
Personal Mannerism and Communication Development Course

The Alternative Dispute Resolution Academy, - Mannerisms and Communications.

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Welcome to the Mannerism and the Communications Course!

This course aims to improve your business and communication skills by developing the tools and training to be able to communicate persuasively and critically in the workplace.

These self-paced, online courses are designed for students looking to enhance their business skills. You will learn strategies for honing your communication style, improving clarity, conciseness and impact.

By the end of the course, you will be able to think strategically about all forms of communication and communicate with diverse audiences. Skills learned in this course will be used in the cross-cultural communications.

Here are the main topics we will discuss.

Taking this course as a group is highly recommended, as it will provide critical feedback from your peers during the activities plans for this course!

Topic 1. Designing Communication Strategy. A communications strategy is designed to help you and your organization communicate effectively and meet core organizational objectives. Drawing up a communications strategy is an art, not a science and there are lots of different ways of approaching the task. This tool provides a guide.

Topic 2. Developing an Effective Presentation Plan. An effective presentation makes the best use of the relationship between the presenter and the audience. It takes full consideration of the audience's needs in order to capture their interest, develop their understanding, inspire their confidence and achieve the presenter's objectives.

Topic 3. Developing Effective Presentation Skills, Developing Presentation Activity. Developing Content for a Presentation, and Grooming. Understanding Communication.

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Understanding Communication.

Why should we learn about communication! or Better Yet, how would you explain the meaning of communications to a five-year-old boy!

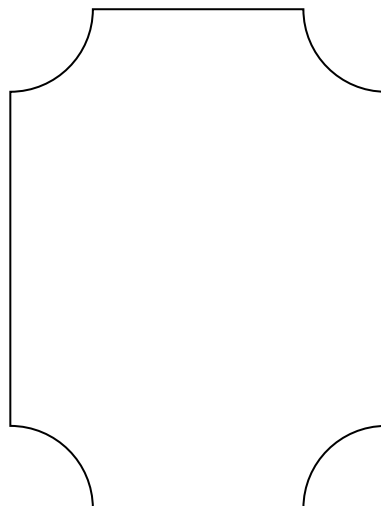
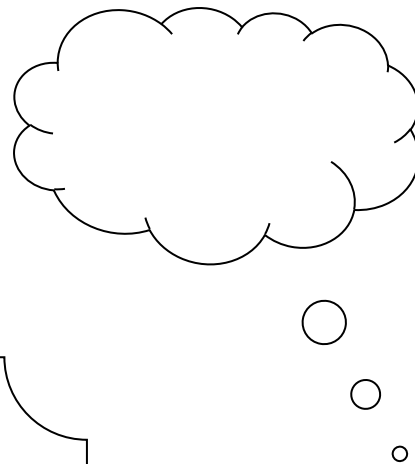
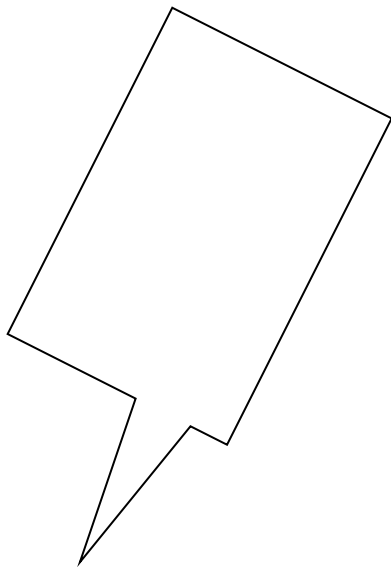
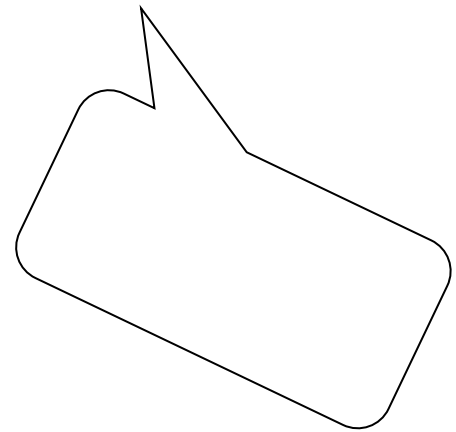
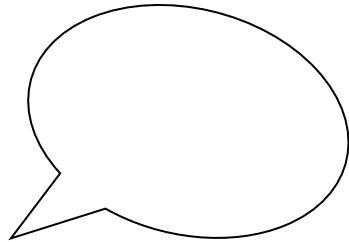
-Communications is important in the workplace!!!, It helps a person relate to other people, learn and acquire new skills. Good communication skill ensures career success.

How will this training help participants? Or what changing do you expects to see in yourself after this course?

The objective of this course is to enable the participant to understand communication and thereby enhance, their own communication skills!

Understanding Communication

List down the thoughts in your mind when you think of communication in the following callouts



Definition of Communication

The process of communication among human beings has been there since their existence. It is a process that takes place continuously among individuals. However, it is very difficult to have a single definition that would suffice, to precisely explain what communication is.

Linguists and lexicographers have put several definitions forward.

According to Keith Davis, "Communication is the process of passing information and understanding from one person to another."

McFarland has more to it. He defines communication as "the process of meaningful interaction among human beings. More specifically it is the process by which meanings are perceived and understandings are reached among human beings".

A more comprehensive definition of communication could be

"Any perceived behavior - or lack of behavior in one person that causes significant mental, emotional, physical, or spiritual reaction in another person"

Need for Communication

ACTIVITY

List five instances from your daily life where you have used communication

1. _____
2. _____
3. _____
4. _____
5. _____

Need for communication – Summary

People tend to have three fundamental interpersonal needs. It is essentially for the fulfillment of these needs that they tend to communicate with each other. Communication acts as an interface fulfilling all the three needs

These needs could be classified as-

1. **Need for inclusion:** Man is a social animal and he needs company to live. He wants to interact with people and maintain good relations with them. He wants to belong to a group.
2. **Need for control:** To obtain power, dominance and gain influence, it is necessary to maintain satisfactory relations with others. People always have a need to control their environment. The degree to which they feel the need to control the environment is dependent on how powerful they consider themselves against their environment.
3. **Need for affection:** Everyone wants to be loved and hence, this is considered to be the most effective need of human beings

Purpose of communication:

As we have mentioned earlier, all the above needs are served by communication.

Communication helps you learn more about yourself, others around you and the world. It helps one acquire new skills. Attitudes and behavior of people can be influenced and controlled through the process of communication. It helps you relate to others and help people.

Need for Communication – Activity

In each of the situations that you described above, you are expressing one need or the other. As human beings, all of us have needs. These needs are reflected in a variety of ways.

Now, read the case lets given below and identify the needs of people

1. Sandra is a manager at a leading insurance company. John by nature, he speaks to all the employees of bank and is a very outgoing person.

Identified need: _____

2. Regina is a manager at “CRM Pharmaceuticals”. He expects all the employees working under him to be punctual and he behaves in a similar fashion. All the employees working under her make it sure to deliver their piece of work without any compromise.

Identified need: _____

3. Michael, aged 6, runs into his mother’s arms as soon as she is back from office. She wants cent percent of her attention.

Identified need: _____

Forms of communication

Verbal communication:

Communication involving use of sounds and language to relay a message is known as verbal communication

E.g. Debates, interviews, group discussions etc.

Non-verbal communication:

Nonverbal communication is usually understood as the process of communication through sending and receiving wordless (mostly visual) cues between people. Messages can be communicated through gestures and touch, by body language or posture, by facial expression and eye contact

E.g. Shaking hands, patting the back, hugging or pushing etc.

Written communication:

Written Communication involves expressing yourself clearly, using language with precision; constructing a logical argument; note taking, editing and summarizing; and writing reports.

E.g. writing letters, minutes of the meeting etc.

All the three forms of communication mentioned above are important for building personal and professional relationships. It is necessary to be adept at all the three of them.

Distortion of communication

ACTIVITY

Chinese Whispers

1. Select 10 participants from a group of people in the classroom and randomly number them from 1 to 10
2. The participants numbered 2 to 10 are sent away from the classroom
3. The other students in the classroom are required to remain silent
4. 1st participant is required to read a slide on the projector for a minute which is then masked
5. The 2nd participant is then required to come in the class.
6. The 1st participant tells whatever he has read to the second student.
7. Then the remaining participants are called in a similar fashion until the message is narrated by the last participant.

Did you find any change in what was being read by the 1st participant and what was revealed by the 10th participant? If yes, why do you think has it happened?

Possible Reasons for Distortion

Distortion may have occurred while passing the message in the above activity as a result of any one of the below

1. The message was too complex
2. A lot of people were involved and as the popular saying goes “Too many cooks spoil the broth”
3. The ability of the receiver to understand the message and the language

Similarly, in organizations, one needs to understand that a file moves through many departments and there are chances of the message getting distorted due to reasons like wrong usage of the language, long messages etc. One has to be more careful about verbal messages since they have a greater tendency of getting distorted and may even spread rumors in the organization.

So, now as we know the possible reasons for distortion of messages, what points should be kept in mind while communicating a message?

Absolutely!!

1. Sentences should not be too short or too long.
2. Longer sentences should be broken into smaller clauses.
3. Independent clauses can be made into separate sentences.

The key to effective messages is the “KISS” which stands for:

K – Keep

I – it

S – Short

S – Sweet

It is easier to remember messages when they are structured well

Communication Activity

Based on your learning in the session, carry out the following activity:

Given below are the facts of a situation you are in. You need to inform the same to your customer over the phone. Compose the message you would deliver in the worksheet below.

Situation:

- East West Transport has to dispatch a truckload of goods from Florida to Virginia on an urgent basis
- The truck has already left a few hours back.
- There is a lot of traffic near East River due to heavy construction. Added to this, is the non-availability of the proper excise documents.
- In the meantime, you have sent George – your excise document specialist to the location to submit the same.
- Aware of the fact that the assignment is urgent, you decide to inform the same to the client.
- Also, ask the client if he could suggest some suitable alternatives.

Facts:

Truck No. OR1805

Transporter's Name: East West Transport

1252 Gaylord Dr. Florida from Florida to Virginia

ED Gate Pass No. MD/ 02 / 1325 dated 28.02.1999 of Gate Limited

Bill No. 920365 dated 21.09.1999

Blind Man Exercise A

SPACE FOR DRAWING

Blind Man Exercise B

SPACE FOR DRAWING

Essential Components of Effective Communication

Sender, Receiver, Message, desired response; Feedback is essential to ensure that communication is on the right track.

It is found empirically that 80% of an official's time is spent in communicating in some form or the other.

CONSTANT FEEDBACK ENSURES EFFECTIVE COMMUNICATION

There are three components to essential communication:

▶ **CONVICTION**

- Stems from belief in your product/service/self.
- It is perceived through the way you speak, your voice, your expressions.

▶ **CONFIDENCE**

- It is perceived through your physical presentation: the expression on your face, your handshake, body posture.

▶ **ENTHUSIASM**

- It adds vitality to what you say.

Summary of Learning

1

Sender gets desired response from the receiver - ultimate goal

2

Simple short and clear messages more effective

3

Feedback very essential for communication

4

Conviction, confidence and enthusiasm important

Barriers to Communication

ACTIVITY 1

IX

How will you convert the above to 12?

IX

How will you convert the above to 6?

ACTIVITY 2

0 0 0
0 0 0
0 0 0

ACTIVITY 3

THE FOOTBALL FUDGE

Barbados needed to win the game by two clear goals in order to progress to the next round. Now the trouble was caused by a daft rule in the competition, which stated that in the event of a game going to penalty kicks, the winner of the penalty kicks would be awarded a 2-0 victory.

With 5 minutes to go, Barbados were leading 2-1, and going out of the tournament (because they needed to win by 2 clear goals). Then, when they realized they were probably not going to score against Grenada's massed defense, they turned around, and deliberately scored on their own goal to level the scores and take the game into penalties. Grenada, themselves not being stupid, realized what was going on, and then attempted to score another goal themselves. However, the Barbados players started defending their opponent's goal to prevent this.

In the last five minutes, spectators were treated to the incredible sight of both teams' defending their opponent's goal against attackers desperately trying to score another goal and goalkeepers trying to throw the ball into their own net. The game went to penalties, which Barbados won and so were awarded a 2-0 victory and progressed to the next round.

Source: <http://www.snopes.com/sports/soccer/barbados.asp>

The moral of the story is

LOOK BEYOND THE OBVIOUS

An individual's viewpoint towards issues/people, which leads to assumptions, which affects his/her decisions /interactions, is referred to as 'Perception'. They arise as result of individuals past experience.

As a result, when people are given the same data respond to it differently.

ACTIVITY5:

WHO IS THE CULPRIT?

A woodsman and his wife lived near the bank of Ganges in a thick jungle. The woodsman was a big drunkard and used to beat his wife black and blue. The wife used to cross the river in a boat to buy groceries every day. In the process, she fell in love with the shopkeeper.

One night the woodsman was drunk and started beating his wife. She went to the boatman and requested him to take her across the river. The boatman asked for \$15.00.

Not having the money, she requested the boatman to carry her and told him that she would pay the money later. However, he refused.

Desperate to go, the wife decided to go to the town through the bridge a few miles downstream. The bridge was not safe as all the wild animals used to come in the night in search of prey. However, she did not care. She was adamant to go and went towards the bridge. The moment she started walking on the bridge, a panther pounced on her and ate her.

Who is responsible for the wife's death? Woodsman, Shopkeeper, Boatman or the woodcutter's wife? (Divide yourself into groups of similar opinion and convince others that you are correct)

Barriers to communication – Summary

Barriers refer to the various issues, which might distort the understanding of the message.

The biggest barrier in most of the organizations, despite so many technological advancements definitely remains communication.

One should be consciously aware of the barriers and try to get rid of them.

Each one perceives the issues to be in some way or the other, which have arisen due to family background, values, education etc.

BIASES:

Biases play a major role of creating havoc in communication.

They arise as a result of past experiences or socio-cultural and economic background.

They lead to an attitude of apathy, distrust and resentment towards another person.

OTHER BARRIERS TO COMMUNICATION

Words can have different meaning to different people. This is what is known as “SEMANTICS”

Did you observe any change in the facial expressions of your friend when you said “This dress is cheap” and “This dress is economical”?

Companies have to be very careful while naming their brands. Miscommunication can also happen as a result of laying stress on the wrong word.

Look at the sentence given below:

I didn't say he stole that money!

Lay emphasis on each of the words and see how the meaning of each of the sentence changes

I didn't say he stole that money!

Meaning:

I didn't say he stole that money!

Meaning:

I didn't say he stole that money!

Meaning:

I didn't say he stole that money!

Meaning:

I didn't say he stole that money!

Meaning:

I didn't say he stole that money!

Meaning:

I didn't say he stole that money!

Meaning:

Whenever one communicates to anyone, it is important to understand the context in which it is being said.

Some other barriers to communication include Cultural difference and even generation gap.

It is important to be aware of one's own barrier and allow them to come not in the way while communicating with someone. One's communication would be effective if is one is not bogged down by his/her mental blocks.

Non Verbal Communication

How does a politician address the public in a rally?

How do you feel when a close friend of yours touches you?

What is your reaction when your boss shouts at you?

Non-verbal communications (NVC) – Summary

Non-verbal communication refers to all external stimuli other than spoken or written words and including body motion, appearance, and characteristics of voice and use of spatiality

The way you speak, appear and move which may be similar or contradict your speech ratifies what you spoke of and is a core aspect of non-verbal communication

NVC is the physically depicted representation mirror of thoughts and thought process.

Some of the major cues to look at to understand non-verbal communication include:

- ▶ Expression of face
- ▶ Bodily postures
- ▶ Gestures or hand movement
- ▶ Tone of Voice
- ▶ Personal habits and manners
- ▶ Importance of NVC :

1. According to papers published in several scientific journals, 7 % of the emotions are expressed in words and the rest 93 % are expressed through non-verbal cues. Non-verbal cues include facial expressions (55%) and vocal tones (38%)
2. Non-verbal communication improves/ dilutes the accompanying message
3. It generally assumes a great significance when the person is trying to hide something or the issue is significant.
4. It has been observed that people believe in non-verbal messages rather than verbal messages when both of them are in conflict with each other.
5. And finally, non – verbal messages are more trustworthy. Remember, the old proverb

“Actions speak louder than words”

Components of NVC:

The three important components of non-verbal communication include

1. Kinesics
2. Proxemics
3. Para-language

Let us look at each of them in detail

Kinesics:

The study of body movements is called “Kinesics”.

It consists of

- Eye contact
- Facial expressions
- Gestures
- Postures

In simple terms, Kinesics is the body language of a person.

As discussed earlier, context plays a very important role even in non-verbal communication.

Generally, one should restrict the usage of excessive Kinesics while talking to conservative organizations. In context to sales, while meeting different channel members, the body should be contextual.

One needs to communicate in a way such that the other person feels warm.

Proxemics:

The study of human use of space is called Proxemics. It is the distance you maintain from them because of your relationship with them and your state of mind.

The physical distance maintained between people is directly proportional to their proximity to the people.

The distance that you maintain being with your parents, relatives and strangers is different.

Para language:

Paralanguage refers to the cues that one can pick from an individual's voice.

The cues could be picked from Tone, Rate of speech, Accent and pronunciation

At different points of time, one needs to use different tones. While negotiating a sales deal, having a control over ones voice indicates that you are eager to sell your product and the client might later ask for discounts.

While making speeches, one needs to modulate his/her voice and use effective phrases to get the message along

e.g.

1. You have done an excellent job
2. You deserve it.

Non-verbal messages are spontaneous, and it takes a lot of practice to suppress non-verbal communication.

Reliability of non-verbal communication

Non-verbal communication is impulsive in nature. It happens before one's body knows that it is already spoken.

When some is shy, she/he blushes before knowing the fact that she/he blushes.

Face going red when someone is angry.

Contradictions

Verbal and Non-Verbal Communication Mismatch

ACTIVITY

TOUCH YOUR CHIN EXERCISE (Led by facilitator)

Avoiding Mismatch between Verbal and Non-Verbal Communication

A mismatch between verbal and non-verbal communication in real life causes a lot of

1. Mismatch and confusion
2. Disbelief

A mismatch creates a poor impression of the receiver. One needs to take utmost care that the words spoken align with

- Expressions on one's face
- Gestures
- Tone
- Distance one maintains from other

In real life, when verbal and non-verbal communication clash, people tend to take non-verbal communication more seriously.

Designing a Communication Strategy

Thus, we see that while designing a communication strategy, the following things should be kept in one's mind.

- Context of the message
- Audience addresses
- Content of the message
- Tone of the message
- Gestures
- Proximity
- A positive attitude and an open mind

Non-verbal communication, if effectively combined with verbal communication can work wonders!!

Listening Activity

Listen to the trainer and make notes here.

Listening

In order to receive a desired response in the communication process, the most important thing that a receiver has to do is to “LISTEN”

Listening varies from person to person and is based on the situation and the mood of a person.

Statistics say that,

9 % of time is spent in Writing

16 % of time is spent on Reading

30 % of time is spent on Speaking

45 % of time is spent on Listening

Listening heads the list of essential activities for communication.

Keys to effective listening:

The following point should be observed while listening to your customer:

- ▶ Listen for customers’ needs and ideas
- ▶ Hold your questions
- ▶ Resist distraction
- ▶ Listen with an open mind

Understand that thoughts are faster than speech

Basic Types of Listening

There are four basic types of listening

1. Content listening
2. Critical listening
3. Empathetic listening
4. Active listening

Content listening: The main objective of content listening is to understand and retain information imparted by the speaker.

Fewer questions are posed and the information flows from speaker to receiver.

It does not matter whether the listener understands or does not understand, agree or disagree.

e.g. A schoolteacher teaching Math

Critical listening: During the process of critical listening, the listener evaluates the message at several levels, which include

- Logic of the argument
- Strength of the evidence
- Validity of the examples
- Implication of the message for one's organization
- Involvement of interaction to uncover speaker's point of view
- Non-verbal cues

E.g. A prospective buyer during a product launch

Empathetic listening: The goal of empathetic listening is to understand speakers, needs, feelings and wants in order to help them solve.

During the process of empathetic listening, the following points should be kept in one's mind.

-
- The emotions of the speaker should be understood
 - Understand the problem where it actually lies
 - Let the speaker talk
 - Handle grievances
 - Try to retain customers

E.g. Grievance handling cell of a telecom company

Active listening: The goal of active listening is to appreciate other person's point of view whether one agrees to it or not.

Before replying to a person's comment with your points, restate the ideas and feelings behind the comment to the other person's satisfaction.

Types of Listening- Activity

ACTIVITY

What kind of listening would you carry out in the following situations?

Situation 1

You study in 6th Grade in Delhi Public School. What is the sort of listening that you do as a student?

Situation 2

You are Mr. Khanna. You have come to buy a holiday plan at a trade fair. What sort of listening would you do as a prospective customer?

Situation 3

You work as an Ombudsman for Insurance Regulatory Development Authority. How would you listen as a complaint handler?

Situation 4

You are a real estate agent. Wanting to sell a flat at Barakhambha Road, what kind of listening will you do as a seller?

“In professional interaction it is important for the sales / service people to remember important information given by the customer. This will help create a professional image for the sales / customer service person.”

Barriers to Effective Listening – Summary

Sometimes the person on the other side is distracted while listening. There may be several reasons for the same.

- ▶ One might have pre-conceived ideas or notions
- ▶ There might be distractions in the environment
- ▶ The person might be getting bored because the topic does not seem interesting to him/her
- ▶ The person might be tired

How to remove these barriers?

Here are a few suggestions, which may help you in helping other person listen to you while you speak.

- Make your conversation interesting and interactive
- Act friendly to the other person. This helps in relaxing.
- Empathize with them and extract what they want to listen
- Order for a refreshment
- In addition, most importantly, understand their non-verbal cues and encourage them to clarify their doubts, if they feel the need to do so.

Probing

ACTIVITY

Take a look at this conversation, which happens between Guno (R) and a stranger(S):

R: What is your name?

S: My name is Guno

R: Where do you live?

S: I live in Vienna

R: How do you travel every day from Vienna to Maryland to work?

S: I come with a few of my friends and we carpool

R: Oh Great! Are you aware of any websites, which connect you to people who carpool?

S: Yes, www.carpoolers.com is a great website, which helps you do so.

What is the peculiar trend that you observe in the flow of the conversation?

What is probing?

How does one generally start conversations with people they meet for the first time?

It is generally by asking, “How is the weather?” or was it “What is the time by your watch?”

And once this is done, one starts asking questions that are more specific. And then, the conversation goes on and on.

Probing in simple terms means “to find out something”

It is the skill of asking the questions to find out the right answers.

Whenever one talks to someone in professional contexts, one needs to find out the needs and wants of the person on the other end and this can be possible because of probing.

Probing makes the other person think and changes the track of the discussion.

Open and Closed Probes

ACTIVITY

What is your name?

What are the environmental impacts of global warming?

Open Probe and Closed Probe – Summary

What are the differences in the two responses above?

In the first response, one gets a specific limited response while in the second one the response will be an in-depth answer.

Open probes

- The probes which generate longer responses are called ‘Open probes’
- Open probe motivates people to speak freely about the topic of one’s choice and stimulate the person to expand on something that was already stated earlier.
- Some common examples of open probes are :
 - What different parameters do you consider while grading a paper?
 - What problems do you face in the hostel?

Closed probes

- The probes which generate short answer responses are called ‘Closed probes’
- They push the conversation to a specific topic.
- Responses of the other person are limited while answering the probe.
- Some common examples of closed probes are:
 - Who is your boss?
 - Since when have you been working here?

When to use open probes and closed probes?

Open Probes should be used in the initial stages of a conversation. They allow the other person to open up and thereby help you build a rapport with the other person.

Closed probes are effective when the person whom you are talking to is off track and the person is abrupt. They are effective in closing stages of the conversation as they help you agree on the key points. Even, when a person is unresponsive you may use closed probes

Open and Closed Probes – Exercise

The participants are divided into groups of 2 each. One of the participants acts as a seller while the other participant acts as a buyer.

Product 1: Shiny comb

Seller 1: Mr. Gnomes is bald. Therefore, there arises no question of him combing his hair.

Mr. Gnomes: Has a very shiny head and is very proud of it

Product 2: Big fit T-shirts

Seller2: XXL sized T-shirts to Chery

Chery: Is a slim businesswoman. She loves to paint and loves attending parties.

Product 3: Doggie's share

Seller 3: Dog food to Regina

Regina: She is a teacher and hates animals. She likes to spend time with her family and friends

Product 4: Kenwood Dishwasher

Seller 4: Portable dishwasher to Sam

Sam: Sam is a physiotherapist. He likes to keep himself fit and fine

Product 5: Iron man

Seller 5: Iron tablets to Sarus

Sarus: Sarus is a recently married young man. He does a lot of yoga.

Group Discussions

ACTIVITY 1

All of you must definitely be a part of some group or the other. Which groups are you a part of?
Do you find any advantage of being a part of the groups that you are a part of?

What is a Group?

A collection of individuals who have regular contact and frequent interaction, mutual influence, common feeling of camaraderie, and who work together to achieve a common set of goals.

“Interdependence” and “Commonness” on each other is one of the major of the group.

When the word group is spoken of, the first thing that generally comes to one’s mind is his/her group of friends.

Why do people join groups?

There are several reasons for people to join group. There are many things which an individual cannot do by himself/herself and needs some companionship to perform this task. The individual feels satisfied with benefits one receives on joining the group.

Some of the common benefits that one receives on joining groups are:

- **A sense of security:** A person might feel threatened living at another place. For e.g. A group of migrants living together
- **Status:** One might like to live with Page 3 personalities.
- **Self-Esteem:** One needs constant motivation and boosting from others.
- **Affiliation:** Being affiliated to elite institutions (e.g. Sports club) gives a sense of pride
- **Power:** When many people come together. They have greater power compared to individuals.
- **Goal Achievement:** Being in groups help one achieves goals since different people are good at different things.

Types of groups

Activity:

Identify the commonness of the following groups:

1. Mood Indigo (The annual Fest. Of IIT Bombay) organizing Committee

2. The Noida weekly coffee group

3. You and your four friends popularly known as “The famous five”

Summary – Types of groups

Formal Group

Defined by the organization's structure, with designated work assignments establishing tasks.

E.g. Research Department, Strategy department, marketing department etc.

Informal Group

These alliances are neither formally structured nor organizationally determined.

These are created because of the relationship one shares with the other members in the organization.

Group Norms

For a group to exist, certain rules and regulations need to be followed. They are generally not written anywhere but followed by everyone as a matter of courtesy.

They are informal in nature.

All the members of the group can achieve maximum productivity when they follow these rules.

List down the rules that you follow while being with a group of friends/colleagues at a party

For Group Cohesiveness

It is very important that members in the group are attracted to each other so that they are motivated to stay in a group.

It helps to increase the productivity in a group because people feel good while working with each other and are more excited to do work.

Several studies by leading management scientists have shown that group cohesiveness and productivity depend on the norms set by the group members

Cohesiveness determinants:

Not everyone in a group is compatible with each other. There are several factors, which determine cohesiveness in a group. They include

Time spent together

More the time spent together greater the chances for high cohesiveness.

Severity of initiation

Greater the difficulty in getting into a group, the greater will be the cohesiveness.

Group size

As the size of the group increases the cohesiveness decreases.

External threats

Under threat from external sources, the cohesiveness of the group tends to increase.

Previous successes

History of successes, it can attract and unite members.

Shared Experiences

Groups, which have spent a lot of time together and have many shared experiences, have more common things to talk about and bind them.

Group and Communication

Communication among group members is necessary for any group to function well.

All the members of the group should appreciate each other's viewpoints and should be able to positively criticize and put forward their viewpoints.

The coordination of information, ideas, experiences, and opinions is an essential part of problem solving in a group.

Patterns of Communication amongst Group Members

One can easily understand the group dynamics by doing the following:

| | |
|--|---|
| Who talks, how often and how long? | It helps in identifying the dominant member or the leader in a group |
| Who talks to whom? | It helps in identifying harmony and compatibility among group members |
| Who sparks off whom and in what ways? | It helps in knowing whether one supports or rejects an idea |

Types of Group Discussions:

There are several different types of discussion groups. Each of the discussion groups has a different purpose.

- ▶ **Seminar** :A seminar is, generally, a form of academic instruction offered by a commercial or professional organization which brings together small groups for recurring meetings, focusing each time on some particular subject, in which everyone present is requested to actively participate
- ▶ **Panel Discussion**: A panel discussion is designed to provide an opportunity for a group to hear several people knowledgeable about a specific issue or topic present information and discuss personal views.
- ▶ **Symposium** : A formal meeting at which several specialists deliver short addresses on a topic or on related topics
- ▶ **Conference**: A conference is a meeting of people who "confer" about a topic.
- ▶ **Convention**: A practice or procedure widely observed in a group, especially to facilitate social interaction
- ▶ **Brainstorming**: A sudden clever plan or idea.
- ▶ **Workshop**: An educational seminar or series of meetings emphasizing interaction and exchange of information among a usually small number of participants

Developing effective presentations

Purpose of presentations – Activity

Delivering presentations has become a very important aspect of corporate routine. Could you list some instances where you have delivered presentations and the purpose of that presentation?

Purpose of the presentation

Summary

Presentations are delivered for several reasons.

Some of them include:

- ▶ Motivate or entertain the audience
- ▶ Inform or analyze an idea
- ▶ Persuade or collaborate for a mission
- ▶ Simulate people to action
- ▶ Activate people then and there

Developing a Presentation Activity

Imagine that today is the last day of Personality Development and Personnel Communication workshop. You are required to make a presentation on your experiences about the workshop in front of the class for not more than 5 minutes. Plan what you would say in the space given below.

Developing content for a presentation – Summary

A presentation is composed of three parts:

- Introduction
- Body
- Conclusion

Introduction:

When you are beginning the presentation, you are trying to achieve six main things; you want the participants to:

- Know who you are (Introduction);
- Know why you are there (Objectives of the presentation);
- Be curious about what's next (Curiosity Generating Statement);
- Realize that they are dealing with a person with credibility;
- Know the ground rules;
- Know that you will answer all their questions.

Remember:

“Failing to prepare is preparing to fail”

Understanding Components of the beginning

The purpose of this transcript is to give you practice in identifying various components in Beginning the presentation stage. Your objective is to identify the component and write it in the space provided on the right-hand side.

“Good evening! My name is John Holding and this is my colleague Sally. We are from the ABC Organization/department.”

“We’re here this evening to talk to you about employee turnover issue that we feel is of great importance.”

“Our objective is to share with you - the present situation, the problems we are facing because of it, its consequences on the organization, both the bottom line and the top line and the suggested way forward”

“By the end of the presentation you will be able to see that a reduction in 5% attrition can lead to an overall savings of \$ 5,00,000 annually and an increase in revenues of \$ 1 Million annually.”

“We had done a similar exercise with the customer service department last year and were able to reduce annual attrition levels by 4% leading to an overall savings of \$ 7,50,000 for the organization.”

“The presentation is going to take 20 minutes and I will be happy to answer all your questions after that.”

Curiosity Generating Statement

World over successful presenters use “Curiosity Generating Statements” (CGS) during the initial stages of their presentation, to increase the involvement/attention of the participants. During the presentation, all the talk from the presenter points to just one fact that I want to sell you my product/service/idea. The only statement or set of statements, which tell the customer how his business/life can be improved, is when a presenter uses “Curiosity Generating Statements” (or the CGS). Of course, the participants get interested and want to know more. The CGS does more for the participants and telling about self/company/product does more for the presenter. Using CGS effectively improves the involvement and increases the attention the participants give to the presentation.

Another important point is that CGS may be different for different set of participants for the same product/service/idea. It has to be customized to each set of participants or for a group of participants having similar backgrounds. Designing a good CGS requires practice and comes with experience.

Characteristics of CGS

- It tells about a benefit in general terms to the participants.
- It may indicate a tangible improvement/gain/savings in terms of time, money or manpower.
- They are specific to a participant or a group of participants having similar background.
- A good curiosity generating statement acts as a hook for the participants.

Exercise: Curiosity Generating Statement

Divide yourself into groups of twos and designs CGS for the below mentioned situations.

1. Tupperware deals in direct sale of its products. Once a month a seminar is organized wherein the existing dealers and their family and friends are invited. The objective of the seminar is to attract the family and friends of the existing dealers to join Tupperware to increase its sale. You are delivering this presentation on behalf of Tupperware. What will be the curiosity generating statement for this presentation?

Curiosity Generating Statement:

2. NIIT provides professional computer course to students. A representative from NIIT visits local colleges and delivers presentations to the students. He has to encourage the students to join the course to enhance their capability and computer knowledge for a successful career. This month you have to prepare a presentation for the B.COM students of Delhi University. What will be the curiosity generating statement for this scenario?

Curiosity Generating Statement:

Presentation Body and Conclusion

Body:

- ✓ The presentation should be organized sequentially in a logical fashion
- ✓ Pick one aspect you wish to talk about and talk in detail about the same.
- ✓ Give relevant examples. They always add flavor to your presentation.
- ✓ Let the audience know what lies ahead.
- ✓ Use visual aids, if relevant

Conclusion:

- ✓ Re-emphasize the key points
- ✓ End on a positive note
- ✓ Ask for questions and clarifications, if any.
- ✓ Involve the audience to outline the next steps.

Grooming

“First impression is the last impression” – so goes the saying.

A recruiter has very little time to judge the candidates in an interview. Hence, first impressions matter. Grooming creates that.

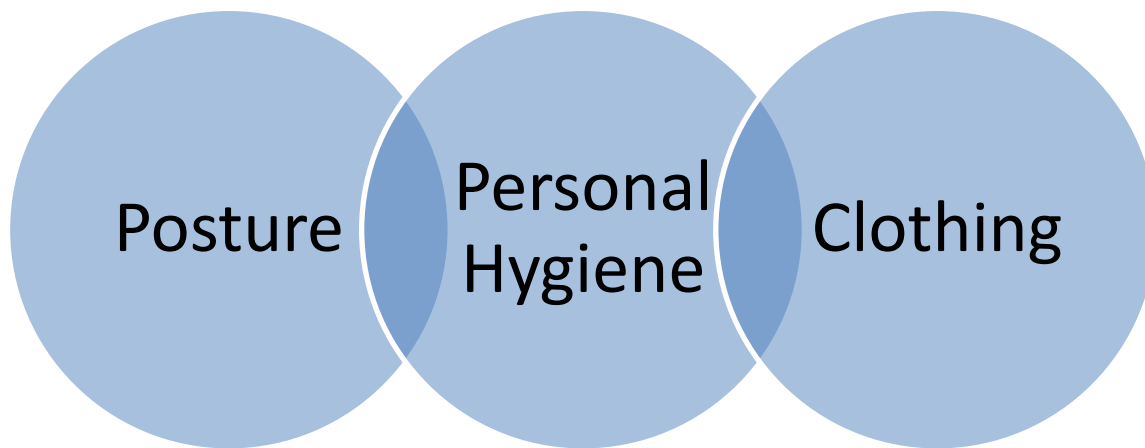
Individuals and organizations always want to distinguish themselves from others. Hence, dress codes and grooming came into force.

Sociological studies show that well-groomed persons are regarded as people with higher intelligence and achievements to their credit.

Therefore, it is up to you to project the image you wish the world to see.

Components of Grooming

There are three essential components to Grooming



Posture

- Sit back in the chair, spine straight, back supported by the chair-back.
- Always stand tall, head high, shoulders down and back
- Women should cross their feet neatly at the ankles.
- Men need to remember not to slide down the chair and spread their legs or continuously shake their knees.

Personal Hygiene

- Hair should be combed neatly. Perfumed oils for hair should be kept to the minimal
- Finger nails should be cleaned regularly
- Shave/ Trim mouths ache and beards regularly
- Brush your teeth regularly. No stained mouth
- No body odor. Use perfume / after-shave if need be.
- Always keep a mouth freshener with you, if required
- Burping and picking of nose in public should be avoided.

Clothing

FOR MEN:

Here are a few tips on creating the right look.

Colors – In a strict corporate meeting, black, blue and white are best-suited colors. Grey, brown or beige may also work well. If you like colorful clothes, go for deep shades of purple or maroons. Pastel shades can be used on Fridays and weekends.

Patterns – Stripes and micro checks are preferable choices. Avoid wearing patterns that are too loud. Your pattern should be visible only to the person sitting next to you and not to the one sitting at the end or far away.

Shirts – Shirt must be long sleeved with button-down and straight point collar. It should be in slim fit. Your shirt should be tucked in and cuffs must be buttoned. If you dislike long sleeves, wear half sleeves but do not roll it up.

Pants – Slim fit, flat front trousers in colors like black, blue or grey are preferable.

Accessories – Leather oxfords and Brogues match with the formal wear. Brown or black slip-on shoes should be a permanent part of your dress. Silk ties, discretely designed cufflinks, classic analog watch with leather straps, a moderate marine fragrance and a good quality pen may add grace to your personality.

Even a formal dress can make your persona creative and powerful. In today's world looking smart is very much important.

FOR WOMEN:

- The 4 style rules for corporate dressing for women go as under:
- Rule 1: Keep it simple
- Rule 2: Choose western or Indian formals based on your personal style preference.
- Rule 3: Stick to the power colors.
- Rule 4: Bend Rule 3 when necessary.

As women, you are used to wearing a wide range of clothing types, colors, fabrics and accessories. However, there are limits of style and line when selecting power dressing clothes and accessories for your wardrobe.

Clothing Style: It is a myth that power dressing or any corporate dressing requires wearing western clothes. However, the basic rule is to keep lines straight and there should be no frills. However, in case you are attending an international conference, western wear will be more appropriate.

Prefer a lean, linen look with fabric that does not cling. It will make you look competent.

Colors: Black, grey, navy blue and white are the colors that send a strong message in the corporate world. To make the sari look impressive, one can have thin border with color or embroidery.

To look authoritative, collar is ideal format. If you do not want to show off and like to seem sober, beige or rust colors are preferable. Scarf or stole may be bright colored, but according to the occasion. For formal atmosphere, black, white or grey are suited and for approachable wear peaches, pale blue or red would be good.

Make-up: Make up must be light. It should not run or show up in sunlight or strong glares of light. For Indian wear, light eyeliner and a pastel shade of lipstick is all that is necessary. Fingernails must be short and well-manicured; the same applies for toenails. Nail polish is not necessary but if you want to use, light shades like silver or peach are fine.

Your heels though not visible through the shoes, must still be taken care of. Dry heels can cause a run in your stockings, which might be visible when you slip off your shoes. Thus, heels and elbows should be regularly moisturized.

Accessories: Just stick up to the essentials. A silver or platinum chain with a small pendant is sufficient. If you want to wear gold, keep it thin. Small or medium sized pearls are in vogue now a day. Matching ear studs or a bracelet can be worn for certain occasions. In addition, your watch should be a slim silver one or with a thin leather strap, but it should be according to your outfit. In case of shoes, just 1.5 to 2 inches of heel is sufficient so that you are comfortable all day. Never go for flats or high heels. Color must be black but depending on your clothes, it can be white or brown too.

Handbags should be matching with the shoes i.e. of same color.

Hair: No coloring, natural hair is always preferred. If you are short haired, leave them open. Bright streaks must be avoided. If you have long hair, try a French knot or chignon. A ponytail seems casual. Leave your hair open only if you can manage it without interfering with them after every few minutes.