SOFT SKILL DEVELOPMENT

By Mohammed Nisar Ahammed   V - Semester

SOFT SKILL DEVELOPMENT

UNIT-I:

Resume/Report Preparation/Letter Writing / structuring the resume/report-Letter writing/E-mail communication-Samples

UNIT-II: Presentation Skills

Elements of an effective presentation - Structure of presentation - Presentation tools - Voice Modulation - Audience analysis - Body Language - Video Samples.

UNIT-III: Time Management

Time Management - Articulateness - Assertiveness - Psychometrics - Innovation and Creativity - Stress Management & Poise - Video Samples.

UNIT-IV: Group Discussion

Why is GD part of selection process?- Structure of GD - Moderator-led and other GDs - Strategies in GD - Team work - Body Language - Mock GD - Video Samples.

UNIT-V: Interview Skills

Kinds of Interviews - Required Key Skills - Corporate culture - Mock Interview - Video Samples.

UNIT – I

Resume/Report Preparation/Letter Writing / Structuring the resume/report-Letter writing/E-mail communication-Samples

Resume

Resume is a French word meaning "summary". A resume is ideally a summary of one's education, skills and employment when applying for a new job. A resume does not list out all details of a profile, but only some specific skills customized to the target job profile. It thus, is usually 1 or at the max 2 pages long. A resume is usually written in the third person to give it an objective and formal tone.

Structure:

A good resume would start with a Brief Profile of the candidate, Summary of Qualifications, followed by Industry Expertise and then Professional Experience in reverse chronological order. Focus is on the most recent experiences (with responsibilities and accomplishments), and previous experiences are only presented as a summary. This would be followed by Education details and/or Professional Affiliations and/or Voluntary Initiatives.

Tips for Strong Resume Structure

1. Open with a strong, clear headline

➤ Let the reader know who you are, and what you're looking for. Don't make the hiring authority guess - too often, they won't take the time. Be clear and concise. If you're looking for IT leadership roles, for example "CIO / CTO / IT Director" immediately brands you for the opportunity you're seeking.

2. Build a powerful professional summary

➤ This initial paragraph is in many ways the key to the resume. You're telling the reader who you are, and what makes you stand out from the crowd. Focus on your differentiators - the things you do differently or better than your peers.

3. Include a list of core competencies

➤ But don't go overboard - 12 is a good number; more can be overkill. Pick the skills that are most valuable, and most in demand - a search through interesting job postings can be very helpful here.

4. The meat of the resume - professional experience

➤ There's a fine line between too much detail and too little. Don't overwhelm the reader - but do give enough detail on your duties and responsibilities to give clear context for your accomplishments. Always quantify scope of responsibility - size of teams and budgets - and include numbers for achievements whenever possible. Numbers make the information in your resume concrete and far more memorable.

5. Education and Training

➢ This section is pretty straightforward - but it's important to keep the format clear and consistent. If you have more than one BA or MA, I'd recommend only using the degree relevant to your goals. Also, professional training can demonstrate both a greater range of skills, and a commitment to professional growth and advancement.

6. Qualifications

➢ This section can include a range of material that adds value - technical competencies, languages, publications, and affiliations. As with the Education and Training section, consistency in presentation is the key to making this section easily scan able by the Hiring Authority.

7. Interests

➢ Not all resumes will include a section on personal interests; it's certainly not required. But if you have unique interests that may connect with a potential hiring authority, they can add value. If you've won a Triathlon or a Martial Arts championship (for example) that information will stay in the hiring authority's memory. Do be careful to avoid anything controversial - political or religious affiliations, for instance, should generally be omitted.

C.V. – CURRICULUM VITAE

Curriculum Vitae is a Latin word meaning "course of life". It is more detailed than a resume, generally 2 to 3 pages, or even longer as per the requirement. A C.V. lists out every skill, all the jobs and positions held, degrees, professional affiliations the applicant has acquired, and in chronological order. A C.V. is used to highlight the general talent of the candidate rather than specific skills for a specific position.

BIO-DATA

Bio Data is the short form for Biographical Data and is an archaic terminology for Resume or C.V. In a bio data, the focus is on personal particulars like date of birth, gender, religion, race, nationality, residence, marital status, and the like. A chronological listing of education and experience comes after that

Resume Samples

JONATHAN ZARC

Web & ux designer

PROFILE

Passionate about the art design industry, I wish to expand my skills by working with a dedicated and innovative team of UI/UX designers. My goal is to assist in bringing current international UI/UX design trends to the US and UK market, developing unique styles, and providing beautiful and practical design to the public. Consectetur eget nisl. Pellentesque tempus vel nunc et tincidunt.

CONTACT

✉ johnzarc@company.com

📞 +01 888 7777 9999

🌐 www. johnzarc.com

📍 7820 Nine Street Road California/USA

PERSONALITY

Creative

Innovative

dream big

Leadership

🐦 twitter.com/yourusername

Bē Behance.net/yourusername

in Linkedn.com/yourusername

EXPERIENCE

2010 - 2011 — **Graphic Designer**
Nullam nec justo orci. Cras suscipit arcu sit amet ante commodo accumsan. In tempor nisl et dolor vestibulum, et hendrerit massa consectetur.

2011 - 2012 — **Assistant Art Director**
Vestibulum nec leo nunc. Morbi elementum eleifend enim non iaculis. Praesent malesuada at nunc non gravida. In hac habitasse platea.

2013 - 2016 — **Art Director**
Morbi elementum eleifend enim non iaculis. Praesent malesuada at nunc non gravida. In hac habitasse platea dictumst.

EDUCATION

Bachelor of Arts | Creative Art & technology University | 2011 - 2014
Morbi elementum eleifend enim non iaculis. Praesent malesuada at nunc non gravida. In hac habitasse platea dictumst.

Master of Arts | Creative Art & technology University | 2014 - 2015
Morbi elementum eleifend enim non iaculis. Praesent malesuada at nunc non gravida. In hac habitasse platea dictumst.

SKILLS

Indesign   Photoshop

Sketch   Illustrator

Html 5   css3

REFERENCE

John smith
Executive director company
E : johnsmith@company.com
P : +01 7777 8888 9999

Sarah Anderson
Executive director company
E : sarahson@company.com
P : +01 7777 8888 9999

Professional Graphic Designer Resume

David Maslow
#11/31, Narrow Street, Chennai-12
+91-9952274111

GRAPHIC DESIGNER

Performance Summary: Creative, versatile and multi-talented graphic designer with a track record of increasing client satisfaction by developing contemporary and state-of-art computerized graphic visuals. Strong expertise in presentation, design development and layout enhancement. Competent at understanding the client's requirements and grasping what needs to be done.

CORE COMPETENCIES

• Web Designing	• Interaction Layout	• Motion Graphics
• Digital Imaging	• Concept Development	• Layout Enhancement
• Layout Review	• Photography	• Design Development
• Adobe Suite	• Quark Xpress	• Windows/Mac OSX

KEY ACCOMPLISHMENTS

- Secured a marketing graphic consultancy project worth $50K for the company through development of competitive layouts and digital plans and strong presentations of the same
- Devised various culture specific content for international campaigns with enhanced visual optimizations

PROFESSIONAL EXPERIENCE

PHOTOCRAFT INC, Beaverton, OR | 3/2013 to Present Graphic Designer

- Meet with clients, determine their needs and expectations and plan the project by actively participating in weekly brainstorm sessions
- Develop thematic graphic content for marketing purposes as per client requirements
- Generate computerized layouts using InDesign, Illustrator, and Photoshop to create aesthetically appealing visual content
- Take direction from managers and utilize design skills to create a vision
- Collaborate with team and stakeholders to develop individual concepts

Assistant Graphic Designer

- Determined the size and arrangement of illustrative material for marketing purposes
- Developed logos, poster layouts and commercial content as instructed
- Expanded on alternative project layouts and forwarded the same for approval
- Designed images for web, tradeshows, events and social media

EDUCATION
INSTITUTE OF ARTS, Beaverton, OR, 2010
Bachelor's Degree in Graphic Designing

EXCERPT FROM REFERENCE

He is a self-motivated and independent individual who is committed to getting things done.
– Sara Peter, Manager, PhotoCraft Inc.

Thank You

David Maslow

<u>Letter Writing</u>

"A written or printed communication directed to a person or organization."

Letters may be created and sent as:

- ➢ E-mail or electronic transmissions (including faxsimiles)
- ➢ Hand-delivered transmissions
- ➢ Regular mail transmissions

When should you write a letter?

- ➢ To thank someone who has been gracious, kind or helpful to you.
- ➢ When you need assistance or answers to help you make intelligent decisions.
- ➢ To respond to a letter or letter request that you have recently received. (do not wait too long)
- ➢ To create legal documents that record information and support claims.
- ➢ To show that you are a courteous, professional, detailoriented person who is aware of etiquette.

Before writing a letter

- ➢ Read the letter or letters to which you need or want to respond; or read a written announcement or article motivating or requesting a letter response. (News stories, displays and billboards, and even oral comments that others have voiced may spark your passion to write a letter. Listening, is therefore important to letter writers.)
- ➢ Examine the tone (language) of the letter, announcement or other printed material to which you will respond. The tone of the motivating piece helps you determine the tone of your written response (formal or informal).
- ➢ Identify your audience and purpose in order to determine the type of letter you will write (formal or informal).
- ➢ Think about / Plan your response.

Letter Mechanics –

1. Pronoun (Point of View)

- ➢ The use of personal pronouns is important in letters . . . I, he, she, it, we, they, you
- ➢ In a letter, do not refer to yourself in the third person by using one or the writer.
- ➢ It is perfectly natural and appropriate to refer to yourself as I and to the reader as you.

2. Focus and Specificity

- ➢ Be Focused; however, avoid choppy sentences.
- ➢ Don't be so concise that your tone is blunt.
- ➢ Use terminology and concepts related to the industry / field. (Jargon may be appropriate in business writing.)
- ➢ Avoid vagueness. Be specific in your requests or statements of facts.

3. Active versus Passive Voice

Examples

➢ PASSIVE Sentence : It was discovered that the salary totals were incorrect.
➢ Who discovered "it" [the problem]? The underpaid employee, The payroll specialist,
➢ The Accounting Department, An Intern, The IRS? (Be specific.)
➢ Revised ACTIVE sentence: The Accounting Department discovered that the salary totals were incorrect.

Two categories of letters

Business Letters (format writing; more formal writing that may share elements of essay writing)

Personal Letters (often informal; may be addressed to a friend or familiar acquaintance about a personal subject; may regard a personal problem, issue or even a personal business matter pertaining to one's personal finances or personal legal matters)

Types of Personal Letters

➢ Apologies
➢ Appreciation and Thank You: For favors, kindness
➢ Congratulations
➢ Personal Complaints
➢ Invitations
➢ Offering Condolences

Letter Writing Principles

☐ Identify purpose, at the beginning

☐ Organize material into paragraphs

☐ Be professional

  ■ High quality paper

  ■ Error free

☐ Address to specific individual

☐ Be succinct, get to the point

Sample Complaint Letter

mm/dd/yyyy

To Betty Grimes,

      I am writing to inform you that your daughter, Sarah, broke the front passenger window of my Ford Taurus while playing softball yesterday afternoon. The car is brand new. Hopefully, your homeowner's insurance will cover this kind of damage. Please check with them to see if it is covered. If they will not pay for it, I will get two repair estimates for you so that you can determine how you will pay for the repair.

      Perhaps we could meet this Saturday afternoon to discuss our options. You can reach me at (202) 555-1098. Thank you for your timely attention to this matter.

Thank you,
Rita Green
Rita Green
124 Huckabee
Littletown, AL 34567

Business Letter

Vancouver Manufacturing
9102 NW 99ᵉ Street, Vancouver, Washington 98665
(800) 555-1212 – www.example.com

September 25, 2005

Mr. John Taylor
Director of Operations
ABC Corporation
100 E Main Street
Vancouver, WA 98685

Dear Mr. Taylor:

As our new letterhead indicates, we have recently changed the name of our business from Fort Vancouver Manufacturing to Vancouver Manufacturing.

There has been no change in management and we will be providing the same products and fine service on which we have built our reputation in the industry. We would appreciate it if you would bring this announcement to the attention of your accounts payable department and direct them accordingly.

Thank you for being one of our valued customers. We appreciate your cooperation in this matter.

Al Olsen
President, Vancouver Manufacturing

Business Letter

Body

- A generally acceptable format for the body of most business letters is block style, with no indentions or centering of any parts.
- Paragraphs should also be single spaced within the paragraph and double spaced between different paragraphs.

Content

- Each paragraph in the business letter should contain different topics.
- The first paragraph should grab attention and state the reason for the letter.
- The middle paragraphs, as in most letters, should support your reason and go into details.
- In the final paragraph, it professional etiquette for the writer to thank the reader for taking his or her time to read the letter.

Closing

- The end of a business letter marks the biggest difference between business and personal letters.
- The ending of a business letter usually states 'Sincerely,' followed by three blank lines for the writer's signature and then the writer's typed name.

Report Preparation

REPORT PREPARATION AND PRESENTATION PROCESS
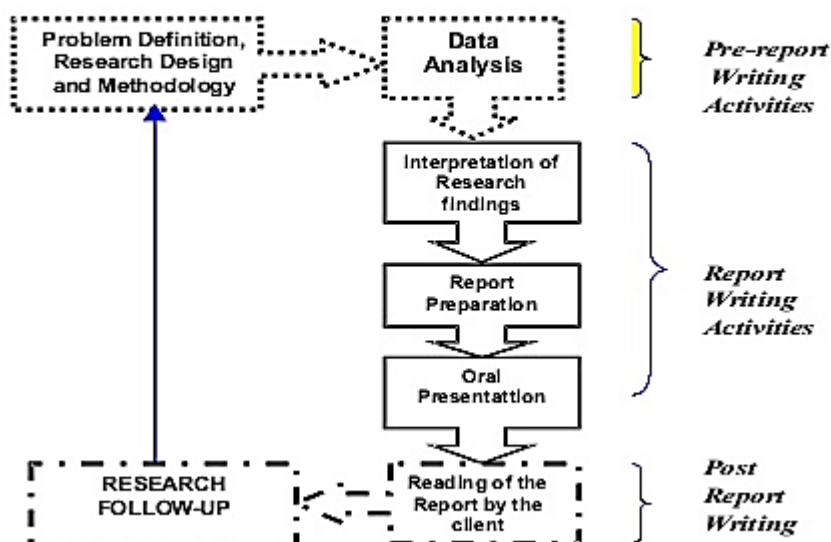
Structure of a Report

There are three (3) ways in which a report can be organized

- ➢ Letter form
- ➢ Memorandum form
- ➢ Letter text combination form Â

1. Letter form:

This form is used in case of brief and informal reports. Its main parts are:

- ➢ Heading;
- ➢ Date;
- ➢ Address;
- ➢ Salutation;
- ➢ Body;
- ➢ Complementary close;
- ➢ Signature.

Sample Report in Letter Form

Opex Apparel Ltd.
(A house for best Garments)
Dhanmondi, Dhaka   25th, May, 2004

Managing Director
Opex Apparel Ltd.
Dhanmondi, Dhaka.
Ref: Negligence of duty by the staff in our Uttara Showroom.

Dear Sir,

In accordance with" your instructions, I personally visited our uttara showroom to look into its functioning. I made some investigation and therefore submitting my report here under.

A number of worthy customers purchased some exclusive garments but found some problem for fitting after purchase. They tried their best to return the, garments but failed because there was no attendant to take the complaint and providing the change.

In our Uttara branch, there is only one attendant named Mr. Saker to handle the after sales service. He has been found to be irregular for the last three (3) months. As a result'.

I hope that a quick action will be taken based on my recommendation for the betterment of our company.

Yours faithfully

M. A Khan Secretary

Effective Email Communication

Email has long been a core tool for business communications, but a 2013 survey by Sendmail, Inc., found that it has caused tension, confusion, or other negative consequences for 64 percent of working professionals.

➢ Don't overcommunicate by email.
➢ Make good use of subject lines.
➢ Keep messages clear and brief.
➢ Be polite.
➢ Check your tone.
➢ Proofread.

1. Don't Over communicate by Email

➢ One of the biggest sources of stress at work is the sheer volume of emails that people receive. So, before you begin writing an email, ask yourself: "Is this really necessary?"
➢ As part of this, you should use the phone or IM to deal with questions that are likely to need some back-and-forth discussion. Use our Communications Planning Tool to identify the channels that are best for different types of message.
➢ Also, email is not as secure as you might want it to be, particularly as people may forward emails without thinking to delete the conversation history. So avoid sharing sensitive or personal information in an email, and don't write about anything that you, or the subject of your email, wouldn't like to see plastered on a billboard by your office.
➢ Whenever possible, deliver bad news in person. This helps you to communicate with empathy, compassion, and understanding, and to make amends if your message has been taken the wrong way.

2. Make Good Use of Subject Lines

➢ A newspaper headline has two functions: it grabs your attention, and it summarizes the article, so that you can decide whether to read it or not. The subject line of your email message should do the same thing.
➢ A blank subject line is more likely to be overlooked or rejected as "spam," so always use a few well-chosen words to tell the recipient what the email is about.
➢ You may want to include the date in the subject line if your message is one of a regular series of emails, such as a weekly project report. For a message that needs a response, you might also want to include a call to action, such as "Please reply by November 7."
➢ A well-written subject line like the one below delivers the most important information, without the recipient even having to open the email. This serves as a prompt that reminds recipients about your meeting every time they glance at their inbox.

3. Keep Messages Clear and Brief

➢ Emails, like traditional business letters, need to be clear and concise. Keep your sentences short and to the point. The body of the email should be direct and informative, and it should contain all pertinent information. See our article on writing skills for guidance on communicating clearly in writing.

➢ Unlike traditional letters, however, it costs no more to send several emails than it does to send just one. So, if you need to communicate with someone about a number of different topics, consider writing a separate email for each one. This makes your message clearer, and it allows your correspondent to reply to one topic at a time.

4. Be Polite

➢ People often think that emails can be less formal than traditional letters. But the messages you send are a reflection of your own professionalism , values, and attention to detail, so a certain level of formality is needed.

➢ Unless you're on good terms with someone, avoid informal language, slang, jargon , and inappropriate abbreviations. Emoticons can be useful for clarifying your intent, but it's best to use them only with people you know well.

➢ Close your message with "Regards," "Yours sincerely," or "All the best," depending on the situation.

5. Check the Tone

➢ When we meet people face-to-face, we use the other person's body language , vocal tone, and facial expressions to assess how they feel. Email robs us of this information, and this means that we can't tell when people have misunderstood our messages.

➢ Your choice of words, sentence length, punctuation, and capitalization can easily be misinterpreted without visual and auditory cues. In the first example below, Emma might think that Harry is frustrated or angry, but, in reality, he feels fine.

6. Proofreading

➢ Finally, before you hit "send," take a moment to review your email for spelling, grammar, and punctuation mistakes. Your email messages are as much a part of your professional image as the clothes you wear, so it looks bad to send out a message that contains typos.

➢ As you proofread, pay careful attention to the length of your email. People are more likely to read short, concise emails than long, rambling ones, so make sure that your emails are as short as possible, without excluding necessary information.

Four Types of Email

1. **No-Reply Email** –You want to tell the receiver something, either a compliment or information. No reply is necessary.
2. **Inquiry Email** - You need something from the receiver in a reply. Example: advice, or questions answered. The reply is your desired outcome.
3. **Open-Ended Email** – to keep communication lines open, for the purpose of some future result or benefit.
4. **Action Email** – The goal is not the reply, but some action on the part of the receiver. Examples: a sales pitch, or asking for a website link exchange.

SHL1013 Professional English   10/4/2012

Sample - BIO-DATA

Name   : A. Abdul Rahim

Father's Name   : A. Abdul Kathar

Date of Birth   : 10/05/1985

Nationality   : Indian

Religion   : Islam

Sex   : Male

Education Qualification   : Diploma in Mechanical

Marital status   : Single

Language Known   : Tamil, English & Hindi.

E-Mail   : a.abdulrahim5238@gmail.com

      I hereby declare that the above-furnished particulars are true to my knowledge.

Place: Chennai.

Date: 28-09-2017   A. Abdul Rahim

Sample - Curriculum Vitea - CV

S.MOHAMED MUBARAK ALI
E-mail: gccmr81@gmail.com
Mobile: 91-9442069585
NO: 11/31 K D R Nagar
Tindivanam, Vilupuram Dt - 604001

Objectives : To be able to successful achieve challenging goals objective by utilizing My skills and experience for a winning team with an opportunity for advancement in the field of Welding Technology.

Career Summary : Having Experience in Welding Technology 11+.

Applied post : Welding foreman

Work Experience:

1)   Name of Organization   : HINDUSTAN MOTORS PONDICHERRY.
    Designation   : MIG Welder & GAS Cutter
    Period of Service   : August 2000 to April 2001

2)   Name of Organization   : CHEONG SONG AUTOTECH INDIA (P) LTD CHENNAI.
    Designation   : MIG, SPOT & SEAM Welder (Body Working in HYUNDAI)
    Period of Service   : May 2001 to July 2002

3)   Name of Organization   : HWASHIN AUTOMOTIVE. INDIA (P) LTD
    Designation   : MIG, SPOT, PROJECTION, SOLDERING & SEAM Welder
    Period of Service   : July 2002 to July 2004

4)   Name Organization   : GULF COAST CLEANING EST-DUBAI
    Designation   : Marketing and Sales Manager
    Period of Service   : August 2004 to November 2009

5)   Name Organization   : PIPAVAV SHIPYARD LTD (PTSPL)
    Designation   : 3G, 4G FCAW, GMAW WELDER
    Period of Service   : November 16, 2010 to December 09, 2011

Education: SSLC Passed in 1997 with 73%, Mark list Embassy attestation
              : 1997 to 1999 higher secondary Passed in Science Group 43%
Technical Qualification: 1999 to 2000 Welder 83% in Government ITI Chengalpet
                     : Galileo Tourism Travel Communication -DUBAI
Computer Skills: Diploma in Computer Application

Skills:

- MARKETING FOR CLEANING & MACHINERY
- CUSTOMER SERVICE
- QUATION PREPARATION
- PURCHASEING OF SPARE PARTS
- MAINTAIN THE COMPANY

Skills:

- ALL TYPE OF WELDING.
- ARC ,MIG ,TIG WELDING
- STUD, PROJECTION WELDING
- SEEM WELDING
- PRAZING & SOLDERING
- GAS WELDING & GAS CUTTING
- SPOT WELDING
- SAW WELDING

Personal Profile:

Name	:	S.Mohamed Mubarak Ali
Father's Name	:	A.K .Shamsudeen
Date of Birth	:	04/04/1981
Nationality	:	Indian
Religion	:	Islam
Sex	:	Male
Marital Status	:	Married
Language Known	:	English, Hindi, Arabic, Malayalam, Telugu & Tamil
Permanent Address	:	# 11/31 K.D.R Nagar, Tindivanam-604001, Tamil Nadu, India
Driving	:	INDIA & U.A.E (Sharjah) Valid Driving Licenses.

Passport Details

Passport No.	:	H6687213
Place of Issue	:	Dubai
Date of Issue	:	27/08/2009
Date of Expiry	:	26/08/2019

Summary of Personal Attributes:

- Reliable, Confident and Hard working.
- Functional ability to be an efficient team member
- Willingness to take up challenging assessments
- Self motivated with interpersonal & Communication skills.

Place: Tindivanam

Date: Signature.

<u>**Covering Letter**</u>

From:

S.Mohammed Nisar Ahammed.M.Sc.,P.G.D.C.A.,
Assistant Professor,
Department of Visual Communication,
Saraswathy College of Arts & Science – Tindivanam.

To:

The Principal,
Asan Memorial College of Arts and Science,
Chennai.

Respected Sir,

I am applying for the post of an assistant professor in Department of Visual Communication in your college. I have to come across your advertisement in the friend's referral.

I have a postgraduate degree in the ELECTRONIC MEDIA subject and also completed PGDCA course. I have a work experience of three years in a junior college.

I am aware of your college's reputation in the society and I am interested to be a part of this esteemed college. I am sending my resume along with this application letter. Please consider and if you are impressed with my profile kindly inform me on my email or you can call me on my phone number +91 - 9952274131.

Looking forward to hear from you,
Thanking you,

Yours Sincerely,

S.MOHAMMED NISAR AHAMMED
25-09-2017

UNIT-II: Presentation Skills

Elements of an effective presentation - Structure of presentation - Presentation tools - Voice Modulation - Audience analysis - Body Language - Video Samples.

Elements of an effective presentation

- ➢ Be consistent and to the point
- ➢ Make lines of text grammatical
- ➢ Avoid design that distract.
- ➢ Use graphics the reinforce ideas
- ➢ Don't over use sound of animation
- ➢ Organize your presentation
- ➢ Consist with colors , font, other elements
- ➢ Avoid errors in spelling, punctuation and grammar

Elements of An Effective Speech

1. Be Prepared -
- ➢ Being prepared is by far the most important element. How many times do you practice your speech? As a general rule, you should spend about 30 hours of preparation and rehearsal time for every hour you will be speaking. Use a tape recorder or videotape yourself. This will help you to get an accurate picture of how you speak.

2. Give of Yourself –
- ➢ Use personal examples and stories in your speech whenever possible. Make sure your stories help to emphasize or support your point. The stories must match your message. Use examples from your personal and professional life to make your point. In either case be willing to give of yourself by sharing some of yourself with the audience.

3. Stay Relaxed –
- ➢ To stay relaxed you should be prepared. Also, focus on your message and not the audience. Use gestures, including walking patterns. Practice the opening of your speech and plan exactly how you will say it. The audience will judge you in the first 30 seconds they see you.

4. Use Natural Humor –
- ➢ Don't try to be a stand-up comedian. Use natural humor by poking fun at yourself and something you said or did. Be sure NOT to make fun of anyone in the audience. People will laugh with you when you poke fun at yourself but don't overdo it.

5. Plan Your Body & Hand Positions –
- ➢ During the practice of your speech look for occasions where you can use a gesture. Establish three positions where you will stand and practice not only how to move to them but where in your speech do you move. Pick three positions, one on center stage, one to your right, and one to your left. Do not hide behind the lectern. When you do move maintain eye contact with the audience.

6. Pay attention to all details –
- ➢ Make sure you have the right location (school, hotel, room & time). Make sure you know how to get to where you are speaking. Ask how large an audience you will be speaking

to. Make sure you bring all your visual aids and plenty of handouts. Arrive early so you can check out where you will be speaking and make any last minute adjustments.
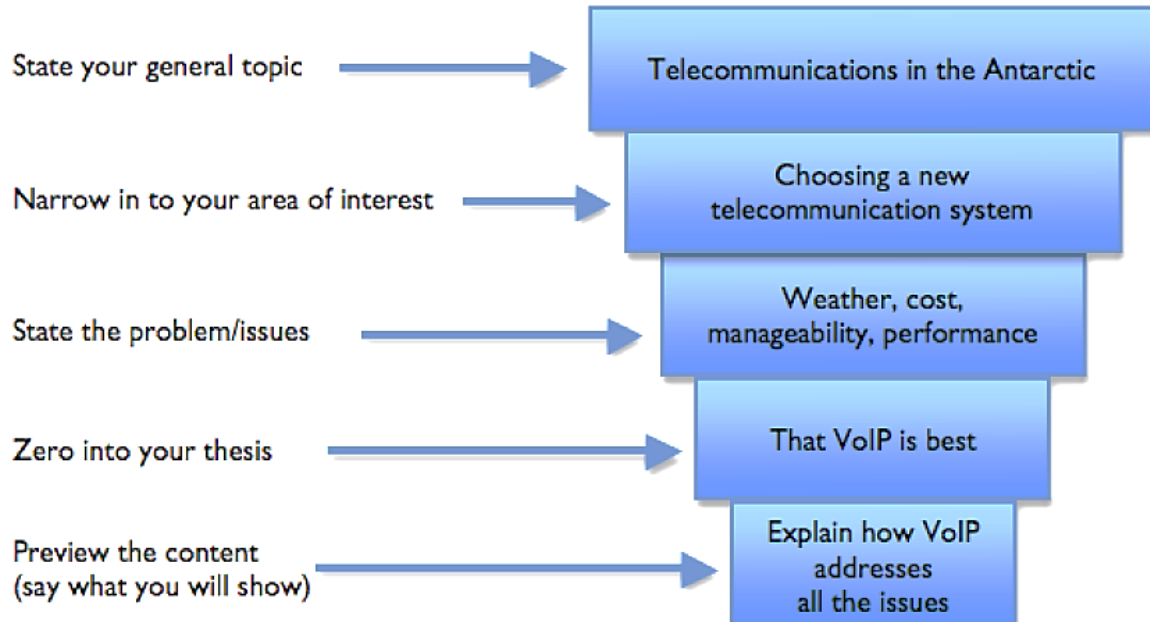
Structure of presentation

- ■ Introduction
- ■ Body
- ■ Conclusion

Introduction

- ➢ The introduction should orient the audience to your subject and purpose. To capture interest and set up rapport, it should tell the audience what to expect.

- ➢ Be sure to carefully define the central point (or thesis) that is the basis of your talk and ensure that your supporting argument or information relates closely to it.

- ➢ If you are not proceeding from an already written assignment, it might help to think of your introduction as funnel-shaped, with the content coming out of the funnel. See the diagram below:

INTRODUCTION

The introduction should narrow down from a broad topic to the specifics of your talk.

State your general topic	→	Telecommunications in the Antarctic
Narrow in to your area of interest	→	Choosing a new telecommunication system
State the problem/issues	→	Weather, cost, manageability, performance
Zero into your thesis	→	That VoIP is best
Preview the content (say what you will show)	→	Explain how VoIP addresses all the issues

Body

- ➢ The body of the presentation should meet the promises of purpose and information made in the introduction.
- ➢ The structure of the presentation is crucial.

- ➢ Whether you organise:
    - o chronologically,
    - o by priority,
    - o or theme

- ➢ The body of your talk must proceed logically. The main points should be brought out one by one, with concise and relevant supportive evidence, statistics or examples and verbal 'signposting' of your progress through your argument or report.

- ➢ You could present each important idea or point several times in different ways, because a listening audience needs several opportunities to fully absorb meaning.

- ➢ You need to state clearly the links between your ideas and always signal when the next point is coming. If you think something is particularly important, say so and why.

Conclusion

Similar to a written assignment, the conclusion again states your main points and what has been learned or shown but you also may raise implications inherent in the findings and offer creative recommendations.

Presentation tools

- ■ Prezi. - Prezi is a zooming presentation tool that lets you create and present your ideas on a large and zoomable virtual canvas. ...
- ■ EWC Presenter. Looking for a way to create free and interactive professional-looking, HTML5 presentations? ...
- ■ SlideRocket. ...
- ■ Vuvox. ...
- ■ Empressr. ...
- ■ Oomfo. ...
- ■ Scrollshow. ...
- ■ Knovio.
- ■ Microsoft Power point

Voice Modulation

The change in tone and pitch of your voice is voice modulation

- Tone is how we say what we say. For example "he said in a nervous tone"
- Pitch is the frequency of our voice. The higher the pitch the higher your voice sounds and vice versa.
- Pre-pubescent children have higher pitched voices than adults due to their undeveloped larynx (voice box)

GOOD VS. BAD

Good Voice Modulation Effectively	Bad Voice Modulation consists of
1. Pitch	1. Nassaly and high pitched voice
2. Timbre	2. Squeaky erratic voice
3. Prosody	3. Monotone
4. Pace	4. "uhms" and "ahhs"
5. Volume	5. Overuse of loud volume
6. Silence	

HOW TO IMPROVE :

- ☐ Warm up your voice before school
- ☐ Analyze others' voice modulation
- ☐ Pauses are important don't stretch your breath
- ☐ Always have water handy
- ☐ Don't stray from your vocal range

Words mean more than what is set down on paper. It takes the human voice To infuse them with deeper meaning.
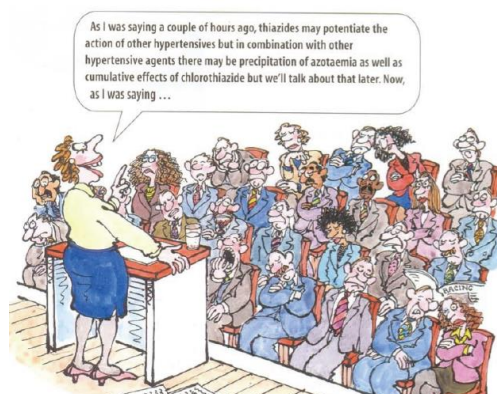
Tempo and Chunking

➢ Never rush. Vary the speed — don't talk at the same pace all the time. And pause from time to time — a few seconds of silence are sometimes just as effective as words. Pausing in the wrong place sounds like a hesitation. But nothing is more dramatic than a well-placed pause.

Pitch and Intonation

➢ Vary the pitch (high pitch = soprano, low pitch = bass). It will let you not only give information but interpret it, show your listeners exactly what it means for you all.

➢ A good way of varying the pitch is to introduce question into your presentation. This should force you to raise the pitch a little. But be very careful with high pitch: people subconsciously like high pitch much less than low voice. And don't vary your pitch too often and too dramatically, otherwise you will sound like a weird opera singer.

Volume

➢ Adjust your voice to the size of your audience, to the room you're presenting in. There is no need to shout, yet everybody must hear you clearly. Vary the volume. A quieter part can contrast with a louder part and create dramatically different effects.

Articulation

➢ The sounds will be clearer if you don't rush your words. If you anticipate difficulty in pronouncing certain key words, practice them beforehand. Usually the problem is the syllable stress.

Sentence length and style

➢ It's hard to aurally comprehend complex sentences and difficult words. Avoid reading your text — this should keep the sentences fairly short. Plus, it will sound natural, and you should always sound natural.

Language mistakes and accent

➢ Before presenting, check thoroughly all the problematic words: are you reading them correctly? If you make one mistake in the presentation, this will not disturb anyone, but if you pronounce the same word in a wrong way over and over again, that would be very bad.

➢ Still, our mother tongue being not English, we are naturally allowed to have foreign accent. Practicing and trying to sound as close to native speaker as possible is good, but do not overemphasize the impact of a minor foreign accent.

Audience analysis

Audience analysis involves identifying the audience and adapting a speech to their interests, level of understanding, attitudes, and beliefs. Taking an audience-centered approach is important because a speaker's effectiveness will be improved if the presentation is created and delivered in an appropriate manner.

Analysis - Who are they? How many will be there?

Understanding - What is their knowledge of the subject?

Demographics - What is their age, sex, educational background?

Interest - Why are they there? Who asked them to be there?

Environment - Where will I stand? Can they all see & hear me?

Needs - What are their needs? What are your needs as the speaker?

Customized - What specific needs do you need to address?

Expectations - What do they expect to learn or hear from you?

➢ Audience analysis involves identifying the audience and adapting a speech to their interests, level of understanding, attitudes, and beliefs. Taking an audience-centered approach is important because a speaker's effectiveness will be improved if the presentation is created and delivered in an appropriate manner. Identifying the audience through extensive research is often difficult, so audience adaptation often relies on the healthy use of imagination.

➢ As with many valuable tools, audience analysis can be used to excess. Adapting a speech to an audience is not the same thing as simply telling an audience what they want to hear. Audience analysis does not mean 'grandstanding' or 'kowtowing' to a public. Rather, adaptation guides the stylistic and content choices a speaker makes for a presentation. Audience adaptation often involves walking a very fine line between over-adapting and under-adapting – a distinction that can be greater appreciated by understanding the general components of this skill.

Audience expectations

> ➤ When people become audience members in a speech situation, they bring with them expectations about the occasion, topic, and speaker. Violating audience expectations can have a negative impact on the effectiveness of the speech. Imagine that a local politician is asked to speak at the memorial service for a beloved former mayor. The audience will expect the politician's speech to praise the life and career of the deceased.

UNIT-III: Time Management

Time Management - Articulateness - Assertiveness - Psychometrics - Innovation and Creativity - Stress Management & Poise - Video Samples.

Time Management

➢ Time Management refers to managing time effectively so that the right time is allocated to the right activity.

Why do we need TM

➢ To save time
➢ To reduce stress
➢ To function effectively
➢ To increase our work output
➢ To have more control over our job responsibilities.

How to use time effectively

➢ Effective Planning
➢ Setting goals and objectives
➢ Setting deadlines
➢ Delegation of responsibilities
➢ Prioritizing activities as per their importance
➢ Spending the right time on the right activity

The process of TM starts with

➢ Cost your time
➢ Making activity logs
➢ Goal setting
➢ Planning
➢ Prioritizing
➢ Scheduling

Costing your time

➢ Understand your true value by calculating your cost per year
➢ Cost per year = (Salary + taxes + office space + office equipment + profit you generate)
➢ Calculate your hourly rate =Cost per year / work hr per year.

Making activity logs

➢ Make a realistic estimate of the time spend during the day on job orders

➢ Pinpoint the critical areas:-time spend on low value jobs

➢ Finding the high yielding time of our day

Goal setting

➢ Setting lifetime goals help you to chart your life course & your career path

➢ Breakup your lifetime goal in smaller goals

➢ Make a daily TO-DO list

➢ Revise and update your list on daily bases & judge your performance

Planning

➢ Draw an action plan- A list of things that need to be done to achieve your goals

Prioritizing

➢ Make a TO-DO list

➢ Consider the value of the task before to do it-

    o Is it worth spending your time and company resources

Scheduling

➢ Make a realistic estimate of how much you can do

➢ Plan to make the best use of the available time

➢ Preserve some contingency time to deal with 'unexpected jobs'

➢ Minimize stress by avoiding over-commitment by yourself and others.

Articulateness

➢ The art or power of speaking or writing in a forceful and convincing way obviously, articulateness was not what got that politician elected Synonyms of articulateness articulacy [chiefly British], eloquence, poetry, rhetoric Words Related to articulateness expression, expressiveness. Declamation, elocution, oratory.

➢ The art or power of speaking or writing in a forceful and convincing way obviously, articulateness was not what got that politician elected

➢ ARTICULATENESS - expression, expressiveness, declamation, cogency, force, forcefulness, meaningfulness, persuasion, persuasiveness, emotion.

Assertiveness

➢ An honest, direct, and appropriate expression of one's feelings, thoughts, and beliefs.

Test Your Assertiveness

➢ Can you express negative feelings about other people and their behaviors without using abusive language?

➢ Are you able to exercise and express your strengths?

➢ Can you easily recognize and compliment other people's achievements?

     o A "yes" response to the questions indicates an assertive approach.

Why Assertiveness Is Important?

➢ Effective communication brings about the achievement of individual and/or shared goals.

➢ Assertiveness increases your ability to reach these goals while maintaining your rights and dignity.

The Myths about Assertiveness

➢ Other people's feelings and rights are more important than yours.

➢ You are not important enough to express your feelings and rights.

➢ You will offend other people by being assertive.

What's Keeping You from Being Assertive?

➢ Fear of change.

➢ Refusal to admit their submissiveness.

➢ Fear of ruining relationships if you speak your mind.

➢ Lack confidence in your ability.

Psychometrics

➢ Psychometrics is the field that is concerned with theory and technique of psychological measurement.

➢ It includes the measurement of knowledge, abilities, attitudes, personality traits and educational measurement.

➢ Psychometrics is applied widely in educational assessment to measure abilities in domains such as reading, writing, and mathematics.

➢ The main approaches in applying tests in these domains have been Classical Test Theory and the more recent Item Response Theory and Rasch measurement models.

➢ These latter approaches permit joint scaling of persons and assessment items, which provides a basis for mapping of developmental continua by allowing descriptions of the skills displayed at various points along a continuum.

Another major focus in psychometrics has been on personality testing.

➢ Attitudes have also been studied extensively using psychometric approaches.
  o A common method in the measurement of attitudes is the use of the Likert scale.

What is a psychometric test?

➢ Aim to measure aspects of your mental ability, aptitude or your personality

➢ Used as part of the recruitment or selection process

➢ Provide employers with a method of selecting the most suitable job applicants or candidates for promotion

➢ Used by 80% of Fortune 500 and 75% of Times Top 100 companies

What do psychometric tests measure?

➢ How well you work with other people

➢ How well you handle stress

➢ Whether you will be able to cope with the intellectual demands of the job

➢ Your personality, preferences and abilities

➢ Most do not analyze your emotional or psychological stability

➢ Best match of individual to occupation and working environment

What types of test are there?
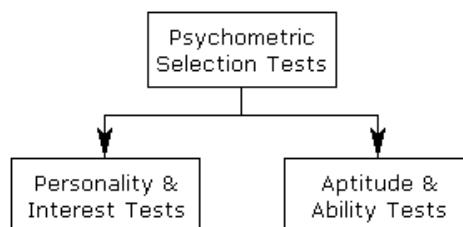
*What are they used for*
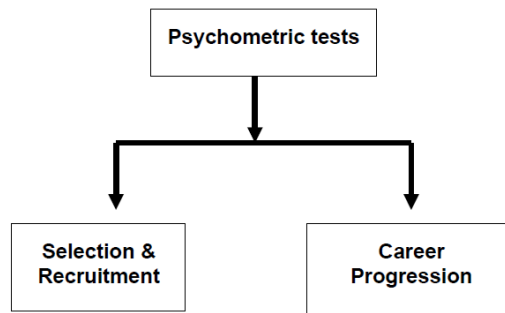
A psychometric test should be:

- ➢ *Objective: –*
    - o The score must not affected by the testers' beliefs or values

- ➢ *Standardized: –*
    - o Must be administered under controlled conditions

- ➢ *Reliable: –*
    - o Must minimize and quantify any intrinsic errors

- ➢ *Predictive: –*
    - o Must make an accurate prediction of performance

- ➢ *Non Discriminatory: –*
    - o Must not disadvantage any group on the basis of gender, culture, ethnicity, etc.

The Five Factors Model

Basis of many tests: Uses five personality traits:

- ❖ Openness
- ❖ Conscientiousness
- ❖ Extraversion
- ❖ Agreeableness
- ❖ Neuroticism

<u>Types of aptitude and ability tests</u>
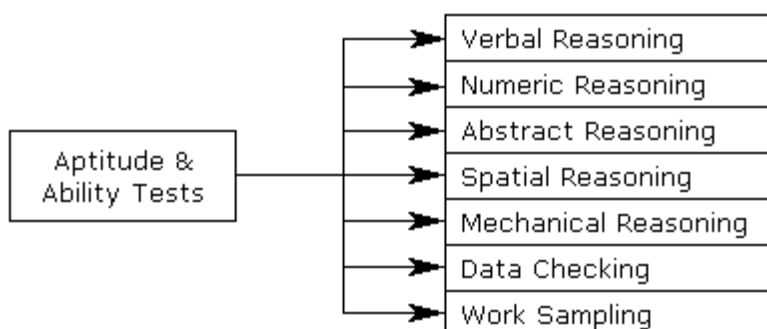
Innovation and Creativity

What is Innovation?

❖ It's about looking at your customers & seeing things from their viewpoint. Not your own. Innovation is a business affair. It is about creating value by challenging the culture and "how we do things around here".

What is Creativity?

❖ Creativity implies creating new stuff by combining two or more existing ideas.

❖ Creativity is not a goal in itself, it´s the character of an activity; it implies nothing more than an exploration with the intention of creating something new with some kind of value.

Stress Management & Poise

WHAT IS STRESS ?

- ❖ Stress is the reaction people have to excessive pressures or other types of demand placed upon them. It arises when they worry that they can't cope.

- ❖ Stress is the "wear and tear" our minds and bodies experience as we attempt to cope with our continually changing environment.

DEFINITION

- ❖ S = P > R
    - o Stress occurs when the pressure is greater than the resource

STRESS FEELINGS

- ■ Worry
- ■ Tense
- ■ Tired
- ■ Frightened
- ■ Elated
- ■ Depressed
- ■ Anxious
- ■ Anger

TYPES OF STRESSORS

- ❖ External
- ❖ Internal

EXTERNAL STRESSORS

- ❖ Physical Environment
- ❖ Social Interaction
- ❖ Organisational
- ❖ Major Life Events
- ❖ Daily Hassles

PHYSICAL ENVIRONMENT

- ❖ Noise
- ❖ Bright Lights
- ❖ Heat
- ❖ Confined Spaces

SOCIAL INTERACTION

- ❖ Rudeness
- ❖ Bossiness
- ❖ Aggressiveness by others
- ❖ Bullying

ORGANISATIONAL

- ❖ Rules
- ❖ Regulations
- ❖ Deadlines

MAJOR LIFE EVENTS

- ❖ Birth
- ❖ Death
- ❖ Lost job
- ❖ Promotion
- ❖ Marital status change

INTERNAL STRESSORS

- ❖ Lifestyle choices
- ❖ Negative self - talk
- ❖ Mind traps
- ❖ Personality traits

LIFESTYLE CHOICES

- ❖ Caffeine
- ❖ Lack of sleep
- ❖ Overloaded schedule

NEGATIVE SELF - TALK

- ❖ Pessimistic thinking
- ❖ Self-criticism
- ❖ Over analysing

TYPES OF STRESS

- ❖ Negative stress
- ❖ Positive stress

Negative Stress

- ❖ It is a contributory factor in minor conditions, such as headaches, digestive problems, skin complaints, insomnia and ulcers.
- ❖ Excessive, prolonged and unrelieved stress can have a harmful effect on mental, physical and spiritual health.

Positive Stress

- ❖ Stress can also have a positive effect, spurring motivation and awareness, providing the stimulation to cope with challenging situations.
- ❖ Stress also provides the sense of urgency and alertness needed for survival when confronting threatening situations.

STRESS CONTROL

A B C STRATEGY

- ❖ **A = AWARENESS** - What causes you stress? How do you react?
- ❖ **B = BALANCE** - There is a fine line between positive / negative stress How much can you cope with before it becomes negative ?
- ❖ **C = CONTROL** - What can you do to help yourself combat the negative effects of stress ?

Stress Management Techniques

- Change your thinking
- Change your behaviour
- Change your lifestyle
- Re-framing
- Positive thinking
  - Forget powerlessness, dejection, despair, failure
  - Stress leaves us vulnerable to negative suggestion so focus on positives;
- Focus on your strengths
- Learn from the stress you are under
- Look for opportunities
- Seek out the positive - make a change.

Change your Behaviour

- Be assertive
- Get organised
- Ventilation
- Humour
- Diversion and distraction

Humour

- Good stress - reducer
- Applies at home and work
- Relieves muscular tension
- Improves breathing
- Pumps endorphins into the bloodstream - the body's natural painkillers

Master Poise under Pressure

1. Take a moment.

- It's incredibly effective to take a step back when feeling stressed and just breathe. Oxygen helps the brain process emotion. When you are in fight or flight, your brain receives less oxygen, as you tend to take shorter and more shallow breaths when under stress. When you force yourself to take a moment to take a few deep breathes before reacting, you counteract your body's natural reaction to your stressful situation. When you inhale deeply and exhale slowly it grounds you to this very moment allowing you to slow your thinking down.

2. Choose your thoughts.

- In order to establish a sense of self-control you have to force yourself to think positively about your situation. Learn to focus on solutions, not problems. This helps you to not react negatively in high-pressure situations. Self-talk is a great way to get yourself to calm down and to start thinking rationally. The brain responds immediately to solution-focused thinking. The natural reaction to challenge is to feel defeated or distressed.

3. Be an example.

- Whenever you are in a leadership position, one way to stay composed is to remember you always have an audience. Your team members and other colleagues expect a certain level of integrity and grit from you as their leader. You are their example. Train yourself to keep in mind that you are being looked at as an example for how to behave in all situations, but especially high-pressured circumstances which call for your resiliency, intelligence and the ability to stay calm

4. Emulate a role model.

- If you cannot figure out a solution, look to the mentors you have in your life and generate what you think they would do in your current dilemma, or imagine what they would advise you to do. Every great leader should have a leader who has led them. In generating the idea of what this role model would do or how your role model would handle your current challenge you naturally begin to get out of your own reactive emotions.

5. Brainstorm.

- When you're feeling stressed, be proactive. Train your mind to ask questions out loud. As you hear yourself ask yourself the best way to fix or overcome your problem you start the natural process of brainstorming and quick solutions begin to surface. It's even better to brainstorm with your team. As all of you put your minds together and share input, suggestions and ideas, things begin to calm down because the focus has moved to

finding ways through or around the problem from being stuck in the problem. Brainstorming takes your focus off the pressure and allows you to be graceful in your efforts to make things better.

6. Focus on the big picture.

- The hardest thing not to do when you're feeling pressured is to catastrophize your situation and imagine every possible horrible outcome that could possibly come from a failure right now. Train yourself to view the current high-stress situation as an individual or isolated issue. This will help you control your urge to project your thoughts onto what could happen going forward. This helps you stay focused on the dilemma at hand. Keep in perspective that this one issue, in the realm of all possibility for your future, is not that big of a deal. This is simply a time of reinvention, reorganization, recalculating, adjusting and starting again. When you can look at the bigger picture and feel its vastness it brings a calming quality to your mind as you realize that where you are at and the pressure you are currently under is not the end of the world, but the beginning of a new solution to a temporary problem.

7. Visualize the positive.

- When pressures are intense it is easy to only visualize all the negative that is happening or could happen if this problem isn't solved. To stop this type of doubt and emotional chaos take a moment and close your eyes. Focus on the mental image of what you would like the outcome to be. Imagine the problem has already been solved and you have moved through this situation in the best way possible. Visualize and experience the emotional satisfaction and success you feel as you see yourself succeeding and moving past this issue. It is well worth it to take time in this way to direct your thoughts towards a successful resolution. When you can visualize yourself at the finish line and see the success, you will naturally feel calmer. You will have more faith and feel better prepared to take on the adversity at hand.

UNIT-IV: Group Discussion

Why is GD part of selection process?- Structure of GD - Moderator-led and other GDs - Strategies in GD - Team work - Body Language - Mock GD - Video Samples.

Why is GD part of selection process?

Reasons for Using a GD – Like a Candidate!

- It really helps to understand a subject deeper
- It improves your capacity to think critically
- It can help in solving a certain problem
- It helps the group to produce a particular decision
- It gives you the opportunity to hear other students' thoughts
- It improves your current listening skills
- The item increases your self confidence in speaking
- It might change your thought patterns

Reasons for Using a GD – As a possible Interviewer!

- It facilitates in understanding a new candidates interpersonal skills
- It helps in identifying when a candidate is able to work in a new team
- It facilitates in understanding versions attitude
- Finally helps in choosing the perspective candidate in a perspective methodology.

Companies conduct group discussion to check

- ❖ Interactive skills
- ❖ Ability to work in team
- ❖ Flexibility
- ❖ Neuroticism
- ❖ Listening
- ❖ Extrovertism
- ❖ Leadership
- ❖ Your Analytical skills and Subject knowledge
- ❖ Your Problem solving and Critical thinking skills.
- ❖ Your attitude and confidence.

The skills that are usually assessed in a Group Discussion are:

- ■ Communication Skills
- ■ Interpersonal Skills
- ■ Leadership Skills
- ■ Motivational Skills
- ■ Team Building Skills
- ■ Tolerance to Ambiguity
- ■ Divergent Thinking
- ■ Listening skills
- ■ Presentation Skills
- ■ Analytical / Logical skills

Structure of GD

How to Prepare for GD

Group Speaking Preparation:
- ■ Enhance your vocabulary to enhance your fluency, practice tone modulation, and try to speak in front of mirror on some topic.

Content Preparation:
- ■ Choose the current affair topic from different perspectives like personal, social, political, cultural, academics, etc.

Listening preparation:
- ■ Participate in some discussions as an active observer and try to evolve one's thought process by adding different perspectives.

Important Points in Group Discussion

- ➢ *Be Assertive:* An assertive person is direct , honest and careful about not to hurt others 'self-respect'.
- ➢ *Be Patient Listener*: Listening to another person is one way of showing appreciation.
- ➢ *Use Appropriate Language :* Words can make friends & right words at the right time make the best results.
- ➢ *Be Precise and Authentic:* It is necessary to make relevant points which can be supported with facts and analyzed logically.

# Do's & Don'ts of GD

Do's & Don'ts of Group Discussion

Do's
- ✓ Respect the contribution of other speakers.
- ✓ Speak pleasantly.
- ✓ Listen well to the ideas of other speakers; you will learn something.
- ✓ Learn to disagree politely.
- ✓ Respect that others have differing views.
- ✓ Think about your contribution before you speak.
- ✓ Try to stick to the discussion topic.
- ✓ Your body language should be 'open' & friendly.
- ✓ Agree & acknowledge anything interesting.
- ✓ Stay with the topic. If the discussion does waiver, bring it back on topic by saying `that's an interesting point, can we come back to that later?'
- ✓ Try to speak clearly. Don't whisper.

Don'ts
- x Don't take offence if a person disagrees with you.
- x Don't ridicule the contribution of others by using comments like `that's stupid', that's ridiculous, or 'you're wrong'.
- x Don't try to intimidate another speaker.
- x Don't use a loud or angry tone. Others will not want to listen to you if you are being aggressive.
- x Don't use aggressive gestures like finger-pointing and table-thumping.
- x Try not to dominate the discussion. Confident speakers should allow others a chance to speak.
- x Avoid drawing too much on personal experience.
- x Don't interrupt or talk over another speaker. Listening to others earns you the right to be heard.
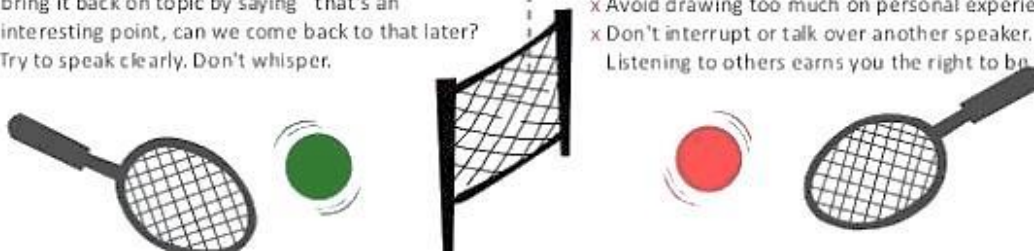
Body Language in Group discussion

- ■ Avoid crossing arms as well as legs while seated.
- ■ Avoid distracting habits like biting nails, clicking pens, etc.
- ■ Avoid aggressive and dominating gestures like pointing fingers at fellow participants, raising the voice, etc.
- ■ Understand the difference between assertive and aggressive behavior.
- ■ Do not stare at anybody.
- ■ Maintain soft eye contact with as many people as you can.
- ■ Do not look down or up while speaking.
- ■ Do not be conscious of the evaluators, if any.
- ■ Forget that you are being evaluated; otherwise this will make you conscious of your actions and will adversely affect your behavior.

Different types of Group Discussion

- ➢ **Knowledge Based** – GD involves facts and figures with substantial information
- ➢ **Abstract** – GD involves out of the box topics checking your creativity
- ➢ **Controversial** – Tests your analytical skills as well as maturity level
- ➢ **Opinion Seeking** – Opinion based GD checking your presentation skills and leadership qualities

Moderator-led and other GDs

Discussion moderator

- A discussion moderator or debate moderator is a person whose role is to act as a neutral participant in a debate or discussion, holds participants to time limits and trying to keep them from straying off the topic of the questions being raised in the debate. Sometimes moderators may ask questions intended to allow the debate participants to fully develop their argument in order to ensure the debate moves at pace.

- In panel discussions commonly held at academic conferences, the moderator usually introduces the participants and solicits questions from the audience. On television and radio shows, a moderator will often take calls from people having differing views, and will use those calls as a starting point to ask questions of guests on the show. Perhaps the most prominent role of moderators is in political debates, which have become a common feature of election campaigns. The moderator may have complete control over which questions to ask, or may act as a filter by selecting questions from the audience.

- Moderators, also known as speakers or facilitators, are generally persons with a literary or academic background, such as an advanced degree in literature or writing. They may be published authors, or former or current teachers, librarians, and editors. We've heard that actors and performers have been also successful in this role.

- Moderator fees vary. Some moderators charge per member, others per group. We know of one moderator who even has his groups donate his fees to his favorite charity.

- Moderator-led groups can be similar to living room groups in their size and exclusivity (6-12 members), or they can be as large as 100 people signing up to meet for a specific book discussion in a public venue, such as library or school auditorium.

- Moderator-led groups can meet regularly, or the services of a moderator can be engaged for selected books. Engaging the services of a moderator for all meetings may encompass the moderator suggesting all or some authors and titles throughout the year, with closely led discussions resembling lectures, to moderated "open" discussions where the moderator provides background information, and asks questions and

prompts discussion from the members. Deciding the scope of a moderator's responsibility is part of the selection process of the group and it's preferences.

➢ A moderator-led book group discussion may provide a more passive yet academic examination of literature. Or it may provide a heightened discussion and involvement by the members. The format and outcome of any moderator-led group discussion is dependent on the quality and abilities of the moderator and the preferences and active participation of the group. In any event, a challenging and engaging moderator can enhance any book discussion.

Strategies in GD

➢ *Leadership Skills* - Ability to take initiative and able to lead, influence and carry the team along to achieve the organization's objectives.

  ▪ *Communication Skills* -Candidates will be assessed in terms of clarity of thought, expression and aptness of language.

  ▪ *Interpersonal Skills* – Interacting and managing the people is an important aspect of any job.

  ▪ *Persuasive Skills* - The ability to analyze and persuade the people.

  ▪ Structured group discussion

  ▪ Unstructured group discussion

  ▪ Role play

  ▪ Group discussion with a nominated leader

  ▪ On the basis of topic

  ▪ Controversial topics group discussion

  ▪ Abstract topic group discussion

  ▪ Case study topic group discussion

Structured Group Discussion

➢ Now-a-days most of the selectors stick to structured form of Group Discussion. Structured Group Discussion is a style where topic is thrown to the candidates by the selectors.

Unstructured Group Discussion

➢ In unstructured Group Discussion candidates themselves have to decide the topic with mutual consent.

➢ Unstructured Group Discussion is rarely being used today.

Role Play

- ➢ In this type of Group Discussion candidates are given a problematic situation.
- ➢ Each candidate in the group is then assigned a specific role or character to play.
- ➢ They need to solve the problem.
- ➢ For example, a situation could be given where in a spacecraft is wrecked on the moon with nine people (or as many people as there are group members) stranded (stuck).
- ➢ All nine people are described usually by occupation.

Evaluation during Group Discussion

- ▪ Interpersonal skills
- ▪ Problem solving skills
- ▪ Communication skills
- ▪ Leadership skills
- ▪ Persuasive skills

Interpersonal skills

- ➢ Ability to remain cool
- ➢ Ability to remain objective
- ➢ Ability to be a team player
- ➢ Emotional maturity

Problem solving skills

- ➢ Creativity
- ➢ Ability to come up with divergent and innovative solution

Communication Skills

- ➢ Listening Skills
- ➢ Fluency
- ➢ Language
- ➢ Phonetic Ability
- ➢ Overall Impression

Persuasive skills

- ➢ Ability to persuade others without hurting them.

Mock GD

- ➢ Mock Group Discussion is Trial group discussion for Original discussion.
- ➢ What are they doing in GD; it's doing in Mock GD also.
- ➢ Everything like as Original group discussion.

Teamwork

➤ Teamwork is "a dynamic process involving two or more healthcare professionals with complementary background and skills, sharing common health goals and exercising concerted physical and mental effort in assessing, planning, or evaluating patient care". Having followed a volatile trend in the past century, the societal diffusion and application of teamwork has shown a sharp increase since the late 1970s

➤ *transition process* (between periods of action)
  o mission analysis
  o goal specification
  o strategy formulation
➤ *action process* (when the team attempts to accomplish its goals and objectives)
  o monitoring progress toward goals
  o systems monitoring
  o team monitoring and backup behavior
  o coordination
➤ *interpersonal process* (present in both action periods and transition periods)
  o conflict management
  o motivation and confidence building
  o affect management

Benefits of Team work

Problems solving:

➤ A single brain can't bounce different ideas off of each other. Each team member has a responsibility to contribute equally and offer their unique perspective on a problem to arrive at the best possible solution.
➤ Teamwork can lead to better decisions, products, or services. The quality of teamwork may be effective by analyzing the following six components of collaboration among team members: communication, coordination, balance of member contributions, mutual support, effort, and cohesion.

Healthy competition:

➤ A healthy competition in groups can be used to motivate individuals and help the team excel.

Developing relationships:

➤ A team that continues to work together will eventually develop an increased level of bonding. This can help people avoid unnecessary conflicts since they have become well acquainted with each other through teamwork.
➤ Team members' ratings of their satisfaction with a team is correlated with the level of teamwork processes present.
➤ Everyone has unique qualities: Every team member can offer their unique knowledge and ability to help improve other team members. Through teamwork the sharing of these qualities will allow team members to be more productive in the future.

Increase motivation:

➢ Team working can lead to a high motivation level in a group due to increasing accountability for individual performance.
➢ When groups are being compared, members tend to become more ambitious to achieve higher levels of performance and results. providing groups with a comparison standard increases the performance level thus leading to members encouraging each other to work together simultaneously.

In healthcare:

➢ Teamwork is associated with increased patient safety

UNIT-V: Interview Skills

Kinds of Interviews - Required Key Skills - Corporate culture - Mock Interview - Video Samples.

Kinds of Interviews

> ➢ A job interview is a process in which a potential employee is evaluated by an employer for prospective employment in their company, organization, or firm. During this process, the employer hopes to determine whether or not the applicant is suitable for the job.

PHONE INTERVIEW:

- ❖ Used often by employers as a screening tool. Usually 30 minutes.
- ❖ If asked to do a phone interview on the spot, it's okay to say that you're not able to talk at that time and you'd like to set a time when your class/work schedule is open.
- ❖ ACPC interview rooms can be reserved for phone interviews.
- ❖ Have your resume, job description, and transcript in front of you.
- ❖ Sound interested, speak clearly, and smile as you answer questions, it can be heard in your voice.
- ❖ Don't have gum, food, or drink.
- ❖ Follow the interviewer's lead in the conversation.
- ❖ If you did not hear or understand something, feel free to ask them to repeat it. If you are concerned that they are not hearing you, simply ask if they heard you.

VIDEO INTERVIEW:

- ❖ May replace on-campus or phone interview. Usually 30 minutes, may have more than one interviewer.
- ❖ May use Skype, Interview Stream, IPTV, or the employer's website of choice.

ON-CAMPUS INTERVIEW:

- ❖ Often an on-campus screening, 30 minutes, usually with a Department or HR representative.

ON-SITE INTERVIEW:

- ❖ Often occurs after a screening interview, but some employers prefer an initial interview at their facility.
- ❖ This can be a half day, full day or more. Some companies cover or reimburse travel expenses.

❖ This can include several mini-interviews: several one-on-ones with potential supervisors and colleagues, as well as meal, group, or panel interviews.

❖ NOTE: Some companies collect drug screening samples at on-site interviews, making job offers final only after passing a drug test, background and/or credit check.

GROUP INTERVIEW:

❖ Grouped with potential coworkers, the interviewer will assess how you interact with others.

❖ Try to find a balance between standing back as a wallflower and dominating the conversation.

❖ Step up and engage, but show that you are willing to listen to others as well.

PANEL INTERVIEW:

❖ Usually with several interviewers, at least two people, and they will often take turns asking questions.

❖ Look each person in the eye as you answer and make the most eye contact with the person who asked the question. Look at each person throughout the interview.

❖ If possible, prepare enough questions to have one for each participant.

TECHNICAL INTERVIEW –

❖ This kind of interview focuses on problem solving and creativity. The questions aim at your problem-solving skills and likely show your ability and creativity. Sometimes these interviews will be on a computer module with multiple-choice questions.

Required Key Skills

❖ Research the company

❖ Share examples of achievements

❖ Describe the Situation, the Task, the Action you took and the Results of your action.

❖ Assemble relevant information beforehand

❖ Re-read your resume and the job ad as a refresher.

❖ Check yourself in a full-length mirror before the interview

❖ Rehearsing for your Interview

   ✓ Rehearse your answers out loud before the interview to test how well prepared you are

   ✓ Identify any gaps in your delivery and answering techniques

- ✓ Rehearse with a real person. Your rehearsal partner can provide you with feedback and constructive criticism which is vital to improving your chances for success
- ✓ Rehearsing will help you build your confidence and delivery technique
- ✓ Rehearse multiple times until you feel your answers are flowing.

- ■ Matching your communication style to that of the interviewer.
- ■ Listen carefully to the interviewers questions
- ■ Avoid interrupting the interviewer.
- ■ Try not to use jargon in your answers or questions.
- ■ A good handshake
- ■ Pronounce the interviewer's name PROPERLY.
- ■ Get the interviewer to do a lot of the talking.
- ■ Maintain Good eye contact with your interviewer.
- ■ Smile. Look as if you are enjoying the conversation.
- ■ Have a Confident posture.
- ■ Mirror your interviewer's body language.
- ■ Keep all your answers positive.
- ■ Show ENTHUSIASM.
- ■ LISTEN carefully to the interviewer's question.
- ■ Ask the interviewer questions when the opportunity arises

Closing the Interview

- ➢ The purpose of the interview is to help you (as well as the company) determine if the position will be right for you.
- ➢ Prepare questions and ask the interviewer these when asked to do so.
- ➢ Ask (if you haven't been told) what the process will be after the interview has been completed, or when they would be prepared to make a decision.
- ➢ Leave the interviewer with a good impression — smile and a firm handshake.

Mock Interview

- ➢ The Mock Interview Program is designed to help you:
- ➢ Practice interviewing
- ➢ Develop interviewing strategies
- ➢ Reduce your anxiety and nervousness before your actual interview
- ➢ Create a good first impression
- ➢ Communicate your skills clearly and How to answer difficult questions

➢ A Mock Interview is one of the very best ways to prepare for an actual employment interview. The Mock Interview will help you to learn what is expected in a real interview, and how you can improve the way you present yourself. The interview is video recorded and then reviewed with you and a trained Mock Interview Coach. The Mock Interview Coach will provide constructive feedback on all aspects of the interview process.

➢ The Mock Interview Coach will try to make the interview as realistic as possible. Many of the questions you will be asked are interview questions from actual employers. The Mock Interview takes about 20 minutes; then you will watch and discuss your performance. The Mock Interview and critique will last approximately one hour.

➢ The Mock Interview focuses on how well you know yourself and your past experiences, how well you know the industry you hope to enter, and how well you can convey that information. You will gain the most experience from your Mock Interview, if you treat it like an actual interview. The Mock Interview is a safe place to practice your interview skills and gain feedback

<u>Corporate culture</u>

The culture and politics of many organisations constrain the degree of change and transformation in which they can successfully engage, even though such change may be highly desirable for meeting the challenges and demands of the wider environment

- Morgan, G. (1989) Creative Organization Theory. A Resource Book, London, Sage.

Organisational Iceberg

Formal Organisation

Goals, Strategy, Structure
Systems & Procedures
Products, Service, Money,

Artefact

Informal Organisation

Values, Attitudes & Beliefs
Leadership Style
Behaviour Norms
Politics & Conflict;
Shared Assumptions

Inner Core

Characteristics of Corporate Culture

- **Member identity:** The degree to which employees identify with the organisation as a whole rather than with their type of job or field of professional expertise.
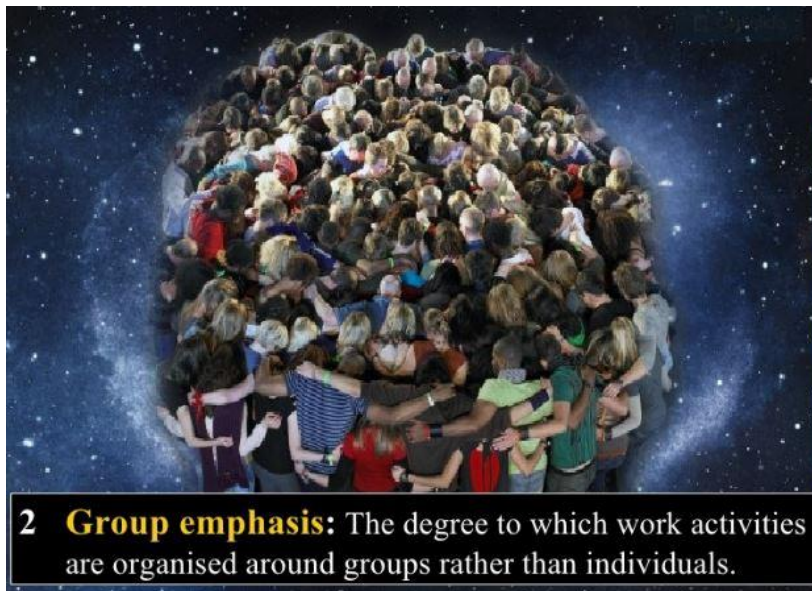
**2 Group emphasis:** The degree to which work activities are organised around groups rather than individuals.

3 People focus: The degree to which management decisions take into consideration the effect of outcomes on people within the organisation.

4. **Unit integration:** The degree to which units within the organisation are encouraged to operate in a co-ordinated or interdependent manner.
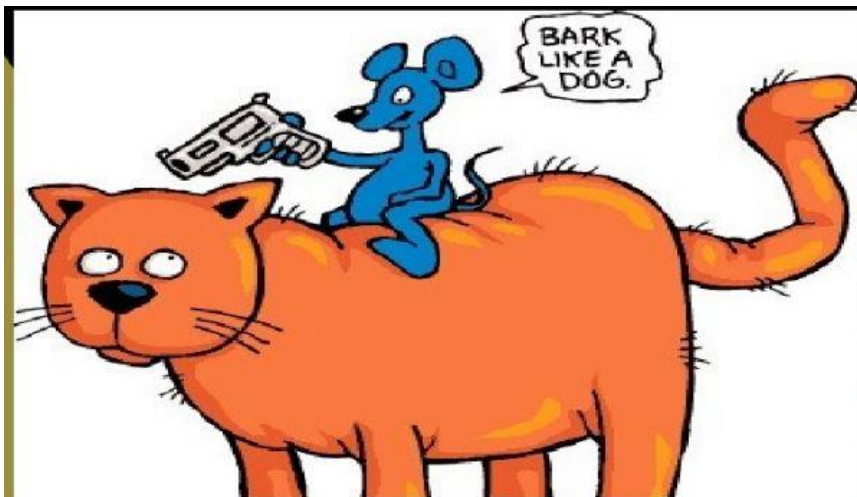
5. **Control:** The degree to which rules, regulations and direct supervision are used to oversee and control employee behaviour.

6. **Risk tolerance:** The degree to which employees are encouraged to be aggressive, innovative and risk seeking.

7. **Conflict tolerance:** The degree to which employees are encouraged to air conflicts and criticisms openly.
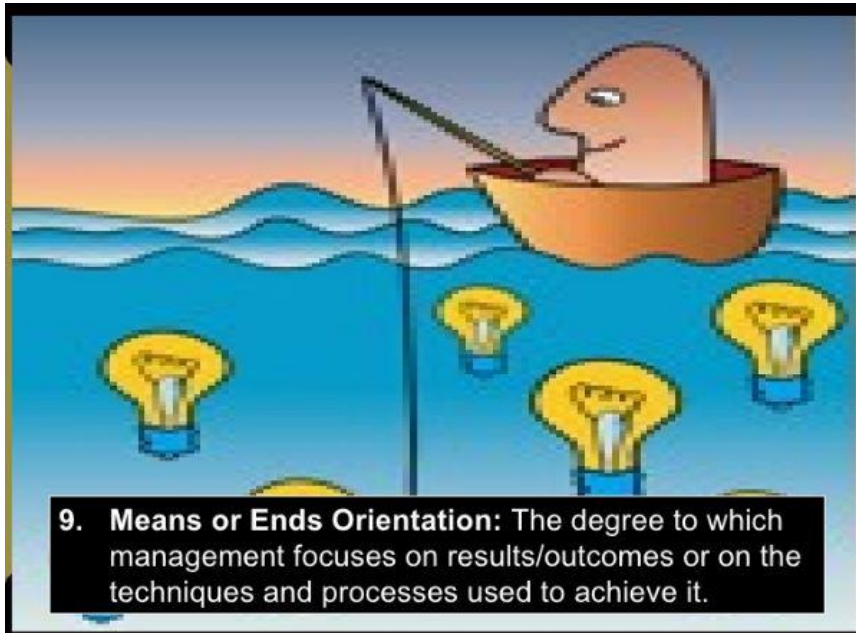

What motivates your employees?

8. **Reward criteria:** The degree to which rewards such as salary increases and promotions are allocated according to employee performance rather than seniority, favouritism, or other non performance factors.

Shouldn't you find out before they run away?

9. **Means or Ends Orientation:** The degree to which management focuses on results/outcomes or on the techniques and processes used to achieve it.

Types of Culture (Roger Harrison -1972)

Power Culture - concentrates power among a few. Control radiates from center like a web. Have few rules and little bureaucracy. Swift decisions can ensue.

Role Culture - people have clearly delegated authorities within highly defined structure. Typically, these organizations form hierarchical bureaucracies. Rely on position and little scope for expert power.

Task Culture - teams formed to solve particular problems. Power derives from expertise. These cultures often feature the multiple reporting lines of a Matrix Organisation.

Person Culture - individuals believe themselves superior to the organization. Survival can become difficult, since the concept suggests group of like-minded individuals pursue the organizational goals, e.g professional partnerships with clientele.