, and it's your job as the team leader to instill a positive energy. That's where your sense of humor will finally pay off. Encourage your team to laugh at the mistakes instead of crying. If you are constantly learning to find the humor in the struggles, your work environment will become a happy and healthy space, where your employees look forward to working in, rather than dreading it.

Confidence

There may be days where the future of your brand is worrisome and things aren't going according to plan. This is true with any business, large or small, and the most important thing is not to panic. Part of your job as a leader is to put out



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fires and maintain the team morale. Keep up your confidence level, and assure everyone that setbacks are natural and the important thing is to focus on the larger goal. As the leader, by staying calm and confident, you will help keep the team feeling the same. Remember, your team will take cues from you, so if you exude a level of calm damage control, your team will pick up on that feeling. The key objective is to keep everyone working and moving ahead.

Commitment

If you expect your team to work hard and produce quality content, you're going to need to lead by example. There is no greater motivation than seeing the boss down in the trenches working alongside everyone else, showing that hard work is being done on every level. By proving your commitment to the brand and your role, you will not only earn the respect of your team, but will also instill that same hardworking energy among your staff. It's important to show your commitment not only to the work at hand, but also to your promises.

Positive Attitude

You want to keep your team motivated towards the continued success of the company, and keep the energy levels up. Whether that means providing snacks, coffee, relationship advice, or even just an occasional beer in the office, remember that everyone on your team is a person. Keep the office mood a fine balance between productivity and playfulness.

Creativity

Some decisions will not always be so clear-cut. You may be forced at times to deviate from your set course and make an on the fly decision. This is where your creativity will prove to be vital. It is during these critical situations that your team will look to you for guidance and you may be forced to make a quick decision. As a leader, it's important to learn



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to think outside the box and to choose which of two bad choices the best option is. Don't immediately choose the first or easiest possibility; sometimes it's best to give these issues some thought, and even turn to your team for guidance. By utilizing all possible options before making a rash decision, you can typically reach the end conclusion you were aiming for.

Ability to Inspire

Creating a business often involves a bit of forecasting. Especially in the beginning stages of a startup, inspiring your team to see the vision of the successes to come is vital. Make your team feel invested in the accomplishments of the company. Whether everyone owns a piece of equity, or you operate on a bonus system, generating enthusiasm for the hard work you are all putting in is so important. Being able to inspire your team is great for focusing on the future goals, but it is also important for the current issues. When you are all mired deep in work, morale is low, and energy levels are fading, recognize that everyone needs a break now and then.

KNOWING YOUR SKILLS AND ABILITIES

One of the most important things you can do before looking for work or an alternative career is to consider what skills and abilities you already have. These are your most valuable assets and are very important.

Three kinds of skills you need in the world of work are:

- technical;



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- transferable; and
- Personal.

Technical skills are the specialized skills and knowledge required to perform specific duties, sometimes referred to as 'work skills'. For example:

<ul style="list-style-type: none">• Driving a forklift• Information technology	<ul style="list-style-type: none">• Bookkeeping/MYOB• Machine operating• Mechanic	<ul style="list-style-type: none">• Nursing• Accounting
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Each one of these skills is made up of specific skills a person must be able to do in order to complete technical tasks.

Transferable skills are the skills required to perform a variety of tasks. They are your greatest asset as they can be 'transferred' from one area of work to another.

<ul style="list-style-type: none">• Customer service• Problem solving• Teamwork	<ul style="list-style-type: none">• Planning/organisational• Time management• Reasoning and creativity	<ul style="list-style-type: none">• Driving• Staff management• Leadership
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These skills can be useful when you are trying to make a career change.



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Personal skills are the individual attributes you have such as personality and work habits. These often describe what you are like and how you would naturally go about doing things.

<ul style="list-style-type: none">• Working under pressure• Trustworthy• Self-motivated	<ul style="list-style-type: none">• Honest and reliable• Fast learner• Professional	<ul style="list-style-type: none">• Has initiative• Planning/organisational• Loyal
---	---	--

GROUP DISCUSSION TECHNIQUES

Discussions of any sort are supposed to help us develop a better perspective on issues by bringing out diverse view points. Whenever we exchange differing views on an issue, we get a clearer picture of the problem and are able to understand it. The understanding makes us better equipped to deal with the problem. This is precisely the main purpose of a discussion. The dictionary meaning of the word Group Discussion is to talk about a subject in detail. So, group discussion may refer to a communicative situation that allows its participants to express views and opinions and share with other participants. It is a systematic oral exchange of information, views and opinions about a topic, issue, problem or situation among members of a group who share certain common objectives.



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GD is essentially an interactive oral process. The group members need to listen to each other and use voice and gesture effectively, use clear language and persuasive style.

GD is structured: the exchange of ideas in a GD takes place in a systematic and structured way. Each of the participants gets an opportunity to express his/her views and comments on the views expressed by other members of the group. GD involves a lot of group dynamics, that is, it involves both -person to person as well as group to group interactions. Every group member has to develop a goal oriented or group oriented interaction. A participant needs to be aware of needs of other group members and overall objectives of the discussion.

Definition: Group discussion may be defined as – a form of systematic and purposeful oral process characterized by the formal and structured exchange of views on a particular topic, issue, problem or situation for developing information and understanding essential for decision making or problem solving. There are several types of oral group communication. In Public Speaking, the speaker is evaluated by the audience; however there is not much interaction between audience and speaker. A chairperson conducts the meeting and controls and concludes the deliberations.

Group Discussion differs from debate in nature, approach and procedure. Debates include representation of two contrasting viewpoints while GD can include multiple views. A GD may help achieve group goals as well as individual needs. The examiner observes the personality traits of several candidates who participate in the G.D.

Importance of Group Discussion skills



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A Group Discussion helps problem solving, decision making and personality assessment. Whether one is a student, a job seeker, a professional engineer or a company executive one needs effective GD skills. Students need to participate in academic discussions, meetings, classroom sessions or selection GDs for admission to professional courses. A job-seeker may be required to face selection GDs as part of the selection process. Professionals have to participate in different meetings at the workplace .In all these situations, an ability to make a significant contribution to group deliberation and helping the group in the process of decision making is required. The importance of GD has increased in recent times due to its increasing role as an effective tool in a) problem solving b) decision making c) personality assessment. In any situation of problem, the perceptions of different people are discussed, possible solutions are suggested. The best option is chosen by the group. While taking a decision, the matter is discussed, analyzed, interpreted and evaluated.

Characteristics of Successful Group Discussion

For any group discussion to be successful, achieving group goal is essential. Following characteristics are necessary:

Having a clear objective : The participants need to know the purpose of group discussion so that they can concentrate during the discussion and contribute to achieving the group goal. An effective GD typically begins with a purpose stated by the initiator.

Motivated Interaction: When there is a good level of motivation among the members, they learn to subordinate the personal interests to the group interest and the discussions are more fruitful.



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Logical Presentation: Participants decide how they will organize the presentation of individual views, how an exchange of the views will take place, and how they will reach a group consensus. If the mode of interaction is not decided, few of the members in the group may dominate the discussion and thus will make the entire process meaningless.

Cordial Atmosphere: Development of a cooperative, friendly, and cordial atmosphere avoids the confrontation between the group members.

Evaluation in a GD

In any kind of GD, the aim is to judge the participants based on personality, knowledge, communicative ability to present the knowledge and leadership skills. Today team players are considered more important than individual contributors. Hence the potential to be a leader is evaluated and also ability to work in a team is tested. The evaluators generally assess the oral competence of a candidate in terms of team listening, appropriate language, clarity of expression, positive speech attitudes and adjustments, clear articulation, and effective non-verbal communication.

Personality: Even before one starts communicating, impression is created by the appearance, the body language, eye-contact, mannerisms used etc. The attire of a participant creates an impression, hence it is essential to be dressed appropriately. The hairstyle also needs to suit the occasion. Other accessories also have to be suitable for the occasion.



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The facial expression helps to convey attitudes like optimism, self-confidence and friendliness. The body language, a non-verbal communication skill gives important clues to personality assessment. It includes the posture of a person, the eye-contact and overall manner in which one moves and acts. In the entire participation in the GD, the body language has an important role in the impact created.

Content: Content is a combination of knowledge and ability to create coherent, logical arguments on the basis of that knowledge. Also a balanced response is what is expected and not an emotional response. In a group discussion, greater the knowledge of the subject more confident and enthusiastic would be the participation. Participants need to have a fair amount of knowledge on a wide range of subjects. The discussion of the subject must be relevant, rational, convincing and appealing to the listeners. One needs to keep abreast with national and international news, political, scientific, economic, cultural events, key newsmakers etc. This has to be supplemented by one's own personal reasoning and analysis. People with depth and range of knowledge are always preferred by dynamic companies and organizations.

Communication Skills:

First and foremost feature of communication skills is that it is a two way process. Hence the communicator has to keep in mind the listeners and their expectations. The participants need to observe the group dynamics. Since GD tests one's behavior as well as one's influence on the group, formal language and mutual respect are obvious requirements. One may not take strong views in the beginning itself but wait and analyse the pros and cons of any situation. If one needs to disagree, learn to do so politely. One can directly put forward the personal viewpoint also. One may appreciate the good points made by others can make a positive contribution by agreeing to and expanding an argument made by



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another participant. An idea can be appreciated only when expressed effectively. A leader or an administrator has the ability to put across the idea in an influential manner. Hence the participants in a group discussion must possess not only subject knowledge but also the ability to present that knowledge in an effective way. Since oral skills are used to put across the ideas, the ability to speak confidently and convincingly makes a participant an impressive speaker. The members of the selection committee closely evaluate the oral communication skills of the candidates. The effective communication would imply use of correct grammar and vocabulary, using the right pitch, good voice quality, clear articulation, logical presentation of the ideas and above all, a positive attitude.

Listening Skills:

Lack of active listening is often a reason for failure of communication. In the GD, participants often forget that it is a group activity and not a solo performance as in elocution. By participating as an active listener, he/she may be able to contribute significantly to the group deliberations. The listening skills are closely linked to the leadership skills as well.

Leadership Skills:

The success of any group depends to a large extent upon the leader. One of the common misconceptions about leadership is that the leader is the one who controls the group. There are different approaches to the concept of leadership. By studying the personality traits of great leaders or actual dimensions of behavior to identify leadership one can learn to cultivate essential traits of leaders. In a GD, a participant with more knowledge, one who is confident, one who can find some solution to the problem and display initiative and responsibility will be identified as the leader. A candidate's success in a GD test will depend not only on his/her subject knowledge and oral skills but also on his/her



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ability to provide leadership to the group. Adaptability, analysis, assertiveness, composure, self-confidence, decision making, discretion, initiative, objectivity, patience, and persuasiveness are some of the leadership skills that are useful in proving oneself as a natural leader in a GD. The leader in a group discussion should be able to manage the group despite differences of opinion and steer the discussion to a logical conclusion within the fixed time limit. In a selection GD, the group, which may consist of six to ten persons, is given a topic to discuss within 30 to 45 minutes. After announcing the topic, the total GD time, and explaining the general guidelines and procedures governing the GD, the examiner withdraws to the background leaving the group completely free to carry on with the discussion on its own without any outside interference. In the absence of a designated leader to initiate the proceedings of the discussion, the group is likely to waste time in cross talks, low-key conversations, cross-consultations, asides, and so on. The confusion may last until someone in the group takes an assertive position and restores the chaos into order. It could be any candidate. In order to get the GD started, the assertive, natural leader will have to remind the group of its goal and request them to start the discussion without wasting time.

Leadership functions during a GD include initiative, analysis, and assertiveness and so on. GD does not have a formal leader, hence one of the participants is expected to take the initiative. The leader will promote positive group interactions; point out areas of agreement and disagreement;. Help keep the discussion on the right track and lead the discussion to a positive and successful conclusion within the stipulated time. The ability to analyse a situation is a quality of leadership. Analytical skills and objectivity in expressing opinions are absolute requirements for leadership. With patience and composure one can develop the analytical skills. Reaching consensus by considering the group opinion will make the GD successful. Assertiveness that is an ability to bring order to the group by handling the



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conflict is another desirable quality of leadership. Self confidence is a quality which helps win the agreement from other participants.

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