SYLLABUS
BBA Ist Year
Subject – Personality Development

UNIT – I	**Personality, Success and Facing Failures:** Concept of personality. What is success? – Hurdles in achieving success, Factors responsible for success, developing effective habits. What is failure? – Factors affecting failures, learning from failures, overcoming failures, power of faith, practicing faith, SWOT analysis and Goal-Setting (Specific, Measurable, Achievable, Realistic, Time-bound-SMART goals)
UNIT – II	**Time and Stress Management and Employability Quotient:** Time as a Resource, Identifying Time Wasters, Techniques for better Time Management, Introduction to Stress, Causes and Effects of Stress, Managing Stress. Resume building, The art of participating in Group Discussion, Interview-Frequently Asked Questions, Mock Interview Sessions
UNIT – III	**Communication Skills and Digital Etiquettes:** Communication Skills: Effective reading/writing/listening skills, Hard skills & soft skills, overcoming stage fear, role of body language, art of professional presentation, use of audio & visuals presentation, social etiquettes Use of Information & Communication Technology (ICT) in day-to-day management, Effective use of social media, E-mail etiquette, Netiquette, Useful electronic gadgets and mobile applications

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UNIT I

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Personality:

Personality is a psychological factor of an individual which is rarely known to others. An individual's personality is not an artificial fact or occurrence that can be easily understood, merely on his/her personal appearance. Personality is the whole aspect of an individual from general point of view. It includes a person's physical, psychological and emotional aspects.

Personality originated from a Latin word '*Persona*' which means to speak through a mask (which refers to a theatrical mask worn by performers in order to either project different roles or disguise their identities). As in the ancient days masks were worn in Greece and Rome by actors, while enacting plays. Thus, personality is used for influencing others through external appearance. However, personality is not the external appearance alone. Personality, which makes an individual to stand apart, is the impression of characteristic attributes. It is an entire sum of an individual's physical, psychological and behavioural aspects contributing to his 'good personality' or no personality, according to the presence or absence of the characteristic qualities.

Personality – Meaning

Personality has a long history. It dates from the time of Greek physician Hippocrates (460-377 BC). In order to understand the behaviour of people in the organizational or in general setting, we need to know the basic nature of personality. It is a psycho-social phenomenon, which analyses the analytic features and presentation of individual in the society.

Personality is made up of the characteristic patterns of thoughts, feelings and behaviour of an individual. These attributes make a person unique. Personality originates within the individual and remains fairly consistent throughout life. Personality exhibits distinctive qualities of a person, especially those distinguishing personal characteristics that make one socially appealing. If a person wins an election on his own, society may say that he/she has won "more on personality than on capability".

Personality reveals distinctive qualities of mind and behaviour of a person. It is a pattern of collective character which includes behavioural, mental, temperamental, and emotional traits of a person that makes one socially appealing. It exhibits the quality of a person, which is visible and impresses or disturbs others. For example, the statements such as "He has a pleasing personality Raju is a rude persona" reveal the collective characters of a person which display positive or negative personality.

The basic components of personality refer to the personality characteristics. Many researchers have shown interest to know about an individual's personality as it is linked with behaviour. If one can predict the behaviour of individuals, modification of behaviour can be done in a smoother way towards achieving the organizational goals. Each personality factor represents a collection of related or cluster of traits. These clusters of traits determine whether the individual is achievement-oriented, dominating, responsible, etc.

Definitions of Personality:

"It is the constant pattern of thinking, feeling and acting." — Macionis

"Personality is the relatively stable set of psychological attributes that distinguish one "person from another." — Lawerence Ervin

"Personality refers to the relatively stable pattern of behaviours and consistent internal states that explain a person's behaviour tendencies." — RT Hogan.

"Personality is the sum total of ways in which an individual reacts and interacts with others." — Stephen P. Robbins

"Personality is the supreme realization of the innate idiosyncrasy, of a living being. It is an act of courage thing in the face of life, the absolute affirmation of all that constitute the individual, the most successful adaptation to the universal, conditions of existence, coupled with the greatest possible freedom of self-determination." — C.G. Jung

Thus, personality devotes for the methods of affecting others, reacting to others' actions and interacting with others. These methods are chosen by individuals based on several factors. Important one among these is their traits.

A careful analysis of the above definitions will observe the followings:

i. Personality may be defined as the characteristic pattern of behaviour that determines an individual's adjustment to the environment or situation.

ii. It describes how an individual affects others, how he understands himself and his pattern of internal as well as external measurable traits.

iii. It is the dynamic organization within an individual of those psychological systems which determines his unique adjustment to the environment.

Characteristics of Personality:

Every person has a different personality and there are a lot of factors which contribute to that personality. We call them the 'determinants of personality' or the 'elements of personality' or 'factors affecting personality'. Some of them are mentioned as under:

1. Education: Education can affect personality because this is the most powerful way to develop the personality. So, we mention education is the first factor that affects personality.

2. Family Environment: Every person learns his/her first lesson from his/her family. Every child follows his/her parents and this is the starting point of development of the human personality. So, the family environment is another most important factor that affects personality. In the family the child is connected with his/her elders, and different loved ones, his likes, dislikes, other individuals, expectations of security, and emotional responses. The kind of coaching and life experiences received from the family plays a

crucial role in the development of personality. Besides this, economic factors, i.e., condition of the household also influence the personality of the kid.

3. Culture: Culture has a great impact on a person's personality. As a result of this, we see that personality differs in various socio-cultural countries.

4. Religious thoughts: Religion can play a vital role in developing a person's personality because from childhood a man grows up which his / her religious values.

5. Workplace environment: People spend most of their time in their work environment so; the work environment is a great important factor that affects personality.

6. Social status: Social status can affect personality very effectively. We can see this impact of social status in personality if we look at different people whose status is different in society.

7. Characteristics of peer group: This is another most important factor that affects personality more effectively. People belonging to the same age group or same generation or group affect each other's personality to a greater extent.

8. Childhood memories: Human personality is affected by childhood memories. There are a huge number of people who have much affection for a particular thing that happens for childhood memories.

9. Cultural Environment: The cultural setting refers to cultural traditions, ideals, and values, etc. These factors leave a permanent impression on the child's temperament.

10. School Environment: Schools play a crucial role in molding the personality of the kids as a result of a significant part of a child's life. The school poses new issues while addressing the old ones that have to be solved and all of that contribute their share in molding temperament.

11. Language: Human beings have a particular characteristic of communication through language. Language is a crucial medium by which the society is structured and culture of the race is transmitted from generation to generation. The method of interaction forms the child's personality through language with different members of his setting.

12. Social Role: The child needs to play many roles like the younger son, elder brother student, finance officer, husband, and father. The Social effective roles are also marked out as the method by which the co-operative behavior and communications among the society members sped up.

13. Interpersonal Relations: Interpersonal relationships among the members of a community are vital means that that facilitates the development of social temperament characteristics like attraction towards others, the conception of friendly relationship, love, sympathy, hostility, and additionally isolation that could be a negative orientation.

14. Psychological Factors: These embody our motives, non-inheritable interests, our attitudes, our character, our intellectual capacities like intelligence, i.e., the skills to understand, to observe, to imagine, to suppose, and to reason.

These factors verify our reactions in numerous things, and so have an effect on our temperament, growth, and direction. A person with a substantial quantity of power can to build choices a lot of quickly than others. Thus, we have a tendency to see that hereditary, environmental and psychological factors contribute towards the event of personality. Actually, personality can be affected by various factors and it varies from person to person. A factor may affect someone's personality very seriously. On the other hand, the same factor may cause no reaction to others.

Significance or importance of Personality Development:

Most people underestimate the importance of having a pleasing personality. Majority think it just means being born good-looking, that there isn't anything much to do about it. But this is not true. The scope of personality development is quite broad. It includes knowing how to dress well, social graces, grooming, speech and interpersonal skills. Whatever your career, these are very important skills that will promote your objectives.

To better appreciate its importance, some of the key benefits of developing your personality include the following:

(a.) Confidence: Personality development gives more confidence to people. When you know you are appropriately attired and groomed, this makes you less anxious when meeting a person. Knowing the right things to say and how to conduct yourself will increase your confidence.

(b.) Credibility: Personality development makes people more believable. Despite the saying that you don't judge a book by its cover, people do tend to judge people by their clothing and how it is worn. This does not mean buying expensive clothes. We all know people who look shabby in expensive clothes. There are also people who look great even if their attire is inexpensive. Because of this, you must know what to wear and you must be aware of other aspects of enhancing your physical features.

(c.) Interaction: Personality development encourages people to interact with others. Studies have consistently shown that people communicate more openly with people they are comfortable with. If your hygiene and social graces are unrefined, then expect to have a much harder time connecting with people.

(d.) Leading and Motivating: Personality development enhances the capacity to lead and motivate. A person with a winning personality will be able to motivate better. People are less likely to get bored, and our ideas will have more credibility. We can lead better if we project an aura of confidence and credibility.

(e.) Curiosity: A single wrong word can destroy a business relationship. Knowing the right things to say shows both respect and intellectual sophistication. This is especially the case if you are dealing with foreigners or if you conduct business outside the country. The right thing to do in our country could be horrible blunders in a different culture. These are the soft skills that may break or make a deal.

(f.) Communication skills: It improves your communication skills. People are more receptive to what you say if they are impressed with your personality. Verbal communication skills are also part of personality development; improving your speech will strengthen the impact of your message. You cannot win by talent and hard work alone. Personality development is a crucial ingredient that you must obtain. Most of the people you see as models of great personality have taken a lot of effort in developing their natural features.

What is success?
What makes a person successful? How do we recognize success? To some people, success might mean wealth. To others, it is recognition, good health, good family, happiness, satisfaction, and peace of mind. What this really tells us is that success is subjective depends on individuals. It can mean different things to different people. The best definition for success is
"Success is the progressive realization of a worthy goal"
Let's look at this definition carefully. "Progressive" means that success is a journey, not a destination. We

never arrive. After we reach one goal, we go on to the next and the next and the next. "Realization" means it is an experience. Outside forces cannot make me feel successful. I have to feel it within myself. It is internal not external. "Worthy" refers to our value system. Which way are we heading? Positive or negative? Worthiness determines the quality of the journey. That is what gives meaning and fulfillment. Success without fulfillment is empty. "Goals" are important because they give us a sense of direction.

Hurdles in Achieving Success:

Although there are a lot of potential obstacles, the following hurdles are more common:

1. Lack of Information: Information can have one of two effects. With too much you can be overwhelmed, and can stop you from making a decision or taking the next steps. With too little information you are not able to put things into perspective, or look at the bigger picture. Identifying where you have gaps in your knowledge, and including this as part of your goal will move you closer to achieving it. There are several ways to obtain new information. Research, planned reading, listening to CD's, DVD's on a specific topic or networking with individuals who have the knowledge to share with you.

2. Lack of Skill: In order to move forward one may have to pick up skills along the way. This need not be an enormous challenge. As part of goal setting, understanding what skills are needed to acquire, and how it will be acquired this will form steps of a plan. This does not necessarily mean that one needs to enroll on a course, although that is a great idea. Other alternatives such as on-line study, planned reading, following a colleague in the workplace, or seeking advice from a friend can also helps a person to obtain the skills needed.

3. Limiting beliefs: We all have a set of beliefs by which we live our lives. These are set in our subconscious at an early age. Sometimes these beliefs can hold a person back and limit their ability to achieve goals. Some common examples like Indecision - should I do one thing or another? This often results in a person doing nothing. The limiting belief manifests itself as "I am not able to make decisions". Unable to make progress – when a way of working is no longer effective, one can continue to use it and often it becomes a comfort zone, the limiting belief here could be "I can't/ won't change". Often people will state that "I don't deserve to be successful", or "that shouldn't work for me". Here self sabotage and not valuing themselves and their own ability is observed.

4. Well being: Despite of best efforts, there may be times when one is simply unable to pursue his/her goals. A sudden illness or injury can put a setback. When this happens one needs to be realistic. Beating oneself up will not help, nor simply giving up. Take a little time to reassess goals and consider what options are left. How important is it that this goal is achieved within the original timeframe. Also consider how else a goal can be pursued, and who can help during these times.

5. Other People: Quite often the people that are closest to us fear us achieving our goals. For them this means that we may change and that will also mean change for them. They may not be aware how important our goals are to us. If the people we share our time with for example family, friends, colleagues to not understand and support your goals, there is a chance that we may be influenced by this. If these people are adverse to change then they may well harm our plans.

6. Own Motivation: Although we may see out with the best intentions, after a while the newness may disappear or there are other distractions. This may be down to a number of factors. Perhaps the goals that we set were too large, and needed to be broken down into smaller manageable chunks. Perhaps we are not getting the results, and need to consider what we are doing that is preventing us from moving forward.

After continued effort we may feel that the goal is now actually something that we don't want, or at least the outcome. In this case the goal needs to be reconsidered. If it requires modification because circumstances have changed, then change it. If it no longer serves us, then don't waste energy following up on something just because we started it.

7. Time: We all live in a world where we don't seem to have enough time. Many of us are "time poor", which means that we do not manage our use of time to get the best results. Quite often we hear from the people around us "I just don't have time to do it". How true is this statement really? Have we taken on too much, overcommitted ourselves and are embarrassed to say no? If we approach our use of time without any structure we may just leap from one thing to another in no particular order. Without priority we will move from one thing to the next urgent thing. There is also the aspect of distractions. This can be distraction from others who do not have the same aspirations as us. There is the distraction of telephone calls and emails. Quite often we busy ourselves with those things that are nice to do, but do not take us any further forward to achieving our goals.

8. Money: Money is a common reason for not pursuing our goal. Usually it is the lack of money that stops us. When we hear someone say "I can't afford it" or "I just don't have the money". These statements are usually offered up without much hesitation. While agreed that it may well be true to some extent, what alternatives have they really explored and how else could the money be found? If we are really serious about achieving this goal, what lengths would we go to in order to find the money (legally)! Let's turn this around and look at it from another perspective. What is it costing us to not have that goal in your life right now? If in achieving this goal it was going to get a person that next job, or mean that he/she would get that 10% performance bonus at work, what efforts would he/she go to?

9. Fear: What do I mean by fear? There are the more straightforward examples. If we need to do something that takes us right outside of our comfort zone for the first time, which may well install fear into us. Then there is the fear of failure. What will those around me think if I don't achieve my goal. How will I face them and maintain my integrity. Better to quit now than to see through it? That way no-one will be able to judge me. Another type of fear is the fear of success. What if I actually do it? Is this goal something that I really want anyway? Self doubt comes into play and one tries to talk oneself out of it.

Factors Responsible for Success:
1. Desire: The motivation to success comes from a burning desire to achieve a purpose. Napoleon Hill wrote, "Whatever the mind of man can conceive and believe, the mind can achieve." A young man asked Socrates the secret to success. Socrates told the young man to meet him near the river the next morning. Socrates asked the young man to walk with him toward the river. When the water got up to their neck, Socrates took the young man by surprise and ducked him into the water. The boy struggled to get out but Socrates was strong and kept him there until the boy started turning blue. Socrates pulled his head out of the water and the first thing the young man did was to gasp and take a deep breath of air. Socrates asked, 'What did you want the most when you were there?" The boy replied, "Air." Socrates said, "That is the secret to success. When you want success as badly as you wanted the air, then you will get it." There is no other secret. A burning desire is the starting point of all accomplishment. Just like a small fire cannot give much heat, a weak desire cannot produce great results.

2. Commitment: Honesty and wisdom are the two pillars on which commitments are built and kept. Prosperity and success are the result of our thoughts and decisions. It is our decision what thoughts will dominate our lives. Success is not an accident. It is the result of our attitude. There is a big difference between playing to win and playing not to lose. When we play to win, we play with enthusiasm and commitment; whereas when we play not to lose, we are playing from a position of weakness. When we play not to lose, we are playing to avoid failure. We all want to win, but very few are prepared to pay the

price to prepare to win. Winners condition and commit themselves to winning. Playing to win comes out of inspiration, whereas playing not to lose comes out of desperation. There are no ideal circumstances. To reach anywhere we cannot just drift nor lay still. We need to sometimes sail with the wind and sometimes against it. Ask any coach or athlete what the difference between the best and the worst team is. There would be very little difference in their physique, talent and ability. The biggest difference you will find is emotional difference. The winning team has dedication and they make an extra effort.

3. Responsibility: People with character accept responsibilities. They make decisions and determine their own destiny in life. Accepting responsibilities involves taking risks and being answerable which is sometimes uncomfortable. Most people would rather stay in their comfort zone and live passive lives without accepting responsibilities. They drift through life waiting for things to happen rather than making them happen. Accepting responsibilities involves taking calculated, not foolish, risks. It means evaluating all the pros and cons, then taking the most appropriate decision or action.

4. Hard Work: Success is not something that you run into by accident. It takes a lot of preparation and character. Everyone likes to win but how many are willing to put in the effort and time to prepare to win? It takes sacrifice and self-discipline. There is no substitute for hard work. The world is full of willing workers, some willing to work and the others willing to let them. One cannot develop a capacity to do anything without hard work, just as a person cannot learn how to spell by sitting on a dictionary. Professionals make things look easy because they have mastered the fundamentals of whatever they do.

5. Character: Character is the sum total of a person's values, beliefs and personality. It is reflected in our behavior, in our actions. It needs to be preserved more than the richest jewel in the world. It is not the polls or public opinions but the character of the leader that determines the course of history. The road to success has many difficulties. It takes a lot of character and effort not to fall in these difficulties. It also takes character not to be disheartened by critics. How come most people love success but hate successful people? Whenever a person rises above average, there will always be someone trying to tear him apart. In any profession, a successful person will be envied by those who are not successful. Don't let criticism distract you from reaching your goal. Average people play it safe to avoid criticism, which can be easily avoided by saying, doing or being nothing. The more you accomplish, the more you risk being criticized. It seems there is a relationship between success and criticism. The greater the success, the more is the criticism. Critics are underachievers who shout at doers, telling them how to do it right. But remember critics are not the leaders or doers and it is worthwhile asking them to come down to where the action is. "The critic is one who knows the price of everything and the value of nothing."

6. Positive Believing: What is the difference between positive thinking and positive believing? What if you could actually listen to your thoughts? Are they positive or negative? How are you programming your mind, for success or failure? How you think has a deep effect on your performance. Having a positive attitude and being motivated is a choice we make every morning. Living a positive life is not easy; but then neither is negative living. Positive thinking is better than negative thinking and it will help us use our abilities to the fullest. Positive believing is a lot more than positive thinking. It is having a reason to believe that positive thinking will work. Positive believing is an attitude of confidence that comes with preparation. Having a positive attitude without making the effort is nothing more than having a wishful dream. The following illustrates positive believing.

7. Give More Than You Get: We have no competition. If you want to get ahead in life, go the extra mile. There is no competition on the extra mile. Are you willing to do a little more than you get paid for? How many people you know are willing to do a little bit more than what they get paid for? Most people don't want to do what they get paid for and there is a second category of people who only want to do what they can get by with. They fulfill their quota just to keep their jobs. There is a small fraction who are willing to do a little bit more than what they get paid for. Why do they do more? If you fall into the last category, then where is your competition? The advantages of doing more than you get paid for are:

- You make yourself more valuable, regardless of what you do and where you work.
- It gives you more confidence.

- People start looking at you as a leader.
- Others start trusting you.
- Superiors start respecting you.
- It breeds loyalty from both your subordinates and your superiors.
- It generates cooperation.

8. The Power of Persistence: Nothing will take the place of persistence. Talent will not: Nothing is more common than unsuccessful people with talent. Genius will not: Unrewarded genius is a proverb. Education will not: The world is full of educated derelicts. Persistence and determination alone are omnipotent. --Calvin Coolidge The journey to being your best is not easy. It is full of setbacks. Winners have the ability to overcome and bounce back with even greater resolve. Fritz Kreisler, the great violinist, was once asked, "How do you play so well? Are you lucky?" He replied, "It is practice. If I don't practice for a month, the audience can tell the difference. If I don't practice for a week, my wife can tell the difference. If I don't practice for a day, I can tell the difference." Persistence means commitment and determination. There is pleasure in endurance. Commitment and persistence is a decision. Athletes put in years of practice for a few seconds or minutes of performance. Persistence is a decision. It is a commitment to finish what you start. When we are exhausted, quitting looks good. But winners endure. Ask a winning athlete. He endures pain and finishes what he started.

THEORIES OF PERSONALITY:

Many psychologists have developed theories about personality—how to describe it, how it emerges, what influences it, how it changes, and what constitutes a healthy or an abnormal personality. Here you will learn about the three most important personality theories: psychoanalytic theory, behaviourism and humanism. The first of the modern personality theories was developed by Sigmund Freud and is known as psychoanalytic theory. His theory about personality has had tremendous influence around the world through many different disciplines. Right or wrong, these ideas have had a lasting and enormous impact.

FREUD THEORY: Freud theorized that personality contains three structures—the id, ego, and superego—and that the mind is like an iceberg, the unconscious making up 90% while the conscious (like the tip of the iceberg floating above water) makes only 10% of the mind.
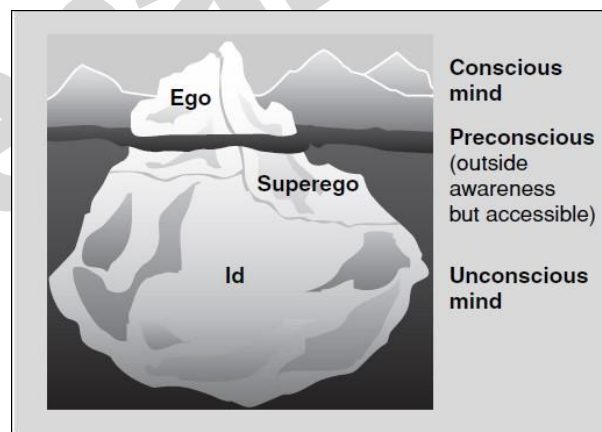
Freud suggested a similarity about the mind. He said that the mind is like an iceberg in the ocean, floating 10% above the water and 90% below. Freud said that unconscious mind makes up the vast majority of our

mind. In Freud's view, only about 10% of our behaviours are caused by conscious awareness—about 90% are produced by unconscious factors.

According to psychoanalytic theory, most of what controls our behaviours, thoughts, and feelings is unknown to our aware minds. Normally, the unconscious guides us. Freud said that the mind could be divided into three abstract categories. These are the id, the ego, and the superego.

1. The id: Latin for the term "it," this division of the mind includes our basic instincts, inborn nature, and animalistic urges. Freud said that the id is totally unconscious, that we are unaware of its workings. The id is not rational; it imagines, dreams, and invents things to get us what we want. Freud said that the id operates according to the pleasure principle—it aims toward pleasurable things and away from painful things. The id aims to satisfy our biological urges and drives. It includes feelings of hunger, thirst and other natural body desires aimed at deriving pleasure.

2. The ego: Greek and Latin for "I," this personality structure begins developing in childhood and can be interpreted as the "self." The ego is partly conscious and partly unconscious. The ego operates according to the reality principle; that is, it attempts to help the id get what it wants by judging the difference between real and imaginary. If a person is hungry, the id might begin to imagine food and even dream about food. (The id is not rational.) The ego, however, will try to determine how to get some real food. The ego helps a person satisfy needs through reality.

3. The superego: This term means "above the ego," and includes the moral ideas that a person learns within the family and society. The superego gives people feelings of pride when they do something correct (the ego ideal) and feelings of guilt when they do something they consider to be morally wrong (the conscience). The superego, like the ego, is partly conscious and partly unconscious. The superego is a child's moral barometer, and it creates feelings of pride and guilt according to the beliefs that have been learned within the family and the culture.

Conclusion: Although these are known as structures, do not take the term literally. Freud did not mean that these are physical parts of our bodies or our brains. He coined these terms and proposed this division of the mind as abstract ideas meant to help us understand how personality develops and works, and how mental illnesses can develop.

Freud theorized that healthy personality development requires a balance between the id and the superego. These two divisions of the mind are naturally at conflict with one another: The id attempts to satisfy animal, biological urges, while the superego preaches patience and restraint. The struggle between these two is an example of intrapsychic conflict—conflict within the mind.

According to psychoanalytic theory, defense mechanisms are automatic (unconscious) reactions to the fear that the id's desires will overwhelm the ego. Freud believed that a healthy personality was one in which the id's demands are met but also the superego is satisfied in making the person feel proud and not overwhelmed by guilt. If the id is too strong, a person will be rude, overbearing, selfish, and animalistic. If the superego is too strong, a person is constantly worried, nervous, and full of guilt and anxiety and is always repressing the id's desires.

An overly strong id makes one a psychopath, lacking a conscience, or an ogre, selfishly meeting one's needs without concern for others. An overly strong superego, on the other hand, makes one a worrier, a neurotic, so overwhelmed by guilt that it is difficult to get satisfaction.

ERIKSON THEORY: Erikson converted Freud's emphasis to a focus on social relationships into eight psychosocial stages. These stages became known as the Eight Ages of Man. (As you know, at that time in history, the word man was used to apply to all human beings.) Each of Erikson's eight stages was described as a time of crisis—a time when the personality would go one way or the other. For example, you've likely heard of the identity crisis. Erikson theorized that during adolescence, we all face a crisis of figuring out who we are. Each of the stages has this either-or quality.

Erikson's Psychosocial Stages: (Eight Ages of Man)

1. Infant	Trust versus Mistrust	Babies whose needs are met develop a feeling of trust for the environment. If infants have frustration and deprivation, they learn a basic mistrust for the world that will stick throughout life.
2. Toddler	Autonomy versus Shame	When toddlers learn to act independently and to control and doubt their bodies (toilet training, walking, etc.), they learn self confidence and a feeling of autonomy. Failure leads to feelings of inadequacy and therefore a sense of basic shame and doubt.
3. Preschool	Initiative versus Guilt	The preschooler is ready to take action—in play, in imagination and in running his or her life. Success here leads to good self-esteem; problems lead to feelings of guilt.
4. Early school age	Industry versus Inferiority	The school-aged child is ready for learning many new skills and, if successful, will develop a sense of industry—being good at things. Failures at this stage result in a deep sense of being no good, of being inferior to others—a feeling that might carry into adulthood.
5. Adolescent	Identity versus Role of confusion	An adolescent is beginning to think abstractly and can conceptualize his or her self-identity and personality. The adolescent begins to consider questions of identity such as: Who should I be? What should I value? And what interests should I have? The teen must answer these to develop a good sense of self-identity. Exploration of various roles and personalities is common in this stage.
6.Young adult	Intimacy versus Isolation	A young adult faces the challenge of developing close emotional relationships with other people. Here the term intimate does not mean sexuality, but social and emotional connections with others. The opposite result, for those who do not develop a sense of intimacy, is to become isolated from social contact.

7.Middle-aged adult	Generativity versus Stagnation	Middle-aged adults feel an urgency to leave a mark on the world, to generate something of lasting value and worth. Finding a purpose in life is a central theme. To fail at generating something significant means a person becomes stagnant and stops moving forward; this person may become selfish and self-absorbed.
8. Old adult	Integrity versus Despair	In old age, it is common to look back on life and reflect on what was accomplished. People who feel good about what they have done build a sense of integrity. For those whose evaluations are not so good, there is despair, the feeling of regret and remorse for the life they led.

Developing Effective Habits:
Habits:

Daily habits might not be too hard, but what about those habitual behaviors that you dislike; These are the habits that are hard to change. A habit is an activity that is acquired, done frequently, done automatically, and difficult to stop. Most people think of behaviors when they think of habits, but thoughts can also become habits. Sometimes our habitual thinking can keep habitual behaviors going and make them hard to change. Habits can be good or bad. Good habits help us get through our daily lives. When we drive, we use a number of habits – behaviors that are acquired and done automatically. Stopping at red lights, slowing down when going through a school zone, buckling seat belts. These are all good habits that protect us when we drive. Of course, we can also develop some pretty bad habits, ones that can be harmful to us, and to other people. Speeding through red lights and school zones and driving without a seat belt are examples of bad habits.

In general, habit is repeated, often unconscious pattern of behavior that is acquired through frequent repetition. We tend to think of habits as things we do and we categorize them as good or bad. Brushing our teeth every morning (good habit) or smoking (bad habit). In truth a habit is a complicated set of thoughts, emotions and behaviors that we repeat often enough that it becomes engrained in our brains at a level where conscious thought or choice is no longer really necessary. All of our habits began as thoughts.

It can help to think in terms of habits that support or don't support your highest goals for yourself when you are thinking of changing a long-held behavior that has become habit. Instead of Changing a Habit, Create a New One. So changing habits requires rewiring the brain, with something new. It can help if you think in terms of starting a new path, rather than trying to change an old one. A new habit can take as little as 30 days of consistent repetitive behavior, whereas breaking an old habit, especially if there are addictive/chemical components involved, can take much longer.

Start Small:

Most people want to get to the end result so quickly that they skip steps or place unrealistic expectations on themselves. Then when the results don't happen, they walk away defeated and the volume of their inner critic's voice gets really loud. Trying to change too many things at once leads to failure because it's unrealistic that we can change a habit we've had for years overnight – let alone two or three habits at the same time! This is true not because we're bad or incapable, but because making changes that last occurs at a very deep level – at the root of our thoughts and beliefs. It takes consistent new action over a period of time to reinforce the new way of thinking. Skipping steps is results in failure because changes that last are built upon a solid foundation. Taking small, consistent action every day builds inner strength and the capacity to integrate the natural effects of your new behavior, which also gives you the time to integrate

and get comfortable with your new way of thinking.

New beliefs = new actions = new results.

By keeping it simple, choosing one place to start, and making the action doable - you are setting yourself up to win. There is no urgency when it comes to your new habit. You are not in a race - you're on a journey and choosing the one part of the new habit that most appeals to you is the perfect place to start!

How to get started on your new habit?

1. Think of the habit as something that will support your highest goals for yourself.

2. Think in terms of creating a new habit instead of breaking an old one.

3. Start small. Think of one new habit you want to instill and begin there.

4. Start at the level of your thought. If you want to start a habit of healthy eating, spend 30 days practicing this thought every day: "I am a healthy eater, and I love choosing foods that support my vitality". Spend this time before you do any action and you will find yourself with a solid foundation from which to shift your actual behavior.

FORMING GOOD HABITS:

We are all born to lead successful lives but our conditioning leads us to failure. We are born to win but are conditioned to lose. We often hear statements like, this person is just lucky, he touches dirt and turns to gold. Or he is unlucky, no matter what he touches, it runs to dirt. This is not true. If you analyse, the 16 successful person is doing something right in each transaction and the failure is repeating the same mistake in each transaction. Remember, practice does not make perfect. Only perfect practice makes perfect. Practice makes permanent whatever you do repeatedly. Some people keep practicing their mistakes and they become perfect in them.

Professionals make things look easy because they have mastered the fundamentals of whatever they do. Many people do good work with promotions in mind. Cultivating a habit takes time. It has to grow from within. Habits generate other habits. Inspiration is what gets a person started, motivation is what keeps him on track and habits is what makes it automatic. In the face of hardship our behavior can only be the one we have practiced, regardless of whether it is positive or negative. When we practice negative traits such as weakness or dishonesty in small events, hoping to handle the major ones in a positive way, the latter wouldn't happen because that is not what we have practiced. Anything we practice long enough becomes ingrained into our system and becomes a habit.

A person who is honest most of the time gets caught the first time he tells a lie. Whereas a person who is dishonest most of the time gets caught the first time he tells the truth. Honesty and dishonesty to self and others both become habits. Stephen R Covey presented a framework of habits for personal effectiveness in his best seller **"7 Habits of Highly effective people"** the summary of which is as follows:

Dependence to Independence

• Habit 1: Be Proactive: Principles of Personal Choice ----

• Habit 2: Begin with the End in Mind: Principles of Personal Vision

• Habit 3: Put First Things First: Principles of Integrity & Execution

Independence to Interdependence

• Habit 4: Think Win/Win: Principles of Mutual Benefit

• Habit 5: Seek First to Understand, Then to be Understood: Principles of Mutual Understanding

• Habit 6: Synergize: Principles of Creative Cooperation

Continual Improvement

• Habit 7: Sharpen the Saw: Principles of Balanced Self-Renewal

Each of the habits, are represented by the following imperatives:

1. Habit 1 - Principles of Personal Choice: Covey emphasizes the original sense of the term "proactive" as coined by Victor Frank. You can either be proactive or reactive when it comes to how you respond to certain things. When you are reactive, you blame other people and circumstances for obstacles or

problems. Being proactive means taking responsibility for every aspect of your life. Initiative and taking action will then follow. Covey also argues that man is different from other animals in that he has self-consciousness. He has the ability to detach himself and observe his own self; think about his thoughts. He goes on to say how this quality enables him: It gives him the power not to be affected by his circumstances.

2. Habit 2 - Principles of Personal Vision: This chapter is about setting long-term goals based on "true north" principles. Covey recommends formulating a "Personal Mission Statement" to document one's perception of one's own vision in life. He sees visualization as an important tool to develop this. He also deals with organizational mission statements, which he claims to be more effective if developed and supported by all members of an organization rather than prescribed.

3. Habit 3 - Principles of Integrity & Execution: Covey describes a framework for prioritizing work that is aimed at long-term goals, at the expense of tasks that appear to be urgent, but are in fact less important. Delegation is presented as an important part of time management. Successful delegation, according to Covey, focuses on results and benchmarks that are to be agreed in advance, rather than on prescribing detailed work plans.

4. Habit 4 - Principles of Mutual Benefit: An attitude whereby mutually beneficial solutions are sought that satisfy the needs of oneself as well as others, or, in the case of a conflict, both parties involved.

5. Habit 5 - Principles of Mutual Understanding: Covey warns that giving out advice before having empathetically understood a person and their situation will likely result in that advice being rejected. Thoroughly listening to another person's concerns instead of reading out your own autobiography is purported to increase the chance of establishing a working communication.

6. Habit 6 - Principles of Creative Cooperation: A way of working in teams. Apply effective problem solving. Apply collaborative decision making. Value differences. Build on divergent strengths. Leverage creative collaboration. Embrace and leverage innovation. It is put forth that when synergy is pursued as a habit, the result of the teamwork will exceed the sum of what each of the members could have achieved on their own. "The whole is greater than the sum of its parts."

7. Habit 7 - Principles of Balanced Self-Renewal: Focuses on balanced self-renewal: Regain what Covey calls "production capability" by engaging in carefully selected recreational activities. Covey also emphasizes the need to sharpen the mind.

In today's challenging and complex world, being highly effective is the price of entry to the playing field. To thrive, innovate, excel, and lead in this new reality, we must reach beyond effectiveness toward fulfillment, contribution, and greatness.

What is a Failure?

Failure can be defined as the state or condition of not achieving a desirable or intended objective; it can be considered the opposite of success. Failure is just a state of mind. You are a failure only if you think that you failed. Your attitude towards a certain situation determines whether or not you have failed. The fact is that everyone fails in something or the other at some point in their lives.

It is easy to think negatively when it seems that everything that you do is not good enough.

Look at the following failures and come to a conclusion yourself:

1. Only 400 Cokes were sold in its first year of production.

2. Albert Einstein's PhD dissertation was rejected.

3. Henry Ford had two bankruptcies before his famous success.

4. Thomas Alva Edison, the inventor of the electric bulb failed no less than 10000 times before succeeding. But he said "I have not failed. I have just found 10000 ways that won't work.

Disappointments, Rejections, Unsuccessful attempts were not failures to the successful people. They used them as stepping stones to success. This is the difference between people who win and people who don't. Failure is not the lack of success. People are looking only the successes of others. They are

not seeing the struggles, frustrations and disappointments they faced.

Ralph Waldo Emerson who was a successful American essayist, lecturer and poet told "Men succeed when they realize that their failures are the preparation for their victories"

Successful people don't blame others for what has happened to them and they don't use other people's definitions for success and failure. They use their own. They just change paths, re- assess goals, try something new or adjust direction. To them, failure happens when they stop trying to achieve their personal best.

Factors affecting failures:

The under mentioned factors can affect the occurrence of failures:

- Human failure is normal and predictable.
- It can be identified and managed.
- One should deal with error reduction in a structured and proactive way.
- Managing human failure should be important.
- A poorly designed activity or plan may lead to a combination of errors
- More than one solution may be necessary to overcome failures.
- Involvement in design of tasks and procedures.
- Risk assessment should identify where human failure can occur critical tasks.
- The performance influencing factors which might make it more likely a failure
- The control measures necessary to prevent failure should be carefully planned.
- Investigations should seek to identify why individuals have failed.

CAUSES OF FAILURE:

The following factors can be considered as causes of failure. The most common failure-causing problems and their solutions:

1. Lack of Persistence:

More people fail not because they lack knowledge or talent but because they just quit. It's important to remember two words: persistence and resistance. Persist in what must be done and resist what ought not to be done. Try new approaches. Persistence is important, but repeating the same actions over and over again, hoping that this time you'll succeed, probably won't get you any closer to your objective. Look at your previous unsuccessful efforts and decide what to change. Keep making adjustments and midcourse corrections, using your experience as a guide.

2. Lack of Conviction:

People who lack conviction take the middle of the road. But what happens in the middle of the road? You get run over. People without conviction go along to get along because they lack confidence and courage. They conform in order to get accepted, even when they know that what they are doing is wrong. Decide what is important to you. If something is worth doing, it's worth doing right and doing well. Let your passion show even in mundane tasks. It's OK to collaborate and cooperate for success, but it's not OK to compromise your values—ever.

3. Rationalization:

Winners might analyze, but they never rationalize. Losers rationalize and have a book full of excuses to tell you why they couldn't succeed. Change your perspective. Don't think of every unsuccessful attempt as a failure. Few people succeed at everything the first time. Most of us attain our goals only through repeated effort. Do your best to learn everything you can about what happened and why.

4. Lack of Discipline:

Anyone who has accomplished anything worthwhile has never done it without discipline. Discipline takes self-control, sacrifice and avoiding distractions and temptations. It means staying focused. Don't be a perfectionist. You might have an idealized vision of what success will look and feel like. Although that can be motivational, it might not be realistic. Succeeding at one goal won't eliminate all your problems. Be clear on what will satisfy your objectives and don't obsess about superficial details.

5. Poor Self-Esteem:

Poor self-esteem is a lack of self-respect and self-worth. People with low self-confidence are constantly trying to find themselves rather than creating the person they want to be. Don't label yourself. You might have failed, but you're not a failure until you stop trying. Think of yourself as someone still striving toward a goal, and you'll be better able to maintain your patience and perseverance for the long haul.

6. Fatalistic Attitude:

A fatalistic attitude prevents people from accepting responsibility for their position in life. They attribute success and failure to luck. They resign themselves to their fate, regardless of their efforts, that whatever has to happen will happen anyway. Look in the mirror every day and say, I am in charge. You might not have control over every phase of your life, but you have more control than you realize, and you are responsible for your own happiness and success. Your attitude determines your altitude, and you can turn "down" into "up".

Overcoming Fear of Failure:

Overcoming fear of failure is crucial for success. For many highly successful men and women who have accomplished great things in life, failure was merely a stepping stone to achieving greatness. Men like Henry Ford, Winston Churchill and Thomas Edison understood that failing to make the attempt is the 'real' failure and that doing nothing, begets nothing - least of all success. Women like Emily Dickinson and Marie Curie did not succeed initially and certainly had a more difficult time striving towards it in their day.

Why then would someone have a fear of failure?

• Not knowing what it really takes to succeed. One reason is that many of us are so focused on success and the appearances of it, that we forget what it really takes to achieve it. We rarely think about failure as being a part of life and how many success stories have emerged from sheer failure. No one talks about how many times Abraham Lincoln failed at getting elected to office before he ended up becoming president, how Bill Gates dropped out of Harvard before becoming a sensation in the computer world, or how Michael Jordan failed to make his high school basketball team before becoming one of the greatest basketball players ever. In these times of fast media and instant news, we often see the glamorous side of success rather than the obstacles and hard work it takes to get there.

• Having unrealistic expectations. We often expect to succeed on our first attempt at a venture and if we don't, we think we've failed. How realistic is that? Just because we failed a test, got passed over for a promotion, or didn't get a 'yes' asking that cute girl/guy for their phone number, does it mean we will never succeed at it? Not at all! Yet fear of rejection, or perceived failure, stops many from trying again. The same applies in competitive sports. Athletes must learn to accept loss before they discover what it takes to win. In any sport, expecting to win from the onset is totally unrealistic. Failure is part of the process of learning how to win. Likewise, in the entertainment and music businesses. Most 'overnight' successes took years before achieving high levels of success.

• Perfectionism. Some of us are afraid of failure because we believe we must be perfect. If we make

an attempt and then fail at it, we risk looking foolish and therefore feel somehow flawed. For perfectionists everything must be done at a high level with no room for mistakes. They believe that if they can't get something done perfectly, they'd prefer not do it at all. Unfortunately, this type of thinking deprives the perfectionist of real learning and the benefits and value gained from experience.

Learning from failures:

Everyone fails in life. At one point or another, one is going to go through failure. The problem is most people associate failure with complete defeat. In fact, before having to suffer through countless failures, one after another, a person never realizes the importance of failing. While failure hurts at the time, it's part of life's design. When we fail, we learn. We grow and mature, achieving new understandings and perspectives on life, love, business, money, relationships, and people. We're forced to make new connections, bridging gaps where we hadn't connected the dots before. Throughout many failures, a person learns some important lessons. Failure has shaped us for the better as follows:

1. You realize it isn't the end of the road: When a person fails, it feels like the end of the world. It feels like everything once hoped for and dreamed for is now completely out of reach. It takes an emotional toll. It breaks a person physically, mentally, and spiritually. But, failure isn't the end of the road. It helps us to build ourselves up into who we are today. Most of the time, we're worried more about the fear of failure rather than the failure itself.

2. It helps to redefine priorities in life: Failure will either make you or it will break you. But it can't make you until it breaks you. No one has experienced a wild sense of success without first failing in a major way. While some have had to endure only a few failures before success, others have endured thousands. When you fail, you begin to redefine your priorities in life. You reorder the things that matter to you. And you come to realize the things that matter the most to you. For most, this redefinition of priorities is a crucial step for overcoming failure.

3. It shapes what you value: Through each successive failure in our life, our values are reshaped. Over time, they completely morphed. What we valued 10 years ago is no longer the same as what we value today. One of the biggest mistakes that people make when trying to succeed is that they value the wrong things. It's easier to give up so value the right things?

4. It makes you more compassionate: We all know the power of ego. Before we fail in a major way, the ego runs our life. We are more concerned with what people think of us or how much money we spend in before others. But when we fail, things change. Major failure breaks the ego. As a result, we become more compassionate with our fellow human beings. It forces us to look deeper at things, understanding and caring more about others rather than solely focusing on our self. The failures in our life made us kinder, gentler, and more caring and giving than we had ever been.

5. It improves your perspective on finance: Every major failure helps you look at money in a different way, whether you fail at marriage, business, relationships, or anything else. You're forced to improve your point of view on all things money-related. All of the decisions we make in life or when we disrespect money and treat it with disregard, it brings the potential for failure closer. When you add things like gambling, alcohol, and other addictions to the mix, it only amplifies your chances for failure. But through each successive failure, I improved my perspective on money I learned to respect it and treat with care.

6. You're forced to revise your approach: There is a necessity for creating a plan in order to succeed. But not just creating one plan and never changing it. You have to constantly revise your approach,

measuring and adjusting things as you go. Failure means we were not planning properly. The goals shouldn't change, but your plan should be constantly evolving.

7. You learn who your true friends really are: Failure acts as a "friend filter," so to speak. When you're succeeding, everyone wants to be around you. But, when you fail, most of those so called friends disappear. At the time, it feels painful. But, true friends love you for who you are, not how successful you are. A true friend doesn't care about how much money you have in the bank or the kinds of things that you've accomplished. They uplift you rather than to pull you down. True friends will be there for you no matter what.

8. You develop new ways to cope with your emotions: The wild gyrations of success and failure can wreak havoc on your emotions. It's hard to stay focused and committed when you're upset and reeling from the pain of failure. Your emotions can be all over the place, up and down like a rollercoaster ride. Failure was painful for me. It was emotional. Oftentimes, I felt like I couldn't bear it. But, I came away with some important tools for coping with my emotions. I learned how to refocus and retrain my mind to see positive things rather than the negative ones. The mind is very much like the lens of a camera – it will see whatever you focus on. When you train your mind to focus on the right things, you can better cope with the emotions that might make their way to the surface.

How to Overcome Fear of Failure:

Only by overcoming fear of failure will anyone be able to achieve success in life. Here are some tips on how to eliminate fear and focus on success:

• **Understand and expect that at times you will fail.** Realize that you are human and humans make mistakes. Before any of us learned how to walk, we crawled. We got up, fell down, got up again and continued the process until we could walk expertly.

• **Don't take failure personally.** Instead, view it as a stepping stone. Make certain you learn from it and then apply what you've learned to future situations. Refuse to consider it a character flaw or weakness. Doing so will only prevent you from achieving future success.

• **No one succeeds all of the time, sometimes not even most of the time.** In baseball, star players fail 70% of the time. Babe Ruth's batting average was .342 which means he struck out 66% of the time. Wayne Gretzky's career shooting percentage in hockey was 17.57% meaning he missed 82.43 % of the time. Wayne is also famous for saying "You miss 100%of the shots you don't take." So it is in life. You won't fail at anything if you don't make the attempt. You also won't succeed!

• **Remember that 'failure' has produced many successes.** Consider how many people in history had failed before they became successful and quite likely because of it. Albert Einstein's teacher told him to quit school because; "Einstein, you will never amount to anything!" Ludwig Von Beethoven's music teacher said of him "as a composer, he is hopeless". Henry Ford's first two automobile companies failed.

• **Appreciate the benefits of failure.** Ralph Waldo Emerson said: "All life is an experiment. The more experiments you make the better." In other words, your chances of getting things right on the first try are slim to none. The more you try, the better you'll get at it.

• **Believe in yourself.** Rather than giving up when things don't work out, take it as an opportunity to build perseverance and resolve. Believe that you've got what it takes to work through the obstacles and difficult times. Remind yourself how many failures became successful because they wouldn't give up. The wonderful poem "Don't Quit" by Edgar Albert Guest is an inspiring illustration of that

mindset.

Power of faith & Practicing faith:

When faith is blended with thought, the subconscious mind instantly picks up the vibration, translates it into spiritual equal, and transmits it to Infinite Intelligence, as in the case of prayer.

Faith is a state of mind which you may develop at will through the application and use of some principles. This is the basic principles of Prayer. The impulse of thought which is repeatedly pass into the subconscious mind is, finally, accepted and acted upon by subconscious mind, which proceeds to translate that impulse into its physical equivalent.

In connection with this, consider again the statement all thoughts which have been emotionalized (given feeling) and mixed with faith, begin to translate themselves into their physical equivalent.

Not only the thought that mixed with faith, but those have been mixed with other positive emotions (like happiness, love) or any negative emotion, may reach and influence the subconscious mind.

There are millions of people who believe themselves "doomed" to poverty and failure, because of some strange force over which they believe they have no control. **They are the creator of their own misfortune, because of this negative belief, which is picked up by subconscious mind and translated into physical equivalent.**

At this point you have to deceive your subconscious mind by reverse or reinforcing with some positive thoughts and faith or believe. To make this lie more realistic, conduct yourself just as you would if you were already in possession of the material things/ success level which you are demanding, when you call upon your subconscious mind. The subconscious mind will change into its physical equivalent, by the most direct and practical medium available, any order which is given to it in a state of belief or faith that the order will be carried out.

It is essential for you to encourage the **positive emotions** as the dominating forces of your mind, and discourage – and eliminate negative emotions. A mind dominated by positive emotions, becomes a favorable house for the state of mind known as faith. A mind so dominated may at will, give the subconscious mind instructions, which it will accept and act upon immediately.

There must be a steady and unfailing practice of positive prayer if you are to succeed. And to pray you need faith. Possibility thinking is just another word for faith. You will be controlled by their positive thoughts or negative thoughts. One of the two emotions will dominate and drive you: either fear or faith. If you are not living by faith, then you will automatically be living by fear. Never surrender the leadership of your life to fear.

No force, no emotion is more paralyzing than fear. It stops a salesperson about to make a call, the young man to go for his goals, a job hunter about to seek an interview. In the whole none is more destructive and defeating than the fear failure. If you are living by fear, then see this as a flaw for negative thinking. It will not stand up. It will crack for sure. Walk away from negative thinking. Dare to live by faith. Faith is indeed the greatest miracle – working power imaginable. Faith never fails a person. We fail when we give up on faith. Faith sets you free from downgrading, negative emotions and replaces them with success-generating emotions. Faith leads to dreaming. Dreaming leads to desiring. Desiring leads praying. Praying leads to beginning leads to deciding. Deciding leads to waiting. Waiting leads to paying the price. Paying the price leads to managing problems which ultimately leads to expecting success.

SELF-CONFIDENCE FORMULA:

Here is the Self-confidence Formula or Prayer ….

1. I know that I have the ability to achieve the object of my purpose in life; therefore, I demand of myself constant, continuous action towards its attainment, and I here and now promise to deliver such action.
2. I realize that thoughts of my mind will eventually reproduce themselves in action and gradually transform themselves into reality; therefore, I will concentrate my thoughts for thirty minutes

daily, upon the task of thinking of the person I intend to become, thereby creating in my mind a clear picture.

3. I know through the principle of prayer or autosuggestion, any desire that I persistently hold in my mind will eventually seek expression through some practical means of attaining the object back of it; therefore, I will devote ten minutes daily demanding of myself the development of self-confidence.

4. I have clearly written down a description of my chief aim in life and will never stop trying, until I shall have developed sufficient self-confidence for its attainment.

5. I fully realize the that no wealth or position can long continue, unless built upon truth and justice; therefore I will engage in no business which does not benefit all whom it affects. I will succeed by attracting to myself the forces I wish to use, and the cooperation of other people. I will eliminate hatred, envy, jealousy, selfishness by developing love for all humanity, because I know that a negative attitude towards others can never bring me success. I will cause others to believe in me, because I believe in them and in myself.

6. I will sign my name to this formula, commit it to memory, and repeat it loudly once a day, with full faith that it will gradually influence my thoughts and actions so that I will become a self-reliant, and successful person.

The Personal SWOT Analysis:

Personal development is an essential step for making yourself more appealing to employers and customers. It also helps boost your self-image. People apply many different tactics to stand apart in this sea of candidates. They want to secure the top position, but it not as easy as it sounds. Individuals often conduct the SWOT analysis.

SWOT is seen as an analytical framework which can help companies facing great challenges. It helps to find the most promising new markets. The analysis was created by business gurus Edmund P. Learned, Kenneth Andrews, C. Roland Christensen and William D. in the 1960s. They wrote about it in their book "Business Policy, Text, and Cases."

Even though SWOT was originally used for business, it can help assess a person's Strengths, Weaknesses, Opportunities, and Threats too. This kind of simple analysis structure will provide guidance. It looks at internal and external factors. Do not take the SWOT analysis light.

Self-analysis is perhaps one of the most complicated things. But, it plays a very significant role in personal progress. The personal skills SWOT analysis will help you to learn more about you. Carrying out a personal SWOT analysis is an important step towards finding life and career direction. Follow all steps seriously and create your Personal SWOT analysis. Before you allot precious time in the process, make sure that you are ready to provide honest answers to yourself. While we easily scrutinize companies, jobs, employers and colleagues, criticizing ourselves is the first step here.

Dig deep and identify what your own contributions really are. The analysis entails finding out what you are good at and what you are terrible at. SWOT is a tool for you. After you learn all the necessary details about yourself, you can try to make positive changes which will lead to new opportunities. Basically, SWOT analysis provides a better picture of all pros and cons you have.

The outcome will depend on how you react to the findings. For example, you can react in 2 ways after you list all your weaknesses. You can either understand how they can be threatening to not only your career but also your personal life, or you can work to overcome the weakness. It is always wise to think positively. Act proactively to turn the weakness into strength. Also, try to eliminate all threats. Give importance to your strengths and take advantage of the opportunities.

THE ELEMENTS OF A PERSONAL SWOT ANALYSIS:

A SWOT analysis focuses on the 4 elements included in its acronym. Knowing about these positive and negative factors can help you make changes more effectively. Typically, a SWOT analysis is done by

creating a table, divided into 4 columns. Usually, the strengths and weaknesses do not match the opportunities and threats listed. Remember that pairing external threats with the internal weaknesses can help highlight the most serious issues. For each of the SWOT elements, ask yourself some questions. I have listed some example questions below, but they may vary.

STRENGTHS

• What benefits do you have which others do not have? This could include skills, education, or connections.

• What are you better at than anyone else?

• What personal resources do you have access to?

• What do other people see as your strengths?

• Which achievements are you most proud of?

• What values do you believe in that others fail to show?

• Are you part of a network no one else is involved in? What connections do you have with powerful people?

WEAKNESSES

• What work do you usually avoid because of lack of confidence?

• What do people think you weaknesses are?

• Are you happy with your education and skills training?

• Do you have any negative work habits?

• Which of your personality traits hold you back?

OPPORTUNITIES

• What new technology can assist you?

• Can you take advantage of the market in its present state?

• Do you have a network of strategic contacts to offer good advice or help you?

• Is any of your competitors failing to do something important? Can you take advantage of it?

• Is there a need in your company which no one is filling?

• Could you create an opportunity by offering solutions to problems?

THREATS

• What hindrances do you currently face at work?

• Is any of your co-workers competing with you for projects or roles?

• Is your job changing?

• Can technological changes threaten your position?

• Could any of your weaknesses lead to threats?

THE ADVANTAGES OF CONDUCTING A PERSONAL SWOT

The main purpose of a SWOT is to promote the identified strengths, reduce weaknesses, exploiting the opportunities and having contingency plans to minimize threats. There are many benefits and advantages of using SWOT Analysis for personal development. It is good for your success and betterment. Some of the most common benefits of conducting a personal SWOT analysis have been mentioned below:

• Helps to develops strategies to attain your goals

• You can be better than your friends and colleagues

• Shows where you currently stand on the path of success

• Measures your scopes of reaching desired goals

• Boosts your career, life and personality

• Helps to better understand who you really are as a person

• Maximizes your strengths and diminishes your weaknesses

• Explores and also enhances your soft skills and hard skills

• It helps you understand your preferences and personality traits.

• Focuses on your attitudes, abilities, skills, capabilities and capacities There are many other advantages of this analysis. Apply it to your situation and enjoy the awesome benefits of personal SWOT analysis.

Goal-Setting (Specific, Measurable, Achievable, Realistic, Time-bound-SMART goals):
Goal setting is a powerful process for thinking about your ideal future, and for motivating yourself to turn your vision of this future into reality. The process of setting goals helps you choose where you want to go in life. By knowing precisely what you want to achieve, you know where you have to concentrate your efforts. You'll also quickly spot the distractions that can, so easily, lead you astray.

Why Set Goals?

Top-level athletes, successful businesspeople and achievers in all fields all set goals. Setting goals gives you long-term vision and short-term motivation. It focuses your acquisition of knowledge, and helps you to organize your time and your resources so that you can make the most of your life. By setting sharp, clearly defined goals, you can measure and take pride in the achievement of those goals, and you'll see forward progress in what might previously have seemed a long pointless grind. You will also raise your self-confidence, as you recognize your own ability and competence in achieving the goals that you've set.

Starting to Set Personal Goals: You set your goals on a number of levels:

- First you create your "big picture" of what you want to do with your life (or over, say, the next 10 years), and identify the large-scale goals that you want to achieve.
- Then, you break these down into the smaller and smaller targets that you must hit to reach your lifetime goals.
- Finally, once you have your plan, you start working on it to achieve these goals.

This is why we start the process of setting goals by looking at your lifetime goals. Then, we work down to the things that you can do in, say, the next five years, then next year, next month, next week, and today, to start moving towards them.

Step 1: Setting Lifetime Goals

The first step in setting personal goals is to consider what you want to achieve in your lifetime (or at least, by a significant and distant age in the future). Setting lifetime goals gives you the overall perspective that shapes all other aspects of your decision making. To give a broad, balanced coverage of all important areas in your life, try to set goals in some of the following categories (or in other categories of your own, where these are important to you):

- **Career** – What level do you want to reach in your career, or what do you want to achieve?
- **Financial** – How much do you want to earn, by what stage? How is this related to your career goals?
- **Education** – Is there any knowledge you want to acquire in particular? What information and skills will you need to have in order to achieve other goals?
- **Family** – Do you want to be a parent? If so, how are you going to be a good parent? How do you want to be seen by a partner or by members of your extended family?
- **Artistic** – Do you want to achieve any artistic goals?
- **Attitude** – Is any part of your mindset holding you back? Is there any part of the way that you behave that upsets you? (If so, set a goal to improve your behavior or find a solution to the problem.)

- **Physical** – Are there any athletic goals that you want to achieve, or do you want good health deep into old age? What steps are you going to take to achieve this?
- **Pleasure** – How do you want to enjoy yourself? (You should ensure that some of your life is for you!)
- **Public Service** – Do you want to make the world a better place? If so, how?

Spend some time brainstorming these things, and then select one or more goals in each category that best reflect what you want to do. Then consider trimming again so that you have a small number of really significant goals that you can focus on.

As you do this, make sure that the goals that you have set are ones that you genuinely want to achieve, not ones that your parents, family, or employers might want. (If you have a partner, you probably want to consider what he or she wants – however, make sure that you also remain true to yourself!). Crafting a personal mission statement can help bring your most important goals into sharp focus.

Step 2: Setting Smaller Goals: Once you have set your lifetime goals, set a five-year plan of smaller goals that you need to complete if you are to reach your lifetime plan. Then create a one-year plan, six-month plan, and a one-month plan of progressively smaller goals that you should reach to achieve your lifetime goals. Each of these should be based on the previous plan. Then create a daily To-Do List of things that you should do today to work towards your lifetime goals.

At an early stage, your smaller goals might be to read books and gather information on the achievement of your higher level goals. This will help you to improve the quality and realism of your goal setting. Finally, review your plans, and make sure that they fit the way in which you want to live your life.

Staying on Course: Once you've decided on your first set of goals, keep the process going by reviewing and updating your To-Do List on a daily basis. Periodically review the longer term plans, and modify them to reflect your changing priorities and experience. (A good way of doing this is to schedule regular, repeating reviews using a computer-based diary.)

SMART Goals: A useful way of making goals more powerful is to use the SMART mnemonic. While there are plenty of variants (some of which we've included in parenthesis), SMART usually stands for:

- **S** – Specific (or Significant).
- **M** – Measurable (or Meaningful).
- **A** – Attainable (or Action-Oriented).
- **R** – Relevant (or Rewarding).
- **T** – Time-bound (or Trackable).

For example, instead of having "to sail around the world" as a goal, it's more powerful to use the SMART goal "To have completed my trip around the world by December 31, 2027." Obviously, this will only be attainable if a lot of preparation has been completed beforehand!

Further Tips for Setting Your Goals:

The following broad guidelines will help you to set effective, achievable goals:

- **State each goal as a positive statement** – Express your goals positively – "Execute this technique well" is a much better goal than "Don't make this stupid mistake."
- **Be precise** – Set precise goals, putting in dates, times and amounts so that you can measure achievement. If you do this, you'll know exactly when you have achieved the goal, and can take complete satisfaction from having achieved it.
- **Set priorities** – When you have several goals, give each a priority. This helps you to avoid feeling overwhelmed by having too many goals, and helps to direct your attention to the most important ones.
- **Write goals down** – This crystallizes them and gives them more force.
- **Keep operational goals small** – Keep the low-level goals that you're working towards small and achievable. If a goal is too large, then it can seem that you are not making progress towards it. Keeping goals small and incremental gives more opportunities for reward.
- **Set performance goals, not outcome goals** – You should take care to set goals over which you have as much control as possible. It can be quite dispiriting to fail to achieve a personal goal for reasons beyond your control!

  In business, these reasons could be bad business environments or unexpected effects of government policy. In sport, they could include poor judging, bad weather, injury, or just plain bad luck.

  If you base your goals on personal performance, then you can keep control over the achievement of your goals, and draw satisfaction from them.

- **Set realistic goals** – It's important to set goals that you can achieve. All sorts of people (for example, employers, parents, media, or society) can set unrealistic goals for you. They will often do this in ignorance of your own desires and ambitions.

  It's also possible to set goals that are too difficult because you might not appreciate either the obstacles in the way, or understand quite how much skill you need to develop to achieve a particular level of performance.

Achieving Goals: When you've achieved a goal, take the time to enjoy the satisfaction of having done so. Absorb the implications of the goal achievement, and observe the progress that you've made towards other goals. If the goal was a significant one, reward yourself appropriately. All of this helps you build the self-confidence you deserve.

With the experience of having achieved this goal, review the rest of your goal plans:

- If you achieved the goal too easily, make your next goal harder.
- If the goal took a dispiriting length of time to achieve, make the next goal a little easier.
- If you learned something that would lead you to change other goals, do so.
- If you noticed a deficit in your skills despite achieving the goal, decide whether to set goals to fix this.

Feed lessons you have learned back into the process of setting your next goals. Remember too that your goals will change as time goes on. Adjust them regularly to reflect growth in your knowledge and experience, and if goals do not hold any attraction any longer, consider letting them go.

UNIT 2

Time as a Resource:

It is rightly said "Time and Tide wait for none". An individual should understand the value of time for him to succeed in all aspects of life. People who waste time are the ones who fail to create an identity of their own. The concept of time has been a pre-occupation of the human species for centuries. Over two millenniums ago, St. Ignatius Theophorus, Bishop of Antioch, is credited with saying, "Time is the most

valuable thing a man can spend." The Bishop's after thought was surely something like, "Therefore, manage it wisely", making him among the world's first recorded time management consultants. About three hundred years later, the Greek biographer Plutarch, in his musings of Pythagoras the mathematician, credits him with saying that "time is the soul of the world." This certainly puts "time" into a category of rare commodities that cry out to be managed, if not revered.

Types of Time Wasters:

Self-generated Time Wasters: Haynes lists three in the self-generated category: disorganization, procrastination, and the inability to say no.

1. Disorganization: This is a big offender in wasting our time and most time management **experts** waste little time in jumping on disorganization with both feet. Many who offer training workshops in time management, as a prescription to overcoming this personal offence to killing time, advise us to keep a time log of every big and little thing we do for 24 hours.

2. Procrastination: Harold Taylor has described procrastination, another self-generated time wasting favorite, as "giving up what you want most for what you want now." She says people procrastinate for many different reasons:

 • Fear of success: if we succeed, people will demand more of us so why succeed.

• Fear of failure, which frankly makes more sense to me than the "success" rationale. • Loss of interest in our goal. Maybe our interests or priorities have changed.

• Lack of a deadline: (There's an old saying, "If I had eight hours to cut down a tree, I'd spend six hours sharpening my axe." Sound familiar?)

• Too many agendas and over-commitment: These can put us into a state of inaction as we fret that we won't be able to get everything done.

• Perfectionism: we don't want to start something until we can do it "right" which brings us back to the fear of failing.

3. Inability to say no: It is the final self-generated time waster that Marion Haynes describes. I suspect it is one we can all relate to-and agree with. For whatever reason, and there are many, most of us find it hard to say "no". We end up doing things we don't want to do, don't have time to do, sometimes don't even have the personal or physical resources to do. Jules Renard, whoever he is, made this astute observation (the one in the little box) about the ability to say no.

Environmental Time Wasters: Haynes and others are largely in agreement that there are a host of time wasters that are often beyond our control but can nevertheless be managed. Haynes calls these environmental time wasters. They include:

• Visitors.

• Telephone calls.

• Mail.

• Waiting for appointments, for meetings to begin, for someone else to complete something, airplanes, trolleys, the bathroom if your three grandkids are living with you, the list is endless.

• Meetings all those awful meetings, not only the ones we call but also those that other people organize, which I am convinced are all designed largely to waste each other's time.

• Crisis. (It is only partly true that crises can't be avoided) For example, some of us hate Mondays because they are always crisis prone. That's because we procrastinate, not doing what should have been done the week before, and the week before, and the week before. After about three weeks of procrastinating we find we have a crisis on our hands.

Identifying Time Wasters:

One of the first tasks do in a time management workshop is make a list of the time wasters which we are experiencing in our personal lives and organizations. There are many ways to structure the exercise, but first, here are the types of time wasters you might expect to see on these lists.

Interruptions > telephones > unclear objectives > lack of information > meetings > lack of priorities > procrastination > lack of procedures on routine matters > talking too much > pet projects > red tape > can't say no > responsibility without authority > junk mail > lack of planning > incomplete information > management by crisis > failure to listen > attempting too much at once > poor filing system > fatigue > lack of feedback > coffee breaks > staff meetings > disorganization > indecision > paperwork > over-commitment

Assume for a moment that this is a list of time wasters that you or workshop participants have just generated. Three key questions should come to mind immediately:

1) Which ones am I personally responsible for?

2) Which ones are generated by external events or by other people?

3) Of those generated by external events or other people, which ones could I possibly control, manage more effectively or simply eliminate?

When most people answer these questions, they come to the realization that they are both the problem and the potential solution to their time management problems.

What is Time Management?

- Time Management refers to managing time effectively so that the right time is allocated to the right activity.
- Effective time management allows individuals to assign specific time slots to activities as per their importance.
- Time Management refers to making the best use of time as time is always limited.

Ask yourself which activity is more important and how much time should be allocated to the same? Know which work should be done earlier and which can be done a little later. Time Management plays a very important role not only in organizations but also in our personal lives.

Time Management includes:

  i.   Effective Planning
 ii.   Setting goals and objectives
iii.   Setting deadlines
 iv.   Delegation of responsibilities
  v.   Prioritizing activities as per their importance
 vi.   Spending the right time on the right activity

  ▪ **Effective Planning**

Plan your day well in advance. Prepare a To Do List or a "TASK PLAN". Jot down the important activities that need to be done in a single day against the time that should be allocated to each activity. High Priority work should come on top followed by those which do not need much of your importance at the moment. Complete pending tasks one by one. Do not begin fresh work unless you have finished your previous task. Tick the ones you have already completed. Ensure you finish the tasks within the stipulated time frame.

  ▪ **Setting Goals and Objectives**

Working without goals and targets in an organization would be similar to a situation where the captain of the ship loses his way in the sea. Yes, you would be lost. Set targets for yourself and make sure they are realistic ones and achievable.

  ▪ **Setting Deadlines**

Set deadlines for yourself and strive hard to complete tasks ahead of the deadlines. Do not wait for your superiors to ask you everytime. Learn to take ownership of work. One person who can best set the deadlines is you yourself. Ask yourself how much time needs to be devoted to a particular task and for how many days. Use a planner to mark the important dates against the set deadlines.

  ▪ **Delegation of Responsibilities**

Learn to say "NO" at workplace. Don't do everything on your own. There are other people as well. One should not accept something which he knows is difficult for him. The roles and responsibilities must be delegated as per interest and specialization of employees for them to finish tasks within deadlines. A person who does not have knowledge about something needs more time than someone who knows the work well.

  ▪ **Prioritizing Tasks**

Prioritize the tasks as per their importance and urgency. Know the difference between important and urgent work. Identify which tasks should be done within a day, which all should be done within a month and so on. Tasks which are most important should be done earlier.

▪ **Spending the right time on right activity**

Develop the habit of doing the right thing at the right time. Work done at the wrong time is not of much use. Don't waste a complete day on something which can be done in an hour or so. Also keep some time separate for your personal calls or checking updates on Facebook or Twitter. After all human being is not a machine.

For Effective Time Management one needs to be:

Organized - Avoid keeping stacks of file and heaps of paper at your workstation. Throw what all you don't need. Put important documents in folders. Keep the files in their respective drawers with labels on top of each file. It saves time which goes on unnecessary searching.

Don't misuse time - Do not kill time by loitering or gossiping around. Concentrate on your work and finish assignments on time. Remember your organization is not paying you for playing games on computer or peeping into other's cubicles. First complete your work and then do whatever you feel like doing. Don't wait till the last moment.

Be Focused - One needs to be focused for effective time management.

Develop the habit of using planners, organizers, table top calendars for better time management. Set reminders on phones or your personal computers.

Stress Management:
Introduction to Stress: Stress is a part of day-to-day living. It is a common human phenomenon and part of life. As college students you may experience stress meeting academic demands, adjusting to a new living environment, or developing friendships. The stress you experience is not necessarily harmful. Mild forms of stress can act as a motivator and energizer. However, if your stress level is too high, medical and social problems can result.

Everyone in his or her job, at some time experiences pressure. Too much pressure over a sustained period can however result in stress, that is, unless it is managed properly. Stress has been called the 'invisible disease' and can affect you, your employer, your colleagues and those closest to you. It is important therefore that you understand what it is and how you can manage your working life in order to minimize its occurrence.

Definition Hans Selye was one of the founding fathers of stress research. His view in 1956 was that "stress is not necessarily something bad – it all depends on how you take it. The stress of exhilarating, creative, successful work is beneficial; while that of failure, humiliation or infection is detrimental." Selye believed that the biochemical effects of stress would be experienced irrespective of whether the situation was positive or negative. Since then, a great deal of further research has been conducted, and ideas have moved on. Stress is now viewed as a "bad thing", with a range of harmful biochemical and long-term effects.

These effects have rarely been observed in positive situations. The most commonly accepted definition of stress (mainly attributed to Richard S Lazarus) is that stress is a condition or feeling experienced when a

person perceives that "demands exceed the personal and social resources the individual is able to mobilize." In short, it's what we feel when we think we've lost control of events. Stress is the "wear and tear", our minds and bodies experience as we attempt to cope with our continually changing environment. We can say, S = P > R Stress occurs when the pressure is greater than the resource How can we know that one is under stress?

Signs and Symptoms of Stress: To get a handle on stress, you first need to learn how to recognize it in yourself. Stress affects the mind, body, and behavior in many ways— all directly tied to the physiological changes of the fight-or-flight response. The specific signs and symptoms of stress vary widely from person to person. Some people primarily experience physical symptoms, such as low back pain, stomach problems, and skin outbreaks. In others, the stress pattern centers on emotional symptoms, such as crying or hypersensitivity. For still others, changes in the way they think or behave predominates.

The following table lists some of the common warning signs and symptoms of stress. Use it to identify the symptoms you typically experience when you're under stress. If you know your red flags, you can take early steps to deal with the stressful situation before it—or your emotions— spiral out of control.

Stress Warning Signs and Symptoms:

Cognitive Symptoms:	Emotional Symptoms:	Physical Symptoms:	Behavioral Symptoms:
• Memory problems • Indecisiveness • Inability to concentrate • Trouble thinking clearly • Poor judgment • Seeing only the negative • Anxious or racing thoughts • Constant worrying • Loss of objectivity • Fearful anticipation	• Moodiness • Agitation • Restlessness • Short temper • Irritability, impatience • Inability to relax • Feeling tense and "on edge" • Feeling overwhelmed • Sense of loneliness and isolation • Depression or general unhappiness	• Headaches or backaches • Muscle tension and stiffness • Diarrhea or constipation • Nausea, dizziness • Insomnia • Chest pain, rapid heartbeat • Weight gain or loss • Skin breakouts (hives, eczema) • Frequent colds	• Eating more or less • Sleeping too much or too little • Isolating yourself from others • Procrastination, neglecting responsibilities • Using alcohol, cigarettes, or drugs to relax • Nervous habits (e.g. nail biting, pacing) • Teeth grinding or jaw clenching • Overdoing activities (e.g. exercising, shopping) • Overreacting to unexpected problems • Picking fights with others

Causes of Stress Top Ten Stressful Life Events:
1. Spouse's death
2. Divorce
3. Marriage separation
4. Jail term

5. Death of a close relative

6. Injury or illness

7. Marriage

8. Fired from job

9. Money concerns

10. Retirement

The potential causes of stress are numerous and highly individual. What you consider stressful depends on many factors, including your personality, general outlook on life, problem-solving abilities, and social support system. Something that's stressful to you may not faze someone else, or they may even enjoy it. The pressures and demands that cause stress are known as stressors. We usually think of stressors as being negative, such as an exhausting work schedule or a rocky relationship. However, anything that forces us to adjust can be a stressor. This includes positive events such as getting married or receiving a promotion. Regardless of whether an event is good or bad, if the adjustment it requires strains our coping skills and adaptive resources, the end result is stress.

Major Life Changes or Major life events are stressors:

Whether it be a divorce, a child leaving home, a move to a new town, a career change, graduating from college, or a diagnosis of cancer, the faster or more dramatic the change, the greater the strain. Furthermore, the more major life changes you're dealing with at any one time, the more stress you'll feel.

Daily Hassles and Demands: While major life changes are stressful, they are also relative rarities. After all, it's not every day that you file for divorce or have a baby. However, you may battle traffic, argue with your family members, or worry about your finances on a daily basis. Because these small upsets occur so regularly, they end up affecting us the most. Daily causes of stress include:

• Environmental stressors – Your physical surroundings can set off the stress response. Examples of environmental stressors include an unsafe neighborhood, pollution, noise (sirens keeping you up at night, a barking dog next door), and uncomfortable living conditions. For people living in crime-ridden areas or war-torn regions, the stress may be unrelenting.

• Family and relationship stressors – Problems with friends, romantic partners, and family members are common daily stressors. Marital disagreements, dysfunctional relationships, rebellious teens, or caring for a chronically-ill family member or a child with special needs can all send stress levels skyrocketing.

• Work stressors – In our career-driven society, work can be an ever-present source of stress. Work stress is caused by things such as job dissatisfaction, an exhausting workload, insufficient pay, office politics, and conflicts with your boss or co-workers.

• Social stressors – Your social situation can cause stress. For example, poverty, financial pressures, racial and sexual discrimination or harassment, unemployment, isolation, and a lack of social support all take a toll on daily quality of life. Internal Causes of Stress Not all stress is caused by external pressures and demands.

Your stress can also be self generated. Internal causes of stress include:

• Uncertainty or worries

• Pessimistic attitude

• Self-criticism

• Unrealistic expectations or beliefs

• Perfectionism

• Low self-esteem

• Excessive or unexpressed anger

• Lack of assertiveness

Managing Stress: One can learn to manage stress. The first step is understanding yourself better—how you react in different situations, what causes you stress, and how you behave when you feel stressed.

Once you've done that, take the following steps: Set priorities. Use the time-management tips you learned in Section 1. Make a To-Do list. Decide what is really important to get done today, and what can wait. This helps you to know that you are working on your most immediate priorities, and you don't have the stress of trying to remember what you should be doing. Practice facing stressful moments. Think about the event or situation you expect to face and rehearse your reactions. Find ways to practice dealing with the challenge. If you know that speaking in front of a group frightens you, practice doing it, perhaps with a trusted friend or fellow student.

If the pressure of taking tests causes you to freeze up, buy some practice tests at the school bookstore or online and work with them when there are no time pressures. Examine your expectations. Try to set realistic goals. It's good to push yourself to achieve, but make sure your expectations are realistic. Watch out for perfectionism. Be satisfied with doing the best you can. Nobody's perfect—not you, not your fellow Cadet, nobody. Allow people the liberty to make mistakes, and remember that mistakes can be a good teacher. Live a healthy lifestyle. Get plenty of exercise. Eat healthy foods. Allow time for rest and relaxation. Find a relaxation technique that works for you—prayer, yoga, meditation, or breathing exercises. Look for the humor in life, and enjoy yourself.

Learn to accept change as a part of life. Nothing stays the same. Develop a support system of friends and relatives you can talk to when needed. Believe in yourself and your potential. Remember that many people from disadvantaged backgrounds have gone on to enjoy great success in life. At the same time, avoid those activities that promise release from stress while actually adding to it. Drinking alcohol (despite what all those TV commercials imply), drinking caffeine, smoking, using narcotics (including marijuana), and overeating all add to the body's stress in addition to their other harmful effects. Here are some other strategies for dealing with stress:

• Schedule time for vacation, breaks in your routine, hobbies, and fun activities.

• Try to arrange for uninterrupted time to accomplish tasks that need your concentration. Arrange some leisure time during which you can do things that you really enjoy.

• Avoid scheduling too many appointments, meetings, and classes back-to-back. Allow breaks to catch your breath. Take a few slow, deep breaths whenever you feel stressed. Breathe from the abdomen and, as you exhale, silently say to yourself, "I feel calm."

• Become an expert at managing your time. Read books, view videos, and attend seminars on time management. Once you cut down on time wasters, you'll find more time to recharge yourself.

• Learn to say "no." Setting limits can minimize stress. Spend time on your main responsibilities and priorities rather than allowing other people's priorities or needs to dictate how you spend your time.

• Exercise regularly to reduce muscle tension and promote a sense of well-being.

• Tap into your support network. Family, friends, and social groups can help when dealing with stressful events.

Resume Building:
Resume is most important tool when applying for a job. It doesn't matter how qualified the one is, or how much experience one have - if his/her resume is poorly presented or badly written, he/she going to have trouble getting the job they want - or even an interview.
The Purpose of a Resume- Resume is a marketing tool. It needs to demonstrate:
Candidate is employable
How candidate meet the job and the organization's requirements
That candidate has the right qualifications and education
That candidate has the right experience and skills
That candidate has the right level of professionalism for the job

How Long Should Resume Be- There is no set length for a resume. A resume varies in length depending on your experience and education. If candidate hasn't worked much before, one or two pages is best, but

three pages is okay if candidate has got a lot of study and work behind you. Make sure candidate should not add something extra to make it appear more substantial his resume. If resume is only one page, as long as it's well-presented it might get better results than a two-page resume full of unnecessary information.

How Should I Order My Resume- Generally it's always good to present the information on your resume in this order:

- Contact details
- Opening statement
- List of key skills
- List of technical/software skills
- Personal attributes/career overview
- Educational qualifications
- Employment history/volunteering/work
- Placements
- References/referees

The most important thing is to get the most useful information across first. For example, if your education history is not specifically related to the job, put it toward the end of your resume, behind the information that is related to the job.

Need to Change Resume for Each Application- Applicant need to tailor resume to every job application so that it responds to the specific requirements of the job he/she applying for. Applicant might not need to change much, but do need to make sure for opening statement, key skills and personal attributes all respond to the needs of the role, based on the job ad (if there was one) and the research have done into the job. He should also tailor resume to show how his work experience specifically meets the needs of the job he is applying for.

How to Tailor Your Resume- Ways that you can tailor your resume include:

- Using your opening statement to link your experience and education to the organization and the requirements of the job
- Listing your most relevant key skills first
- Including examples of achievements that meet the advertised requirements of the job
- Including specifically relevant key words and phrases throughout your resume

What Your Resume Should Include:

1. Contact Details- Make sure you include your name, email address and a contact phone number on your resume. You don't have to include your home address, although there might be some situations when doing so would be a good idea. Don't include your contact details in the header of your resume. Recruitment software sometimes has difficulty reading information in headers or footers, so it's a good idea to avoid headers altogether. You can put your contact details in the footer of your resume, but if you do, you must make sure they're also in the main body of the document.

2. Opening Statement- An opening statement is a summary of who you are, where you've studied and/or worked, and what you bring to the job. It should be about six lines long and written in first person without the personal reference (i.e., don't say "I did this" - say "Did this" instead). Your opening statement should start with one sentence about who you are and what you bring to the job, then describe the skills and attributes you have that suit you to the job.

3. Key Skills & Strengths- Your resume should include a list of between 10 and 15 skills that link your experience to the job you're applying for. If the job you're applying for was advertised, either the ad or the position description may provide a list of skills and experiences that are essential for doing the job. It may also provide a list of "desirable" skills and experience. Your list of key skills & strengths needs to respond

to all of the items on the "essential" list and as many items as possible on the "desirable" list. When putting together this list, think of things you've done or learned to do as part of:

- Jobs you've had
- Your studies
- Any work placements you've done
- Any volunteering you've done

4. Technical/Software Skills- This is a short list of the names of software or technology you know how to use. Examples might include:

- Word processing or spreadsheet software
- Programming languages
- Tools (e.g., cash registers, EFTPOS)
- Personal Attributes

If you haven't got much work experience, a list of personal attributes can be another way to demonstrate that you're the right person for the job.

5. Educational History- Your Educational History only needs to show your highest level of education. You don't need to include your results, unless showing them proves how well you are suited to the job. If you can, you should also include a few bullet points listing your academic achievements (e.g., school or class captaincies, awards you've won, or groups you've been part of).

6. Employment History- When providing your employment history, start with the your most recent job and go backwards from there. Give the position title and the dates you worked there. If you haven't had a job before, you can use other things to demonstrate your experience, including:

- Work experience you've done through school
- Work placements or internships that you've done through university or TAFE
- Volunteer work you've done

For each job provide a list of the things that you achieved while in that job, and the significant contributions you made to the organization. Make sure that these achievements and contributions match the key skills and strengths listed earlier on your resume.

7. References/Referees- Your resume should list two people who can positively recommend you as an employee. Ideally your references will be people that you have worked with before. Provide their name, their position title, and a way that they can be contacted.

8. Testimonials- A testimonial is another good way to prove that your skill and experience is what the employer is looking for. Getting a testimonial can be as easy as asking a colleague, teacher or previous employer to write a couple of sentences about you. Ideally the people you get testimonials from should also be included in your references. You can include any testimonials you get as part of your educational history or your employment/volunteering/work placement history. Usually it's enough to include one or two testimonials in your resume. Any more than two is probably too many.

9. Keywords- Many recruitment agencies use software that scans applications for key words and phrases. Applications that don't use the right keywords tend to be automatically rejected. Key words and phrases that this software looks for can include the names of:

- Skills
- Jobs
- Activities
- Qualifications
- Software
- Tools

To make sure your resume has the right key words and phrases, check out the job ad and make a list of the words and phrases it uses. If you don't have a written job ad to refer to, you can use a job search engine to find other ads for similar jobs and see what kind of keywords those ads use. Once you have a

list to work from, start adding those words and phrases to your resume. Good places to add keywords include:

- Your opening statement
- Your educational history
- Your list of key skills
- Your employment history

What NOT to Put On Your Resume- Here are a few things not to include on your resume. Note that there may be circumstances when including some of the following information shows that you're a good fit for the job. If that's the case, including that information would be a good idea.

Personal details Normally these would be your name, address, date of birth, telephone number and email.

Types or Factual Errors- Submitting a resume or cover letter with spelling mistakes will guarantee you don't get an interview. You should spell-check your resume before you send it, but you should also get someone else to read it as well and check for mistakes you might have missed. Double-check everything that you include in your resume. If you mention the company's name, make sure you get it right. If you mention the name of places you've worked before, make sure you get that right. Mistakes on resumes are worse than typos.

Images and Graphics- Don't include images or photos on your resume. Not only are images disliked by recruiters and HR professionals, they can also create problems with recruitment software.

Content in Headers- Many resumes only feature the applicant's name and contact details in the header of the document. Some recruitment software is unable to read information in headers and footers. If you do include information in the header and footer of your resume, make sure you include it in the body of the document too. Fancy Formatting- Stick to easy-to-read fonts and formats. This makes it easier for recruiters to review your resume. It also means any recruitment software that reviews your resume can easily read the information. Good fonts to use include:

- Verdana
- Century gothic
- Arial
- Calibri

Don't use large headers to break up the sections of your resume. Use a 10- or 11-point font for your main content and a 12- or 14-point maximum for headers.

Information in Tables- Some resume templates present information in tables to help with layout, but some recruitment software is unable to read tables. Your resume should only be formatted using line breaks and simple formatting (like setting multiple columns across the page).

PDF Versions of Your Resume- Some recruitment software can't read PDFs. Unless a job ad specifically says to provide your resume as a .PDF, you should always only submit your resume in word format (.doc or .docx).

REHAN AHMAD KHAN

House # 2224/73, Yousaf-zai-Lodge, Gali Muhalla Chah-dhur-Hatta
Shalimar Colony near Toyota Showroom, Multan, Pakistan.
(+92) 0614745398, 03477022126

Father Name:	Shamim Ahmed Khan
Email address:	rehankhan_mfdhiee@yahoo.com
Nationality:	Pakistani
Domicile:	Multan/Punjab
Marital Status:	Single
CNIC Number:	36302-3398914-7
Religion:	Islam

Career Objective

   To excel among the Professionals. Where I can utilize my skills with strong commitment and dedication, for the progressive growth of the company.

Skill

- Computer Literate; proficiency in MS Word, Power Point, Front Page
- Excellent Languages Skills; Proficient G. W. Basic & C++
- Web site Development ability.

Education

   2009-2011 (B. Tech. PASS) Bechlor of Technology in Electrical Technology (waiting for the result.)
      Imperial College of Technology & Management, Multan, Pakistan.

   2006-2009   (D. A. E.) Diplaoma of Associate Engineer in Electrical Technology Obtaining 1ˢᵗ Division (2762/3550)
      Swedish Institute of technology (1ˢᵗ. Campus) Multan, Pakistan.

   2004-2006 Intermediate
      Govt. College Multan, Pakistaan.

   2004 Matriculation
      Govt. Comprehensive School Multan, Pakistaan.

Professional Experience

   1   **Internship** One year Internship Training in **132kv. Boson Road Grid Station Multan**, Pakistan.

Interpersonal Skills

- Highly developed interpersonal skills with an ability to work with multicultural and multidisciplinary teams.
- Good Analytical and problem solving skills.
- Self-confident and Hardworking nature.
- Ability to work both independently and as a team player.

References

Will be furnished on demand.

The art of participating in Group Discussion:

Group Discussion:

The group discussion is a personality test most popular with public / private sector undertaking, government departments, commercial firms, IIMs, universities and other educational organizations to screen candidates, after the written test.

In GD all there equal as participants. No one is officially chosen as leader. But a candidate by his / her initiative / ability to join in the discussion, maturity and clarity or ideas and understanding of group dynamics gradually beings to direct the course of discussion and mediate between the opposing views to above a evolve a comprehensive view of the whole group.

Techniques for GD
1. The group usually consists of 8 to 10 candidates
2. No one is nominated as leader, coordinator or chairman to conduct the discussion.
3. Normally, 20 to 30 min. is given as time to complete the discussion.
4. Each candidate is indicated by his / her roll number and is to be addressed adoringly.
5. The seating is arranged is a circle and the candidate are seated adoring to the ascending order of whole members.

I. Strategy:
(a) To gain group's attention
➤ To begin speak to the person sitting diagonally opposite to you.
➤ Or, begin speaking to the person who has just finished talking.
➤ Make friend by speaking to those who have been ignored by the rest of the group.
➤ **II. Your objective**: Getting the group's attention is the first thing. Having got it, use it to make your point most effectively.

III. Language:
- Formal
- Simple, correct spoken English
- Not colonial English
- Not literary English

IV. Body Language:-
a. **Posture-**
- Formal (Straight back, hands together in the front/on the edge of the table)

- Must reflect enthusiasm

b. **Gestures and body movements:**
- Shouldn't be threatening or restricting other members.
- Avoid excessive use of hands.
- Be natural.

c. **Eye contact:** Establish eye contact with as many as you while speaking.

GD gives the opportunity to assess certain traits and skills, (such as the following) of the candidates that are not possible to observe in a resume, written examination or an interview:
• leadership qualities
• quality of participation
• analytical skills
• problem solving skills

• oral communication skills
• ability to handle people
• team spirit
• non-verbal behaviour
• conformation to norms
• decision-making ability
• inter-personal behaviour
• behaviour in a group
• body language
• how much importance do you give to the group objective as well as your own
• how well do you listen to viewpoints of others and how open-minded are you in accepting views

WHAT DO SELECTORS LOOK FOR?

In a GD what do the panel of selectors look for? They will be looking for a variety of attributes in you, which they were unable to assess from the resume. These will include the following:
• Did you make any useful contribution at all?
• What was your level of knowledge about the subject?
• Did you communicate effectively?
• Were you a good listener?
• Did you unnecessarily interrupt others?
• How positive or negative was your body language?
• Did you exhibit any analytical skills?
• Did you provide leadership to the group?
• How good a team player were you?
• Did you look or sound "selfish"?
• Did you do anything to bring the group to focus on the topic rather than going outside it?

GROUP DISCUSSION: THE DO'S:

So also your proficiency in vocabulary, grammar, accent and so on. These help to draw the attention of the selectors towards you. To bring out the best in you and to create the desired impact on the selectors, you need to adhere to some Do's and Don'ts. These Do's are:
o Listen to others attentively; you may even take brief notes.
o Enter the discussion at an early stage.
o Communicate with confidence.
o Make sure that your contributions are focused on the given topic.
o Try to speak something new which has not been said by the earlier speakers.
o Group Discussions If you find that any participant is not making her/his viewpoint clear, ask pertinent questions.
o Even when you oppose a view point, use dignified language.
o Try to make your contributions take the centre point for the discussion.
o If the discussion is going out of focus, try to point this out and bring it back on track.
o Use positive body language.
o Remain confident and interested throughout, whether you are speaking or not speaking.
o Conclude each argument at the right time and in the right manner.
o Collaborate instead of compete.

GROUP DISCUSSION: THE DON'TS:

The selectors will be critically observing your every action while the GD is on, and will be making notes of the positive points as well as the negative points. While it is important to demonstrate

strengths, it is equally important to work on your weaknesses. So please take note of the don'ts listed below:
• Don't appear or feel restless when someone is speaking.
• Don't keep silent for a long time; the selectors are there to hear you speak.
• Don't exhibit negative body language.
• Don't use abusive or objectionable language or gestures.
• Don't interrupt others when they are speaking.
• Don't impose your views upon others.
• Don't get irritated or lose temper if someone disagrees with you.
• Don't deviate from the subject given for discussion.
• Don't take anything personally.
• Don't give instructions to others in the group.
• Don't speak for the sake of speaking.

Interview-Frequently Asked Questions:

An interview is a physical interface between the interviewer and the interviewee with the objective of assessing the interviewee's potential for a purpose.

Remember that your interaction with the company official is a formal one. This should be evident in your manner and clothes. One should not show a sloppy attitude or try to be humorous. In terms of knowledge, you should show your awareness of your field (make sure you revise your text-books) and awareness about the world (by reading newspapers and magazines). Be thorough in your approach and make sure you prepare for the interview in a comprehensive manner.

Start preparing for your interviews well in time so that you have enough time to review your subject knowledge and increase general awareness. The degree or the level to which you are prepared is an important factor. A compromise on this front could mean a lifetime compromise on your career.

Recruitment processes generally follow two rounds of interviews.

These two interview rounds are as follows:

Technical Round:

Technical interviews go beyond personal interviews as they test the subject learning of the candidate. What have you learnt during the four years in an engineering college? Can you clearly explain some important concepts? Can you apply these concepts in the practical world? These are some of the questions that are tested in the technical part of the interview process.

Interviewers will try to ascertain the level of your seriousness during the technical interview. You may be asked to explain certain things you have learnt during college. At times, you may be even asked to draw diagrams or solve questions during the interview. It is a viva where you have to demonstrate your learning. Go over your text-books carefully and revise the concepts that you may have learnt in the first or second year. Do not leave out anything. Or at least some common concepts must be absolutely clear. If you are a mechanical engineer, for example, make sure you know all the ratios correctly.

Carry copies of your project work that you may have done and also show your comfort level in the work done. Do not, if asked, say that you did not know much about the project or that it was just a theoretical one and that there are no applications of it. In case you have not taken it seriously, take a look now. Demonstrate that what you have done was important to you and it also has wider application. But then also keep in mind that if you do not know an answer, do not bluff. Accept your shortcoming and simply say, "I don't know sir."

HR Round:

       In the HR Interview, many students face difficulties, simply because they have not thought about their ambitions and about themselves. Before you appear for campus placement interviews, it is advisable that you introspect and know yourself. Be articulate as to where you see yourself in 10-20 years. Describe your dream and ambition clearly. Do not show that you are taking up the job merely to gain experience and will shift as soon as you get a better one. Give a thought to your goals and be clear in your mind .If you are not convinced about these, how will you convince anyone else about your future?

       An interviewer generally tests your communication & interpersonal skills, your intelligence, enthusiasm, maturity, flexibility, and leadership skills. He/she can also test your problem solving skills. Also, an interviewer wants to know how much knowledge you possess beyond your respective core field.

FREQUENTLY ASKED QUESTIONS IN INTERVIEW:

1. What are your strengths?

2. What are your weaknesses?

3. Why you are interested in working for our company ?

4. Where do you see yourself in 5 years? 10 years?

5. Why do you want to leave your current company?

6. Why was there a gap in your employment between *[insert date]* and *[insert date]*?

7. What can you offer us that someone else can not?

8. What are three things your former manager would like you to improve on?

9. Are you willing to relocate?

10. Are you willing to travel?

11. Tell me about an accomplishment you are most proud of.

12. Tell me about a time you made a mistake.

13. What is your dream job?

14. How did you hear about this position?

15. What would you look to accomplish in the first 30 days/60 days/90 days on the job?

16. Discuss your resume.

17. Discuss your educational background.

18. Describe yourself.

19. Tell me how you handled a difficult situation.

20. Why should we hire you?

21. Why are you looking for a new job?

22. Would you work holidays/weekends?

23. How would you deal with an angry or irate customer?

24. What are your salary requirements?

25.   Give a time when you went above and beyond the requirements for a project.

26.   Who are our competitors?

27.   What was your biggest failure?

28.   What motivates you?

29.   How do you handle pressure?

30.   What is the name of our CEO?

31.   What are your career goals?

32.   What gets you up in the morning?

33.   What would your direct reports say about you?

34.   What were your bosses' strengths/weaknesses?

35.   Are you a leader or a follower?

36.   What was the last book you've read for fun?

37.   What are your hobbies?

Mock Interview Sessions:

Definition:

Mock Interview is an imitation interviewing session of an actual interview, which can be conducted by anyone who has little knowledge about the respective industry of candidate's interest. The interview tries to emulate an actual interview as closely as possible and aims to provide the candidate with relevant experience. With such a session, the candidate can learn and react to situations that are expected to happen during the real interview. Generally, these sessions are videotaped, as the candidate is shown with the tape once the interview is completed. Such interviews can be organized by career services for freshers, or by alumni, or even by friends and relatives.

Importance of Mock Interview:

The main focus of the mock interview is to figure out self-knowledge, industry knowledge, behavioural competencies, skills proficiency, and more such aspects of the candidate. It is an excellent tool to practice for an interview for freshers, due to its worth even few experienced professionals prefer a mock interview before they finally go for the genuine interview round.

Mock interviews present the candidates with a fair idea of things and elements that they are going to experience during an actual interview round. Being a fresher, attending such an interview program can provide you with more other benefits as follow:

Advantages of Mock Interview:

1. Helps in reducing anxiety and stress related to the interview: Interview is almost similar to an exam. And, the fear of answering unknown questions and meeting unfamiliar faces, normally generate lots of stress. The mock interview offers you a great opportunity to test your responses to such questions. You can even opt to hire skilled interviewer if you wish to secure feedback that is precise yet friendly. If you have someone experienced in the same industry in which you hold interest, then hiring him as an interviewer can be really fruitful for you.

2. Greatly supportive in boosting candidate's confidence: The main aim of mock interviewers is to focus and highlight the candidate's strength. They also focus towards correcting the candidate's weakness or weak points. As a result to this, candidates get familiar with their strengths and skills and able to secure high confidence level. They, therefore, perform well in their actual interview, keeping in consideration the fails during the mock interview session.

3. Offers you with constructive feedback in a friendly manner: No candidate is absolutely perfect, but a mock interview can help you to comprehend suitable responses to vital questions and also work on your weak areas. In a real interview, there is no feedback given for your interviewing, but the mock interview can be your best opportunity to get prepared for your first ever job interview. If you have given a couple of interviews previously, then such a session can help you understand your flaws that are coming in between of your path to your dream job.

4. Excellent way to get prepared for behavioural based interview sessions: Even if you are a fresher, it might happen that the company outlines a behavioural based interview session for you. Most of the time, company judge behavioural skills of a fresher through their body language. So, as a fresher it becomes extremely vital that you learn the right way to behave and react in an interview. Conducting a mock interview will also help you to learn basic practices and ways that are expected by the interviewer during the actual round.

Some Mock Interview Questions and Answers for Freshers:

1. How do you manage stress while you are working? Or, have you ever handled a stressful situation?
Answer. Stress is a vital element on which most freshers are tested. It is because, most of the times, freshers are not able to cope up with stress and, therefore, deliver unproductive results. So when you are asked such a question, it is very much essential that you are prepared in advance for your own, unique stress management techniques. A good answer can be, you speaking about your any past experience during which you effectively managed stress and deliver same or high productive end results.

2. Have you ever worked with a team or do you always prefer to work alone?

Answer. Being a fresher, you might not have got enough chances to work with a team, but make sure you have at least one experience to share when you worked and performed well with a team. It would be great if you were the team leader, but even if you were a resourceful team member, then it will impress the interviewer. Make sure that you portray to the interviewer that you are a good team player. You should also convey that you are equally comfortable working with a team or working alone.

3. If the job requires travelling to distant locations, then will you be able to manage it?

Answer. Since you are a fresher, so the possibility is that you will have fewer responsibilities to look after. For this reason, the interviewer is always expecting a 'YES' to the answer for this question. In case you are not willing to travel due to any personal reason, so it is better that you clear this out during your interview session only.

4. Do you think you are a successful person? If yes, then why, and if no, then also give us a reason?

Answer. The answer to this question must always be a positive one. You should always consider yourself successful, and this is what that the interviewer is interested to listen. A good explanation for this can be your goals that you have achieved. You can even talk about upcoming goals which you will achieve soon as you are moving on the right track. It is because a person who is able to achieve his goal within his assigned time frame is considered successful by others.

5. What major accomplishments did you achieve during your course study program?

Answer. Since you are a fresher, so definitely you won't possess any prior work experience. But surely you must have some accomplishments from your course program to discuss with others. You can speak about any successfully completed project or when you were being awarded for excel performance in a specific field and more such events. It is because, the interviewer just want to have an idea that whether you were a bright performer during your course study program or were you just another student in the class.

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UNIT – III
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Communication Skills: Effective reading/writing/listening skills:
Communication skills are one of the fundamental life skills which are required for greater understanding of information. It can be done vocally, visually, non-verbally and through written media. All these are means of communication which are essential soft skills which are required for a successful career.

Communication is an act of conveying meanings from one entity to another with the use of understood signs, symbols and rules. Communications skills, in a nutshell, are a set of activities you make giving and receiving various kind of information. Some of the examples of communicating are; expressing your viewpoint on a topic, updating new additions on your project, expressing feelings etc.

Communication skills involve speaking, listening, observing and empathizing. It also helps to understand how to communicate by phone conversations, face-to-face interactions, digital communications like social media and email.

Listening, speaking, reading and writing are critical language skills you need to navigate a changing professional landscape. The understanding may have changed but the fundamentals remain the same. How these four language skills are relevant today and how you can develop your listening, speaking, reading and writing skills.

1. What Are Language Skills?
2. What Are The Four Language Skills?
3. What Are The Advantages Of Building Language Skills?
4. The Habit Of Communicating Impactfully

What Are Language Skills?

Every activity from reading this blog and writing an email to listening to a podcast and speaking in a meeting constitutes communication. Whether you're with friends or at work, you have to communicate every day, all the time.

Language skills are communication skills that help you convey your ideas with clarity and precision. Not only do you learn to speak well but also listen attentively. Writing clearly with brevity is another skill that's considered crucial in a professional setting. Reading helps you make sense of vast amounts of data and information.

Developing your linguistic skills will help you become a proficient communicator who knows how to get from point A to B effectively.

What Are The Four Language Skills?

Basic language skills that you need today are listening, speaking, reading and writing. Regardless of whether you're a student or professional, your years of experience or goals, linguistic skills will always come in handy.

1. Active Listening

Listening is a lot more than simply hearing what someone is saying. There's a big difference between hearing and listening. Hearing is when you don't really register the words, instead, you nod and smile while your mind is drifting off to neverland. Listening is an activity where you're fully engaged. Not only are you registering their words but also getting curious to learn more. Listening successfully will usually end with you asking follow-up questions about the speaker's intent, drive and purpose. Here are some of the traits of active listening:

- You want to actively understand what they're trying to convey
- You give them your complete attention
- You ask more questions than giving answers
- You listen first, speak or interject later
- You make the speaker feel welcome so they can open up to you

2. Reading Well

When you read, you take your time to understand what the author's trying to convey with their words. Whether it's a novel, online article or even a business report, it's important to take your time with it and make sense of the original intent. Reading well and deeply requires complete attention but also efficiency so you don't end up going over the same sentence multiple times. You can make notes, add comments or summarize the contents of a text to get a deeper insight. Here are some of the characteristics of deep reading:

- You're able to understand what the author wants to convey the first time
- You manage your time well without spending hours with a text
- You can draw conclusions, write summaries and analyze the content without a problem
- You make notes and memos so it's easier to identify parts of a text

- You're not afraid to tackle 100-page reports because you know how to approach a large body of text

3. Speaking Impactfully

If there's one communication skill everyone needs, but many fear, it's speaking effectively. The fear is in terms of speaking in front of an audience—presentations, meetings and speeches. It may even be communicating with an interviewer if you've applied for a job. Speaking well helps you in many areas of life. Talking to friends, coworkers or clients requires some skill, attention and concentration. Here are some characteristics of speaking with impact:

- You speak clearly and concisely to draw your audience's attention
- You're able to convey your ideas, thoughts and opinions with impact
- You articulate things well into words with a strong verbal delivery
- You have the capacity to overcome a fear of public speaking with practice
- You're more likely to ace your interviews or client meetings by speaking impactfully

4. Proficient Writing

Linguistic skills are incomplete without proficient writing abilities. Writing well means you're able to succinctly present your ideas. You don't have to write long, complex sentences stuffed with heavy vocabulary to write well. What you do need is the ability to convey your thoughts in short, crisp sentences. Writing well will help you with business communication or if you're in a creative field that involves copywriting, blogs or social media posts. Here are some aspects of proficient writing:

- You know how to structure your writing to generate interest
- You can tell a story with your words to make your communication all the more interesting
- Your writing is succinct, clear and precise without wasting words
- You're able to put your thoughts into words
- You can summarize long reports and texts for easier understanding

These four language skills form the pillars of effective, impactful and strong communication. Building, refining and perfecting these skills will help you make progress in your career. Let's explore how developing language skills can help you succeed.

What Are The Advantages Of Building Language Skills?

Communication pervades each and every aspect of our personal and professional lives. You may have a job interview lined up at your dream organization or you could be writing an email to your manager requesting leave. You need to have the right skills to perform well in each of these tasks.

Here are the advantages of developing your language skills:

1. **Make An Impact At Work**

In a professional setting, the advantages of communication are infinite. Giving presentations, attending meetings or setting up a feedback channel–each requires compelling communication. You need to leave a lasting impression on your peers and seniors. For this, you can use your words or the ability to listen well. A good communicator makes an effective leader. Your colleagues will likely trust you over someone who's vague and unconfident.

2. **Become A Storyteller**

Storytelling is an art form where you not only convey your ideas and thoughts but weave a story that others can relate to. Effective communication helps you build a strong case for yourself. For instance, you may be giving a speech in your college festival. If you can appeal to your audience, they'll be more intent on listening to you.

3. **Stand Out**

Excellent communication skills distinguish you from the crowd. If you're able to articulate well, you can easily keep your audience engaged. It's the ability to move mountains with your words that are unique. Many excellent orators, like Barack Obama, appeal to their audience's emotions, which is why they're hard to forget.

4. **Present Ideas With Precision**

No matter where you work and what you do, communication skills will help you put your ideas into words. Say you're starting your own business. You need to appeal to investors so they'll willingly put their money into your business. If you can present your action plan in detail without leaving things out, they're more likely to trust you. Communication helps you build relationships by creating room for trust.

5. **Understand Both Verbal and Non-verbal Communication**

An important aspect of communication is nonverbal communication. This comprises body language, gestures and facial expressions. Building your language skills will help you understand these elements that help you build rapport. In an interview, for instance, you can read your interviewer's stance by decoding their body language. Making eye contact, sitting up straight with your hands confidently placed on your lap are all signs of non-verbal communication. Communication is a lot more than just words.

In life, you'll encounter countless situations that require effective communication skills. Building these skills will encourage you to pursue your goals with confidence. You can enroll in online

courses, practice on your own or with a friend or gain these skills over time with experience. The most important thing is to be mindful and aware of the reasons you need these language skills.

The Habit of Communicating Impactfully

Harappa offers four unique and comprehensive courses to help you build your communication skills. These are Speaking Effectively, Writing Proficiently, Reading Deeply and Listening Actively. Designed to teach you how to communicate with impact, each course constitutes important frameworks like the **PAM (Purpose-Audience-Message)**, the **EAR (Empathy-Authenticity-Respect) of Listening**, the **Four Ps (Preview-Predict-Prior Knowledge-Purpose) of Reading** and the **Pyramid Principle**.

These core concepts are targeted at improving specific skill sets, taught by experts. Our stellar faculty will guide you with their own expertise and tips on how to ace communication. Structure your thoughts, weave stories and learn to read people to tackle workplace challenges. Compelling communication paves the way for career progression. You'll overcome your fears of public speaking and introducing yourself in front of a crowd. You don't have to think twice before drafting a succinct email and you're bound to make meaningful relationships at work by developing your listening skills.

Hard skills & soft skills:

When a company is looking for new recruits or promoting from within there will be a set of skills a role require. Some skills people will have as part of their nature, while others need to be taught. The hard skills can be defined as part of the role specification. And soft skills are defined as the person's specification. The hard and soft skills are needed to open positions and it will also benefit to revamp their CV and highlight their best skills.

What are Hard Skills?

Hard skills are specific competencies, skills, knowledge, and abilities needed to perform a specific task or role. They can be learned through education and professional development. Usually, they are technical (but not always) and easily measurable. Hard skills can be demonstrated through educational certificates or practical demonstrations.

For example, software development requires knowledge of some programming language and can be used for a variety of tasks, but the main goal is to write a computer program. The proficiency level can be easily measured. Another example, design (of course it can be different - interior design, web design, etc.) but in general it is a specific skill set needed to perform exact tasks.

Microsoft suite knowledge, another example of hard skills, you can learn how to use Microsoft Word and Excel, and most often it will be needed for specific tasks. So, each role will have different skill set requirements but they will be needed to perform a specific task.

What are Soft Skills?

Soft skills are personality traits, social competencies and skills, knowledge, and abilities used to perform interpersonal activities and unique tasks. Sometimes they are also called *human* skills. Usually, they are more closely linked to people's personality traits they are born with and social skills. But they also can be trained and developed through practice and professional development. Unfortunately, it is not that easy to gauge if someone has the right soft skills as there is less information to draw upon. This is especially true when hiring new employees as their soft skills will need to be assessed by getting to know them.

There are specific techniques and tests that can be used to measure soft skills, but note the results will be quite vague and not accurate. Only real-life situations will display how good people are in this area. Certain soft skills you would ideally like all of your employees to have are punctuality and collaboration. Other skills might only be necessary for specific roles like leadership, communication, strategic thinking, and problem-solving.

Soft skills don't come with certification but they are easily identified while working with someone. People with leadership skills will naturally take ownership and step up to lead. Those who are excellent timekeepers will always be on time or be forthcoming about potential lateness.

What's the difference between hard skills and soft skills?

The main difference is that soft skills are **heavily linked to an individual's personality** and are not something that can always be taught. Of course, there are courses for people to develop leadership skills, communication skills, and other soft skills. However, there is always going to be a natural element at play here. Some people are simply more likely to have good leadership skills than others.

Hard skills on the other hand are much more grounded in what people learn, they are focused on a specific task and can be taught more easily. People can go for development courses to learn new hard skills or develop the skills they already have. Throughout career development, people might, or even will have to, change their skill set and develop more soft skills, especially if they are taking leadership positions. They will have practical knowledge needed for the role as well as having the interpersonal skills to make them shine.

List of hard and soft skills

There are many hard and soft skills, so that we will list only a few.

Hard skills	Soft skills
Web development	Communication skills
Microsoft office	Timekeeping
Interpreting data	Persuasion
Financial planning	Leadership skills
Copywriting	Motivation
Troubleshooting	Ambition
Project management	Negotiating
Programming skills	Critical thinking
Social Media Marketing	Creative thinking

Hard skills	Soft skills
Bookkeeping	Work ethic
Spoken languages	Collaboration
Adobe Creative Cloud	Active listening
CRM platforms	Positive attitude
Research	Energy
Data engineering	Enthusiasm
Design	Friendliness
Diagnostics	Honesty
Google analytics	Confidence
Sales funnel management	Problem-solving
Coding languages	Adaptability
Construction	Conflict resolution
Content creation	Inspire people
Storytelling	Mentoring
Presentation skills	Empathy
Logistics	Patience
Business development	Cleanliness
Engineering	Cooperation
Market research	Emotional Intelligence
Quality assurance	Influence
Technical writing	Self-awareness
Affiliate marketing	Networking
Editing	Multitasking
Proposal writing	Competitiveness
Video production	Respectfulness
Auditing	Independence
Carpentry	Perseverance
Plumbing	Dependable
Business etiquette	Self-awareness
Forecasting	Wit
Data presentation	Persistence
Prototyping	Trainable
Systems administration	Public speaking
Search Engine Optimisation	Understanding body language
Marketing strategy	Flexibility
Facebook marketing	Supervisory skills
Google Ads	Delegation
Lead generation	Courtesy
Online advertising	Showmanship
Conversion optimization	Diversity and disability awareness
Link building	Accountability
DevOps	Self-confidence
User Interface Design	Customer service

Hard skills	Soft skills
Accessibility	Team Management

Overcoming stage fear:
Fear of public speaking, or even just anxiety about speaking in large groups or on a stage, is one of the most common fears, and nothing to be embarrassed about. Anxiety is caused when you feel threatened, and your body reacts to raise your heart rate, increase your breathing, and start perspiration.

What is stage fright? You may have a dry mouth, tight throat, sweaty, shaky or cold hands, a fast pulse, nausea, and you may start trembling slightly. You probably feel nervous and uncomfortable. Stage fright affects everyone in different ways. Some people may have little to no anxiety while speaking in public, while others may find it quite the ordeal. Here are some strategies for dealing with this very common- and very manageable- problem!

Advance Preparation
-Practice, Perform your presentation for friends, roommates, a tutor, or anyone else who will listen.
-Become familiar with the space where you will be presenting.
-Make sure you are wearing comfortable clothing, especially shoes. Minor physical annoyances will distract you during the presentation.
-Pick a simple phrase that will relax you that you can silently repeat to yourself immediately before presenting. "You're fine" works nicely, as does "all right."

Before the Presentation
-Do something relaxing. Read a favorite poem or listen to a favorite song.
-Exercise! A quick walk will get oxygen to your brain and calm you.
- Avoid caffeinated foods and beverages like chocolate, soda and coffee. They will not give you true energy, but they will speed up your heart rate and make your anxiety more intense.
-Take small sips of room-temperature water. -Don't force yourself to eat if you're not hungry.
-Warm up your voice! Talk to friends, call a family member, or find a private space to sing your favorite song or give yourself a pep talk.
-Tense up your muscles for ten seconds, then release and focus on the feeling of relaxation. Start with your feet and work your way up to your shoulders.
-Visualize! Imagine how well the presentation is going to go, and picture yourself being extremely successful during the presentation- happy, prepared and confident!

During the Presentation
-If standing, stand with your feet shoulder-width apart, one foot slightly in front of the other. This will help your balance and discourage a nervous rocking.
-If your legs are trembling, lean onto the lectern or move around a bit.
-Make eye contact. This might sound hard, but it will make you feel less isolated.
-Focus on the friendly faces in the audience and think of how well you're doing.
-Keep breathing deeply! Don't be afraid to pause and collect your thoughts.

All of these tips will not work for everyone. The single most important thing you can do to eliminate stage fright is to be entirely prepared for the presentation, so practicing is a must. People react to potentially stressful situations in different ways, so experiment with some of these strategies to see what works best to reduce your own public speaking anxieties.

Role of body language: Body language is the use of physical behaviour, expressions, and mannerisms to communicate non-verbally. Non-verbal behaviours can allow people to be at ease, build trust and connections with others. However, they can also confuse others, generate tension, and even create an uncomfortable environment. Being able to understand one's body language has always been interesting for me personally, as I have been in situations where, despite what one person says, their body language

communicates something different or vice versa. Non-verbal communication can affect our words as it can reiterate our message, contradict our words, reinforce our statement, substitute the meaning of what we are trying to say, and complement what we are trying to say. Body language is something that is usually natural and is often done instinctively rather than consciously.

As humans, we express ourselves in different ways, including verbal, vocal (This refers to the tone, pace, and inflection. The tone of one's voice can indicate various emotions including sarcasm, anger, affection, confidence, fear, etc.), and nonverbal. Non-verbal communication constitutes the majority of our overall communication.

1. Facial Expressions – **Eyes**

Having a good eye contact can be positive showing interest, affection or attraction for the other person. It is also necessary for maintaining the flow in the conversation. If eye contact is not maintained properly it can mean the opposite. If you look into the eyes for a long time it can make people feel uncomfortable or even convey that you are lying.

2. Facial Expressions – **Eyebrows**

Raising eyebrows means the person is astonished. It can also sometimes mean disapproval. It depends on the situation. If someone has raised their eyebrows can also mean the person is expecting an answer.

3. Vocal

Tone, volume and pace of speech also can be a great indication. The emphasis on the words can change the message conveyed. You can try this exercise and see the difference it can make.

Emphasize on the bold letters –

* **I** didn't say you borrowed my pen.
* I **didn't** say you borrowed my pen.
* I didn't **say** you borrowed my pen.
* I didn't say **you** borrowed my pen.
* I didn't say you **borrowed** my pen.
* I didn't say you borrowed **my** pen.
* I didn't say you borrowed my **pen**.

The same sentence can convey different meanings in spite of having the same words.

4. Mirroring

If someone mirrors your body language it means the other person is convinced by what you are telling. The neurons cause mirroring. If someone smiles, you eventually smile back saying you feel the same. This mirroring can also be with gestures, tone of voice and even body angles. It's a subconscious response by a person.

5. Body Posture

The seating position also says a lot about your personality type. You are sitting erect (showing self-confidence), crossing your legs (insecure), crossing ankles (secure), sitting in the centre of the couch (confident), crossing arms (angry), sitting cross-legged (comfortable), keeping hands on your lap (closed-minded), kneel (aggressive), crossing wrist (insecure), leaning back on your palm (judgement).

6. Gestures: (Posture, position and movement).

Communication starts way before you utter the first word. The first thing that one can notice is the posture. Always stand facing the other person. Showing your back shows disrespect. The position of where you are standing in a room also depicts a lot. If you are beside the window or at the corners rather than the centre of the room shows you are not interested in the other person. Some bad positions are Hands in pockets, Hands on your hips (shows being over powerful).

So how exactly should one stand?

A normal posture is just like keeping your hands relaxed. The other person can store in the memory twice of what you are communicating if you use gestures. Hand and arm movement are the biggest movements the audience can see.

There are three types of hand movements: **Give, show and chop**

- The **Give** gesture shows options (Keeping your hands open),
- **Show** is just like showcasing
- **Chop** gesture (Just like we chop vegetables in the same manner if we keep our hands) shows a stronger opinion either by using it with one hand or both the hands. Your hand movements and communication should link. Eg: If you are saying the inflation is increasing and taking hand in downwards direction.

7. Palm movements

According to a survey if you keep your palm up 84% percent of the people comply. If you keep your palm down 52% percent of the people agree and if it is pointing only 28% of the people comply. Using finger shows arrogance.

8. Handshakes

Handshakes depict a lot about a person. If one person handshakes hard (dominating or powerful or competitive), light handshake (not interested), Rushed handshake (unconcerned), Lingering handshake (desperation), Intense glare handshake (aggression). The perfect handshake is the one with normal eye contact and touching the other person's palm with their thumb around your palm.

Understanding body language can help you to be aware of the situation and also take control. What to do if the audience shows a dull response? Looking at the watch, just nodding, sleeping, playing on the phone. It's important to engage with the audience by using good body language, eye movement or using humor or just by asking a random question.

If we don't concentrate on what our body is doing all people do is pay attention to your body language. One can use body language to their advantage if known properly. So, what should one do after reading this article? Go in front of the mirror observe your posture, recall your body movement while communicating. Appreciate the good movements, accept the flaws and improvise it and then get ready for an amazing impression of yours in front of the world.

Art of professional presentation:
Everyday millions are suffering death by PowerPoint yet our effectiveness as educators depends on our presentation skills. The following are notes to help you improve your presentation whether it be a 5 min, 30 min or one hour lecture.

Presentation format:
I. Introduction (20%)
II. Body (60%)
III. Conclusion (20%)

I. Introduction:

Use the introduction to convince the audience they should listen to you. You need to explain why they should pay attention and what's in it for them. Part of the introduction is the preview. You must explain where you are going and how you will get there.

II. Body:

The body should have a few main points that are interconnected. Do not force feed too much information.

The 10 minute rule. The audience will loose interest in about 10 minutes and you need to work to regain their attention just about every 10 minutes. This can be done with the power weapons that slice through inattention – the weapons to use are **connectives**.

Connectives are words that connect your ideas together and also force you to stop and see who is not following you and get them back in line with where you are going. There are three types of connectives: **Transitions, Internal Previews and Internal summaries**. Transitions simply state what you will be discussing in the next slide or two. Internal previews outline what will come next over the next part of your presentation.
Internal summaries review the points you want the audience to remember from a section of your presentation.

III. Conclusion:

A lecture is like a symphony – you know when the end is coming. It is startling when the speaker simply announces he or she will stop there. Conclusions must be planned out just like the introduction. **Make your endings memorable**.

Dos and Don'ts

Don'ts:
- Don't start with a joke because the audience response is unpredictable and you may then begin with the audience having a negative feeling about you.
- Don't start out with an apology for the same reason.

- Don't give a laser light show with the pointer.
- Don't use clip art.
- Don't use low resolution images that appear pixilated (< 800X600 or 480K).
- Don't use pictures that have copyright or stock images labeled across them
- Don't read from your slides because the audience can read faster than you can speak and they cannot read and listen at the same time.
- Don't utter those thinking sounds: ahs and ums.
- Absolutely minimize the use of bullet points.
  - **Bullets kill**
  - **Kill bullets**

The most common complaint about a speaker is that he or she read their bullet points to the audience. **People have trouble remembers bullet points** – nearly all bullet points can be converted to a memorable image. It is your job to help your audience remember the points of your presentation – and you do not achieve that reading to the audience andby reading your bullet points. **See the article "Five ways to reduce the amount of text on your slides" placed after these notes.**

A useful exercise to break the habit of **uttering thinking sounds** (e.g. UHH, UMM, OK, etc) is to practice speaking in phrases and listen (embrace) the silence. Brian Johnson who wrote the articulate advocate called this exercise "minding the gap".

Do's:

- Practice eye contact
- Tell stores. Much has been written on the power of story telling to transmit yourideas and view points.
- Repetition works. Repeat the information you want the audience to know. Neverhesitate to use repetition. That is why pop tunes use refrains – so that you can remember the words.
- Use analogies and metaphors. Analogies and metaphors are like flypaper for the mind - they get thoughts to stick. They form a bridge from what the audience knows to the new information you would like them to understand and remember.

Vision trumps other senses. We are incredibly good at remembering pictures, less good at remembering the spoken word and much less good at remembers written text.

Slide design

- **Good slide design is like a Zen Garden** (from Garr Reynolds presentation zen).
  - It is uncluttered and simple.
- Consider having only one thought per slide.
- Examine each slide for signal to noise. Seek to increase the signal and eliminatethe noise.
- If it does not contribute to understanding, delete it. Beware of templates and logos that encroach on your teaching space. Logos do not add anything – so askyourself why are you putting them on your slide.

Rules about Text

Text on a slide should be like a billboard - big and easy to understand. Use font that is **sans serif.**
BLOCKS OF UPPER CASE ARE HARDER TO READ.

Rule of thirds.

Divide slide into thirds horizontally and vertically. The powerpoints on the slide – the place where the eye tends to look for information is at the corners of the middle box.

Color combinations. Use the color wheel. Color combinations that work

- Complimentary (colors across the wheel)
- Analogous (colors adjacent on the wheel)
- Monochromatic (colors that are different shades or tints)
- Achromatic (black and white with use of one color)

Present information – not data. Do not do data dumps. Use handouts if you believe the audience needs to see details or large amounts of data. Do not simply handout a copy of your PowerPoint slides. If your slides are stand alone then email them and cancel the lecture.

Use of audio & visuals presentation:

Audio visual aid is a term that comes up frequently within the education, training and marketing sectors. The term is self-explanatory: aids that utilize both audio and visual mediums. However audio visual aids are so much more than these eight words. So, what's the in-depth definition of audio visual aids?

- Why do people use them in the first place?
- What are their practical applications?
- And do they really serve their intended purpose?

What are audio visual aids?

The Merriam-Webster dictionary defines audio visual aids as **"designed to aid in learning or teaching by making use of both hearing and sight."**

The Dictionary.com definition is **"training or educational materials directed at both the sense of hearing and the sense of sight; films, recordings, photographs, etc., used in classroom instruction, library collections, or the like."**

The Instructional Technology course offered by ecoursesonline describes them as **"instructional devices which are used to communicate messages more effectively through sound and visuals."**

From the definitions, we can surmise that audio visual aids are devices or materials that tap into both the hearing (or auditory) sense and sight (or visual) sense. Their purpose is to provide instruction, education or communication.

Audio visual aids may take the form of a:

- PowerPoint presentation in support of a verbal lecture
- Video clip with voice over, and moving or still images
- Interactive whiteboard
- Television
- Projected images in support of verbal dialogue
- A graphic, chart or written material in support of verbal dialogue
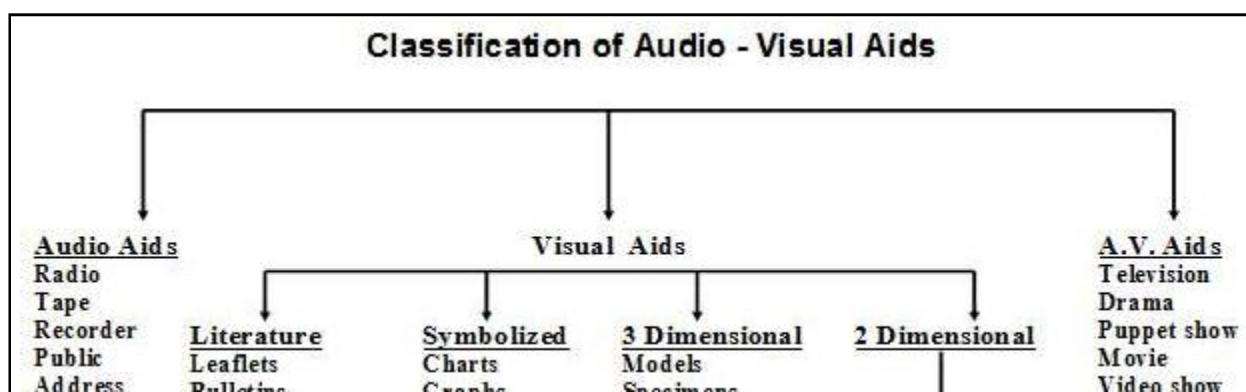
How do people use audio visual aids?

As alluded to previously, audio visual aids are most commonly used for the purposes of instruction, education, and communication. Let's look at these settings more closely.

For the purposes of this article, instruction will incorporate the teaching of a specific skill, skill set or procedure. Education, on the other hand, will have the broader incluisin of educational facilities such as schools, colleges, and universities.

Functions of Audio Visual Aids

When properly used, audio visual aids contribute one or more of the followingfunctions.

i)   Convey meaning clearly

ii)   Capture attention, arouse and sustain interest

iii) Increase the correctness, clarity and effectiveness of the idea and skills beingtransferred

iv)   Help in learning more, faster, and with thoroughness

v)   Help in remembering longer

vi)   Reach more people, irrespective of their level of literacy, or language

vii) Save the instructor's time

viii) Reduce the possibility of misinterpreting concepts

ix)   Clarify the relationship between material objects and concepts

x)   Supplement the spoken word – the combination of audio and visual stimuliis particularly effective since the two most important senses are involved

xi)   Highlight the main points of the message clearly.

Classification of Audio - Visual Aids

Audio Aids	Visual Aids				A.V. Aids
Radio					Television
Tape					Drama
Recorder	Literature	Symbolized	3 Dimensional	2 Dimensional	Puppet show
Public	Leaflets	Charts	Models		Movie
Address	Bulletins	Graphs	Specimens		Video show

Audio-Visual Aids

The term "audio-visual aids" is commonly misapplied. The aids themselves must be something either audible or visual, or both. The common types of audible aids are the spoken word, recognizable sound effects, and music. The most frequently used visual aids are people, pictures, cartoons, graphics, maps, the printed word, and three-dimensional models. When we talk about a motion picture projector or a blackboard, we are talking about the means of presenting the aids, and not the aids themselves.

Audio-visual materials can be divided into those which present the aids in their original form, and those which reproduce the original form.

In the following paragraphs, we will briefly define the most common means of display which make sights and sounds useable in the speaker-audience situation outlined above. They will be discussed in further detail in later chapters.

Visual Aid Display Equipment

Animation. Movement may be given to different types of visual aids. The materials necessary to do so fall in this section, but since they are usually improvised they cannot be specifically defined. Examples are given later in this report.

Blackboard. Black, green or other colored slate or composition board, or a specially painted surface which will "take" erasable white or colored chalk.

Bulletin Board. Flat board of cork, composition or other wood or material to which visual aids may be attached with pins, tacks or staples.

Easel or A-frame. Any type of frame which will hold flat-surfaced visual aids of any given size; characterized by the artist's easel, which is similar in structure to the letter "A," with a third leg used as a brace.

Feltboard. Any stiff, flat board covered with wool, felt or flannel. A variety of visual aids, usually cutouts of objects or strips of cardboard lettered with key words, with sandpaper or other abrasive backing, will adhere to the board. The same effect can be achieved by backing the visual aids with two-sided cellophane or masking tape, and covering the board with a piece of acetate; or by using strips of Velcro.

Flash Cards. A series of stiff cards, usually small enough to be held in the hands, each of which is imprinted with one or more key words.

Flip Charts. A series of visual aids on flexible paper, fastened together at the top and mounted on a frame in such a manner that they can be flipped or folded back. The frame usually resembles a football goal post, with the charts fastened to the crosspiece.

Model or Mock-up. A three-dimensional dummy, usually made to a small scale, which may or may not have working parts. The finished model is a visual aid. We are concerned here with construction materials.

Pegboard. Composition or plywood board, or other similar material, which has holes drilled through it at regular intervals, usually 3/4". Different types of metal clips, fitting the holes, will hold visual aids such as small posters, books and models.

Pointer. Any long, thin strip of material, such as a stick, ruler, etc., which may be used to indicate parts of the visual aid being emphasized. One new model contains a battery-powered flash light, with a beam shaped like a small arrow. The pointer can be used to indicate a portion of a slide, projected in a darkened room, without having the pointer's shadow fall on the screen.

Original Audio Materials

As was mentioned earlier, audible aids generally include the spoken word, recognizable sound effects, and music. The materials thus include people, anything which will produce a desired sound effect, and musical instruments. Sound reproduction equipment, if sound is to be used, becomes a necessity in many cases.

It might be inconvenient, for example, to recreate the din of downtown traffic, in its original form, within a small meeting room. A little library research on theatrical sound effects may be helpful.

Visual Projection Equipment

All visual projection equipment, with the exception of mirrors, the earliest "magic lanterns" and viewing screens, requires electricity to power its lighting elements. There are five basic types of modern equipment.

Filmstrip Projector. Equipment which will advance and project a 35 mm. filmstrip, one frame at a time.

Motion Picture Projector. Equipment which will project a series of pictures on a strip of film in such rapid succession as to give the appearance of movement to objects.

Opaque Projector. Equipment which will project the image of any opaque material, either flat or three-dimensional, placed beneath its lens.

Overhead Projector. Equipment which will project the image contained on transparent slides up to 10" X 10". Each transparency must be positioned on the projector by hand. The word "overhead" is taken from the design of the equipment, which actually projects the image to a mirror held above the transparency, which in turn reflects it over the head of the speaker to the viewing surface.

Slide Projector. Equipment which will project the image contained on a small transparent slide, usually 35 mm. (2" x 2" when framed). Many of these projectors are equipped with magazines to hold a large number of slides, and operation can be either manual or automatic.

All visual reproduction equipment requires a viewing surface of some type. Screens are discussed in a later chapter, in reference to the capabilities and limitations of the different pieces of equipment.

Audio Reproduction Equipment

The types of sound reproduction equipment are fewer in number than those for visual projection. They are:

Phonograph. Equipment which will reproduce sounds recorded or transcribed in grooves in the surface of a hard, round, flat record.

Sound Motion Picture Projector. A film projector which also has equipment for reproducing sounds recorded along the edge of the film itself.

Tape Recorder. Equipment which will reproduce sounds recorded on a rolled tape. Most tape recorders can be used to place the sound on the tape, as well as reproduce it.

Modern Tape Recorder

In addition to being used as a separate piece of audio equipment, phonograph records are also used in conjunction with filmstrips. The result is known as a sound slidefilm, sound having been added to a group of slides put together to make a film. A sound signal, either audible or inaudible, placed at intervals on the record, advances the filmstrip. The synchronized equipment is known as a *Sound Slide film Projector*.

. . .and Other Useful Terms

These, and other terms which are used later in the report, are defined briefly below.

Film. (Used in the text as processed movie film.) A long, narrow strip of cellulose nitrate, acetate or similar material containing a succession of small transparent photographs. Common sizes are 8 and 16 millimeter, referring to the width of the strip.

Filmstrip. Same as Film, but usually in 35 mm. A filmstrip is usually compiled from a number of individual pictures taken with a 35 mm. still camera.

Graphics. Diagrammatic representation of numbers, taking several common forms such as the bar chart, line graph, or pie diagram; or a charting, such as an organization chart, flow chart, etc. Pictures are sometimes used, particularly in bar and flow charts.

Montage. A composite picture made by combining different elements. These may include photographs, lettering, magazine covers, etc.

Opaque. Possessing a thickness or density which prevents light from passing through the object. Total opacity is not necessary for the use of the opaque projector.

Slidefilm. See Filmstrip. The term slidefilm is used only when sound is added.

Tape. (Used in the text in reference to tape recordings.) A narrow strip of acetate or other material, somewhat similar to film, on which sound may be electronically recorded or transcribed.

Transparent. Opposite of Opaque. That through which light can pass.

Transparency. A picture viewed by having light shine through it.

Some Principles for Use of A-V Aids

Thus far we have suggested that audio-visual aids are a valuable tool for the planner, and we have briefly defined audio-visual aids and the more important pieces of audio-visual equipment. Now, before going into the choice of a means for displaying the aids for a particular talk, we must discuss the selection of the aids themselves.

The illustration, both audio and visual, of a talk is similar to the illustration of a printed report. The process generally follows these steps:

1. There must be a goal or purpose for preparing the report (speech).
2. An outline of the finished product is prepared, to be used at this point as a guide to the research.
3. Research is completed, as necessary. If the research includes the compilation of data or map studies, these may be bases for illustrations.
4. The final report (speech) is written.
5. Illustrations are added to
   a. Support statements.
   b. Graphically depict key points.

c. Enhance the appearance of the report (speech).
d. Add a touch of humor.
e. Add emotional impact.
f. Condense and simplify statistical material.

Social etiquettes:

Humans are social animals and it's important that they follow certain norms that facilitate interpersonal relationships. Social etiquette is exactly how it sounds, it refers to the behavior you resort to in social situations—interactions with your family, friends, coworkers or strangers. We're expected to follow social norms in order to coexist and live in harmony.

Social etiquette influences how others perceive and treat you. It can help you create lasting impressions that establish trust and reliance. Practicing good social manners not only help you build lifelong relationships; it also helps you create fruitful opportunities. Let's look at some real-life social etiquette examples to understand the concept better.

- Remembering people's names and making them feel good
- Saying 'sorry' or 'excuse me' immediately after sneezing
- Using 'thank you' and 'sorry' when a situation calls for it
- Saying 'excuse me' while navigating your way through a crowd
- Holding the door for somebody standing in front of or behind you

Types Of Social Etiquette

We practice different kinds of social etiquette depending on the situation we're in. For example, the way you behave at a family dinner is quite different from the way you behave at a business lunch. Let's look at the types of social etiquette we practice depending on different situations:

1. Face-To-Face Etiquette

Face-to-face interactions aren't always easy. Here are a few etiquette practices to follow when you meet someone:

- Use your full name to introduce yourself and greet the other person. You can simply use 'hello, nice to meet you' to break the ice. A smile and a firm handshake make it easier to build rapport.
- Pay attention to your body language so that you don't come off as rude or unprofessional. Good posture, eye contact and a confident attitude can make a huge difference.
- One of the most important aspects of social etiquette is paying attention to people. Never interrupt anyone mid-sentence and always listen respectfully.

2. Social Media Etiquette

Social etiquette also extends to social media and online communication. Here are some ways to ensure proper conduct on social media platforms:

- If someone doesn't accept your friendship or follow requests, leave them be. If it's important to connect with someone, message them and state your purpose.
- Avoid posting insensitive content on your social media handles. If you make a mistake, own up and apologize.
- Always get consent if you want to share someone else's information, photos or content. Before tagging someone in a post or photograph, check if they're comfortable with it.

3. Virtual Meeting Etiquette

Work from home has become the new normal for most businesses today and virtual meetings have become a part of daily work routine. Here are a few tips to help you maintain proper social etiquette during online meetings:

- Dress for success! Wearing appropriate attire can help you feel confident. It also shows that you pay attention to details and it'll impress your audience.
- Mute your microphone when you're not speaking. It ensures that there's no echo and you don't disrupt the flow of meetings.
- It may be tempting to check your phone but try to stay present and active. Participate in discussions and show anyone who's speaking that you're respectfully listening to them.

Basic rules of social etiquette

Some basic rules of etiquettes that are being followed for a very long time and are considered top-notch even today are mentioned below-

1. Say thank you

A simple thank you goes a long way in showing your appreciation for a kind deed. It is merely good manners to thank people who have come to your aid even if it is a small thing.

2. Offer compliments

Be generous with your words of appreciation and offer compliments and praise when required. If you are sincere in your efforts and offer genuine admiration, it will create a rapport that will keep you in good stead in the days to come.

3. Self-control

Self-control is one of the most basic etiquettes when you are sitting in a company. Keep a check on your behavior, voice, and manners if you are looking for basic rules of social etiquette.

Do not be too loud, and do not boast about the things you have or your accomplishments as arrogance is considered an undesirable trait. The deeds speak for themselves, and there is no need to blow your trumpet.

People observe everything, and it is imperative that your behavior, voice, and even clothing reflect your charm and elegance to the boot.

4. Active listening

Do not put your full onus on speaking; instead, listen actively if you are looking for basic rules of social etiquettes. Be genuine in your efforts as it is the best way to show respect.

Do not interrupt anyone while speaking, as it is considered bad manners. When you are listening, you come to know about many things that can prove helpful later on.

5. Speak with caution

Pay attention to your words as they are considered a strong tool in building and destroying relationships. Speak with kindness as well as due caution if you are looking for basic rules of social etiquette.

Speak kindly and keep your body language open. Do not complain or criticize or participate in gossip as it is disrespectful.

6. Be punctual

One of the most desired traits in a human being is his habit of being on time. Arriving too early is not good etiquette, nor is it arriving late. Be punctual at all occasions at all costs if you are looking for basic rules of social etiquette.

7. Make eye contact

Maintain eye contact during conversations if you are looking for basic rules of social etiquette. It establishes a level of trust and understanding. Moreover, it is a sign of confidence and shows you in good stead and positive light.

People who are looking at numerous other things during a conversation are viewed as unsure, untrustworthy, and shifty who can stab you in the back at any given time. They fail to earn the trust of the person they are speaking to.

8. Stand during the introduction

During an introduction, it is important to stand and offer a handshake or greetings if you are looking for basic rules of social etiquette.

Even if you are in the middle of something, for instance, having dinner or sitting with close friends, it becomes important to stand as a form of acknowledgment during the introduction

9. Offer your seat

If you are traveling in public transport and you see an older adult or someone pregnant or in poor health, it is common courtesy to offer your seat to that person.

10. Be on time

Be on time for get-together, events, dates, etc. if you are looking for basic rules of social etiquette. Being late shows a lack of respect and understanding that seems very rude

11. Hold doors

If you see someone struggling with the door it is basic etiquette to help him/her especially if you are looking for basic rules of social etiquette

12. Take a gift

If you are invited to a party, or you are visiting someone, it is basic etiquette to take a gift or something with you.

13. Pay your share

If you are going out in a group, pay your share if you are looking for basic rules of social etiquette. Dividing the bill is the common thing nowadays, and if you do not follow this social norm no one is going to invite you again

Basic rules of etiquette in family

Some of the basic rules of etiquette in the family are as follows

1. Respect the belongings of each other
2. Use polite language at all times
3. Make use of words like thank you, please, sorry liberally.
4. Respect everyone's personal space
5. Pick up your things. Do not wait for others to do so
6. Be on time for meals especially if everyone is eating at the same table
7. Do not talk with your mouth full
8. Do not interrupt someone when he is speaking
9. Put the onus on listening
10. Do not yell at each other
11. Do not call names in front of children as they will easily pick up the bad language
12. Be cautious of comments and images on social media platforms primarily related to your children

Benefits of using the correct etiquette

Some of the benefits of using the correct etiquette are as follows-

1. It is proper etiquette that helps to create the first impression on others. The first few seconds when you are waiting to be introduced, and your smile is cordial and warm, and later when your handshake is firm are basic etiquette and manners that can have a positive impact on others
2. Following proper business etiquettes in your professional life will enhance your status at the workplace. People will consider you more capable, intelligent, and professional than the others

3. The benefit of etiquette is that it can boost self-confidence and self-esteem
4. Etiquette helps in making people around you comfortable. This proves beneficial as it helps in creating strong relationships and friendship
5. It is the etiquette that urges you to be kind to others. This boosts your satisfaction level as well as happiness
6. People who are well mannered and follow proper etiquette rules often stand out even in the crowd. Their solid foundation provides more opportunities for growth compared to people who are lagging in social etiquettes
7. Using proper etiquette ensures a clear and better level of communication between people as it breaks unnecessary barriers that are standing in the way of open communication
8. Following proper rules of social etiquette in any given situation provides a sense of personal security
9. Basic etiquettes give us a fair idea about how a culture functions. If you are traveling to new places, it will prove beneficial as basic rules are generally the same in almost all the places
10. Etiquettes help the children to learn about rules and regulations from an early age. This proves beneficial when they go to school, college and even when they enter the professional world
11. Better etiquettes result in positive attention from others

The term etiquette is such a small word but encompasses a whole lot of roles and responsibilities that have become a guiding force in society. It is undoubtedly clear that the term means following a moral code of conduct, showing respect to others, giving personal space, putting them at ease with your presence, showing kindness, being courteous, and dealing with ethics and honor in every situation.

Use of Information & Communication Technology (ICT) in day-to-day management:

What are the uses of information and communication technology in our daily life?
Information and communications technology (ICT) can be defined as: all the technologies used to handle broadcast media, telecommunications, intelligent building management systems (IBMS), network-based control systems, audiovisual processing and transmission systems and others.
ICT is used in most of the fields such as E-Commerce, E-governance, Banking, Agriculture, Education, Medicine, Defense, Transport, etc.

What is Information and Communication Technology (ICT)?
Information and communication technologies are all the bases, methods and steps used in communicating, disseminating information, and performing calculations using all electronic devices designed for this purpose, such as computers and various means of communication within established scientific rules and regulations.

Information and communications technology (ICT) can also be defined as: all the technologies used to handle broadcast media, telecommunications, intelligent building management systems, network-based control and monitoring functions, audiovisual processing and transmission systems and others.

ICT was also recently used to express the use of communication lines, to transfer various types and formats of data. Audio and video networks and computer networks are combined through a common cable system, such as providing internet, telephone, and television services to homes and companies through a single optical cable, which contributes to a significant reduction in costs.

The term (ICT) that appeared in the eighties, and its popularity increased in 1997 AD, can be considered as the broadest synonym for information technology, because the first includes a focus on unified

communications and communication integration, with the aim of storing and transmitting the information.
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The Applications of Information and Communication Technology (ICT) in Everyday Life
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What is the Importance of Information and Communication Technology in Today's World?
 Information and communication technologies have greatly affected human life. Since the industrial revolution, man has begun to develop machines and equipment that facilitate his work.

With the advent of information technology, mankind has jumped a qualitative leap towards development on the one hand and luxury on the other hand, where the work was done in the old offices using paperwork and transactions manually, which leads to taking a long time to finish.

 After the entry of technology into the world of business, agreements and transactions have been established from anywhere in the world and very quickly. Thus, ICT has a great impact on our lives.

On the educational side: Boards, chalk, and heavy books were overloaded with a computer board containing all the educational courses, thus providing greater comfort to the student and introducing him to the world of development since childhood.

Some schools in the world have begun to teach the basics of programming languages as basic materials in schools, thus creating a scientific and cultural awareness of the student and making him an innovative person who makes the applications and devices he wants on his own.

On the industrial side: The entry of ICT after the industrial revolution led to the development of the machines used and linking them to the web to send orders to them from different sectors.
ICT has increased the productivity of industries and reduced the time required to achieve the desired goal.

In the political and military aspects: Information technology has played a major role in the power and

dominance of the state.
The major countries sought to develop means of communication and means of obtaining information about the enemy.
The amount of information available became a serious weapon in which entire countries could be destroyed: radars, drones.
Encrypted information is one of the fundamentals of military power in the state.

What are the Components of Information and Communication Technology?
The ICT system consists of the following components:

- Cloud Computing.
- Software.
- Hardware.
- Transactions.
- Communication Technologies.
- Data.
- Internet.

Effective use of social media:

If you have spent a lot of time on the platform of social media and you still don't know how to use social media effectively, then you are clearly missing out on something very important my friend. You can use social media for connecting and interacting with likeminded people. The right use of Social Media is extremely helpful for businesses as well. It helps them to target a number of prospects and appreciates huge customer base. Most of the people spend a lot of time on the internet in order to properly research, analyze, and then create the perfect plan that will help you reach many prospects and customers in a lot less time. Well, if you want to do that as well, then you need to know about using social media effectively.

- It is really important for every single online business to know that the effective use of social media is important for them to get the customers that they want for their businesses to boost up.
- With the help of social media, not only will you get more engagement for your website but it will also make sure that you have more customers as well.

That is one of the most important reasons, why people and marketers all over the world are trying to promote their businesses and content with the help of social media. You can easily use social media in order to promote the content that you have. But doing that will need some help and we are always here to help you out.

7 Tips That Will Help You Use Social Media Effectively

Here we have got some of the best tips for you that will help you in using social media effectively. With the help of these tips, you will easily and effectively be able to post and promote your content and brand on social media.

1) Visuals Are A Great Deal

When it comes to tweets and posts on different social media sites like Twitter and Facebook, the more images you have, the better it will be. For maximum engagement, this is something that most people do these days. Even if it is on a site such as LinkedIn, it is certainly beneficial to have images so that people can easily understand the posts that you make. Also, the sites such as Instagram, Snapchat and Pinterest are solely based on the images. So, it is certainly not an understatement to say that using visuals would be a really great idea for your social media engagement. So, why wouldn't you try it in the first place, then? Just having some featured images in the content will be the best idea for sure. There are many people who are trying to post images and this will certainly be good news for people who want the best engagement for their posts.

2) Get A Good Headline

Whenever you are posting content on social media, the first thing that people will see is certainly the title of the post that you make. You can post all amazing and beautiful content but if the title isn't attractive, then we are afraid that your posts might not get the attention of the viewers that much. So, it is needless to say that you might have to make some effort in creating a title that is worthy of catching the eye. You need to make sure that your titles are basically promotable and suitable for use in social media. Plus, you need to choose some of the best titles, so having just one is not enough. After all, you will be making posts on social media many times, right? So, why not have the titles in mind in advance. That way, you won't have to invest much time and effort in it. This is one of the best ways to use social media effectively.

3) Customize According To The Platform

One thing that you always need to keep in mind is that whenever you are posting some sort of content, then you need to ensure that you are using all the features that are provided at that particular social media platform. So, using images, headlines, content description and other things will be very important for the post. The ultimate goal of every single social media marketer is to make sure that they are able to catch the eye of the people. If you try and optimize the posts that you make in the best way possible, then you can be pretty sure that your posts will be very successful and will get the attention and success that they deserve.

Let us have a look at the types of post you can try on some of the social media platforms –

1) Types of posts you can use on Instagram-

- Inspirational quotes
- Human Faces
- Landscapes and scenery
- Food
- Historical photos
- User-generated content
- Animals
- Behind-the-scenes
- Real-time trends
- Video stories

2) Types of posts you can try on Facebook-

- Quotes
- Ask a Question
- Tips
- Caption This Image
- Fill in the Blank
- Memes
- Ask an Either/Or Question
- Topical, Trendy Questions

3) Types of posts you can try on Twitter

- Text
- Photos
- Video
- Slideshares
- News summaries
- Links

4) Types of posts you can try on Pinterest

- Scenic
- How-To and DIY
- Humorous

- Recipes/Food
- Cute
- Novel
- Mason Jars

4) Post At The Perfect Time

Well, this can be a bit of a common thing that most people already know about. But that doesn't make it any less important and that is why we shall be discussing this in here as well. There are many social media marketers who always tend to overlook this important bit of detail. So, it is needless to say that you need to make sure that you know when exactly to make posts on these social media platforms. It is not like every single person will be online all the time, right? So, you need to find out the best time when most of the people seem to be active on these social media platforms. That is exactly the time when you need to make sure that you make posts. If it helps, you can also create a schedule for posting on the social media platforms so that you are not missing out on anything.

5) Make Multiple Posts

When it comes to social media posting, you need to make sure that you are regular and consistent with your posts. There are many data studies that suggest this to the people that their social media strategies should include regular posting. That means you need to post multiple times in a day. So, you need to make sure that you are all prepared for that way. If you do that, then it will be very easy to have a proper engagement with the visitors that see your posts. After all, not every user will be ready when you make a particular post. So, if you want to reach all of them, then posting multiple times is the best solution for sure. However, you need to make sure that you do not overdo it. Make simple posts multiple times in a day and you will be all set for sure.

6) Ask More Questions

If you want to use social media effectively, then you need to make sure that you have much communication in the posts that you create. Now, just dropping the links will certainly not be enough. You need to make sure that you are communicating with the visitors as well. This will increase the chances of more engagement with the people. All you have to do is ask some important questions and get to know their feedback. One of the most important functions of social media is to increase communication between people. So, if you want to have a proper connection with the people, then asking the questions would be the best idea for sure.

7) Know the best Social Media Tools for you

To use social media effectively, it is important that you know the best social media tools for you. Some of the tools that you can use for social media automation are-

- Buffer
- Sprout Social
- MeetEdgar
- Hootsuite
- IFTTT
- SocialOomph
- BuzzSumo
- Feedly

- Oktopost
- Tagboard
- Bitly
- Tailwind

E-mail etiquette

Email etiquette means the principles that guide our behavior when sending and receiving emails. This code of conduct includes guidelines regarding appropriate language, spelling, grammar, and manners. The proper etiquette depends on whom you are emailing. In the workplace, it's always safer to err on the formal side of these conventions.

Adhering to the email etiquette will help you establish professionalism, build stronger relationships in the workplace and represent your employer well. It'll also make communications more efficient and prevent you and the business from getting into trouble. Familiarizing yourself with professional email etiquette will help you communicate respectfully with others and succeed in your career.

1. Write a clear subject line

As many of us are constantly buried in our inboxes, the subject line can have a significant impact on whether your email gets opened or not. To adhere to email etiquette Aim for a clear and short subject line that describes what your email is about in a couple of words or a concise sentence. Use identifiers such as "proposal" and "application" that immediately tell the recipient explicitly what to expect from your email. Subject lines that provide utility are more likely to get read, so keep it practical. Whatever you do, never send an email without a subject line. It's a clear violation of proper email etiquette. Seeing the "No subject" almost guarantees that the recipient will move your message straight to the trash as it seems suspicious.

2. Start with a professional greeting

The best way to greet a person in an email always depends on your relationship with them and the subject matter. The appropriate way to start an email professionally varies from formal to casual, but you should never come across informal. Some of the most common greetings include:

- Dear Ms./Mrs./Mr. <Last name>,
- Hello <First name>,
- Hi <First name>,

The list of informal greetings that count as bad email etiquette ranges from "Heya" and "Yo" to just the recipient's name – and trust us, you don't want to make this email etiquette mistake.

3. Don't forget to introduce yourself

You shouldn't ever assume that the recipient knows who you are. Especially if you contact someone you don't know for the first time, it's part of email etiquette to start your email's body with a brief introduction – a short line or two covering relevant information will do. If you know the recipient but you're not quite sure whether your name rings a bell to them, find a way to mention the last time you talked or remind them how you know each other.

4. Keep it short

As an average office worker receives well over 100 emails a day, no one has time to read lengthy messages. The worst thing you can do is make the recipient skim through the whole email to find out what your message is even about. Instead, you should be upfront about your email's purpose by stating it in the very beginning. Make your point fast, don't be wordy, and use short sentences that read well. Ideally, your email only has one goal, but if you need to cover different topics, consider condense them to bullet points. When you think you are done, take time to edit your message to ensure it's clear and delete all the unnecessary words. If you still think it's too long, consider if there's a better channel than email to communicate about the topic.

5. Refrain from humor

Without the right tone and expression to accompany them, even the most hilarious punch lines can land miles away from their target. That's why humor often gets lost in translation in an email. Sarcasm is especially dangerous in written format, as the reader can literally interpret you meaning the opposite you just said. Unless you are really tight with the recipient, you should shy away from joking in a professional email. It's not even about the risk of being misunderstood – what you find funny is not necessarily funny to the recipient.

6. Structure the email properly

A professional email should include a subject line, greeting, body, sign-off, and signature. Streeting away from this structure can be considered as a violation of email etiquette. You should always separate these parts with paragraph breaks to make your message easily digestible. Aim to deliver your message so that the email body is no longer than three paragraphs. As people tend to "scan" emails looking for something interesting to dive into instead of reading them word-by-word, start each paragraph by highlighting the most important thing. Remember also to leave an empty line between the paragraphs to improve readability. In case you feel the risk of information overload, consider using bullet point or numbered lists to bring more structure to your writing, break up wordy sections. If you use bold to highlight what's most important, never use it for more than one word or phrase per email.

7. Use sentence case

Using a sentence case means capitalizing the first letter of the first word in a sentence and any proper nouns. Using capital letters in a conventional way is part of business email etiquette, so you shouldn't foray from it. Remember that writing in all caps at work is also considered a faux pas.

8. Watch your tone

It's not just what you say but how you say it. Be intentional with your word choices and always consider how the recipient might interpret them. As you can't rely on facial expressions and intonation to deliver the message, make an extra effort to come across as positive. In addition to refraining from humor, don't use negative words and adjectives that can make you seem more emotional than you actually are.

9. Write like nothing is confidential

Keep away from discussing sensitive topics or confidential information over email as they can get into the wrong hands notoriously easily. No matter who the recipient is, you shouldn't trust that they're the only

person who'll see your email as a leak can be just a matter of accidental forward or CC. It's always better to be safe than sorry, so a good guideline for business email etiquette is not to write an email you wouldn't want the whole world to read.

10. Spare the exclamation points!!!

You surely don't shout that often at work, right? That's why you should be mindful when using exclamation points in business emails. The only real reason to use one is to express excitement – and that never requires more than an exclamation point. Using more than one per email can make you appear unprofessional, not even to mention ending a sentence with a number of them.

11. Be aware of cultural differences

Miscommunication can easily happen due to cultural differences. The risk is even greater in written words as there's no body language to accompany the message. That's why you should try to familiarize yourself with the recipient's culture when you are emailing someone abroad. Accommodating their preferences will help you to build stronger relationships with them. In some countries, it's preferred to go straight to the point. In contrast, in others, it's customary to get to know the new business associate first.

12. Don't use emojis

Even though emojis play a big role in our daily communications when it comes to instant messaging, they don't belong to professional emails. Why might you ask? The research found that using smileys can make you seem less competent, not to mention that everyone interprets them differently. Unless the recipient has used emojis while emailing you before, you should steer clear of them.

13. Shorten the URLs

Pasting long URLs into your email is a surefire way to make it look messy. In addition to making your message harder to read, they take up valuable real estate. What you should do is to use a URL shortener such as bit.ly or insert a hyperlink instead.

14. Stick to standard fonts

You always want your emails to be easy to read, right? It all starts with a clean font. As a cardinal rule, use the standard font of your email client.

Some of the best fonts for email include:

- Arial
- Helvetica
- Calibri
- Courier
- Times New Roman

When it comes to the colour of the font, black is the only choice. The right size is either 10-point or 12-point, depending on the length of your email. In case you copy and paste text to your email, remember to clear the formatting, or it might appear different than the rest of the message.

15. Use a professional sign-off

The best way to sign off an email always depends on your relationship with the recipient and your email's purpose. You should match the sign-off with the greeting and the rest of your message to maintain a consistent tone. You want always to be polite, but do you want to write a formal email or come off as friendly?

Some of the most popular professional email closings include:

- Sincerely,
- Kind regards,
- Regards,
- Best,
- Thank you,

It's important to get the sign-off right. It's the last thing that the recipient reads and can leave a lasting impression similar to the conclusion of a meeting or the end of a phone call.

16. Include a signature

Less is more when it comes to email signatures. Professional signature includes your full name, title, company name, company website, and phone number to reach you. You can consider throwing in company LinkedIn and street addresses if those play a role in your business. The company logo or your picture also passes the business email etiquette. However, make sure that the design is responsive. Include a signature automatically at the end of each email – it's easier to delete it from a message than to add it manually.

17. Always double-check the recipient's name

Nothing makes a first impression like misspelling a person's name – or addressing them by the wrong name altogether. It will literally take seconds, and you've no excuse for getting it wrong. In addition to avoiding these careless errors, make sure not to shorten the name unless you are sure that Robert from the legal department really prefers to go by "Rob". If there are any doubts about this topic, look at how they have signed off their previous emails to you, check their LinkedIn profile or internal communications channels. There's no excuses – getting the email recipient's name wrong is one of the worst email etiquette mistakes.

18. Never send an email without proofreading it

This email etiquette tip can't be stressed enough as misspellings, and grammatical errors will inevitably reflect poorly on you. After you've finished writing, go through the email body and the subject line at least twice to catch any mistakes. You can also try reading your email out loud to notice mistakes your eyes didn't catch.

19. Be mindful with attachments

One of the most important email etiquette rules regarding attachments is that you shouldn't attach large files to your emails. The best way to send, for example, a presentation or video is to upload the file to a cloud service like Google Drive or Dropbox and provide the recipient with a link that allows them to

access it. If that's not possible, make sure to compress the file before attaching it so that it'll take less space in their inbox. Remember also to mention the attachment in your email body to make sure that the recipient notices it.

20. BCC appropriately

BCC stands for blind carbon copy, and it allows you to conceal the person or people entered in the BCC field from the other recipients. Using BCC is good email etiquette when you email several people who don't know each other as it allows you to protect their privacy. It's also used to remove someone politely from a thread, for example, after they've introduced you to someone else over email. It can also come in handy when you need to confirm to someone that you've sent an important email without including the person in the following thread. Blind carbon copy can also be abused, and using it for the wrong reasons is considered deceptive and bad manners.

21. Give timely responses

Email can be a huge time suck for any professional, but responding to your emails promptly helps keep everyone's work on schedule. The appropriate response window depends on the sender and subject matter. As a rule of thumb, you should respond to your teammates during the same day, other colleagues within 24 hours, and for people outside your organization by the end of the workweek unless it's urgent. Especially if you work in a customer-facing role, you should know that your long response time can send an unintentional message as nearly a third of people expect businesses to respond to emails in one hour or less.

22. Use "Reply all" only when necessary

As an average office worker receives around 121 emails a day, you don't want to bother people with anything unnecessary. So, the next time you're about to press "Reply all" stop to consider whether everyone in the email chain needs to receive your answer. If the answer is no, use "Reply" and save casualties from yet another distracting notification.

23. Respond to all your emails

Despite the flooding inbox and hectic schedule, it's good email etiquette to respond to every email addressed to you. Ignoring an email from someone within your organization or business associate is rude and will likely have consequences. If someone cold emails you, spare a second to give them an answer even if it would be a polite "no", as it will leave a good impression. If you don't it will likely lead you to receive a series of follow-up emails. If they weren't considerate enough to do their homework, don't feel obligated to answer.

24. Think twice before forwarding

Remember what we wrote earlier about sensitive topics and confidential information when it comes to email etiquette? You should always consider if the email is meant to be forwarded and proceed with caution. Also, consider if the message actually creates any value to the recipient. When you do decide to forward an email, it's important to summarize what's been discussed and let the recipient know what's needed from them. You should also edit anything unnecessary out of the email, such as forwarding signs, other email addresses, subject lines, and previous commentary.

25. Remember to set out-of-office replies

If you are unavailable to answer your emails for extended periods of time, you should set up an automated out-of-office message that lets people know you can't respond to them. Typical situations include holidays and conferences. It's important to include a specific date when you'll be back so that they can proceed accordingly. You should also provide the contact information of a person the sender can reach out if their matter is urgent. It's best practice to include the "Out of Office" or "identifier in the subject line along with the date of your return.

Netiquette:

"One person's clever joke is another person's offensive insult."

(Jenny Preece, 2004)

What is Netiquette?

"'Netiquette' is network etiquette, the do's and don'ts of online communication. Netiquette covers both common courtesy online and the informal 'rules of the road' of cyberspace."

(Shea, 1997, para 1)

Why do we Need Netiquette Rules?

The rules of etiquette that apply when communicating online are different from those that apply when communicating in person. It cannot be assumed that students automatically know how to communicate in an online environment. Netiquette rules have emerged to facilitate online interactions in the absence of visual and auditory cues, which can often be sources of misunderstandings, as readers can easily misinterpret messages. Knowledge of network etiquette discourages inappropriate online conduct and conflict. Class interactions using netiquette encourage social interactions, community building, and trust between participants. It promotes a safe, engaging, respectful, and collaborative group where diversity of opinion is valued.

Fundamental Netiquette Rules
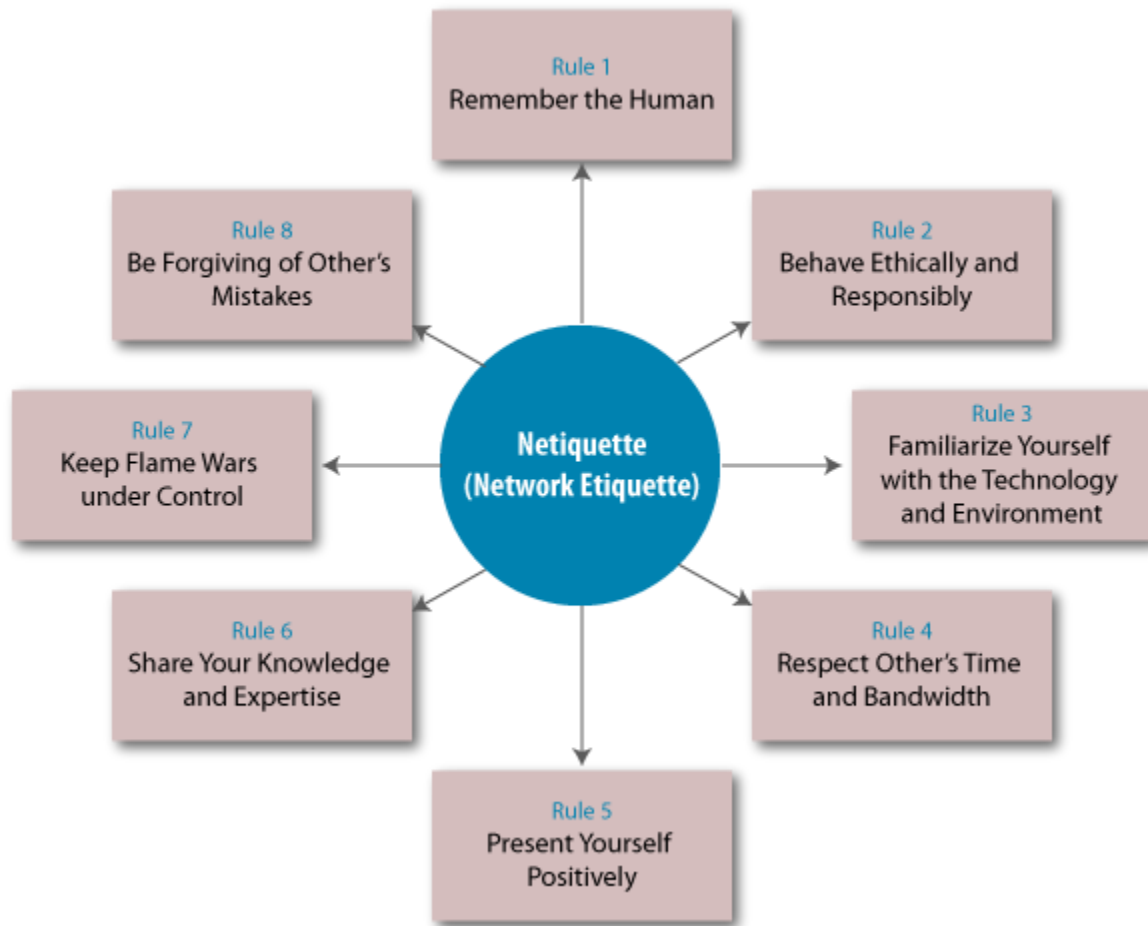
Rule 1: Remember the Human

- Remember to treat others the way *they* want to be treated.
- Introduce yourself and courteously respond to others; use their name.
- Use emoticons sparingly to help display tone when communicating in less formal environments.
- Try not to hurt others feelings or cause offense
    - avoid use of All CAPS, as you will appear to be shouting.
- Consider other's gender and cultural differences; avoid gender and cultural jokes and sarcasm.

Rule 2: Behave Ethically and Responsibly

- Think before hitting the send button — assume your message is permanent.
- Act within acceptable societal norms.
- Respect Internet laws:
    - privacy issues
    - intellectual property and copyright laws; credit other's work
- Complete work on time.

Rule 3: Familiarize Yourself with the Technology and Environment

- Familiarize yourself with varying social and cultural norms.
- Recognize that some environments will expect a different level of formality than others.
- Recognize that different technologies may require different netiquette guidelines.
- Lurk before you leap. Familiarize yourself; then join in.

Rule 4: Respect Other's Time and Bandwidth

- Make contributions concise, relevant, and insightful.
- Don't dominate discussions.
- Recognize that others will have different concerns and .
- Don't expect instant responses or for all to focus on your contributions.
- Restrict emails/postings to course related materials only.

Rule 5: Present Yourself Positively

- Become knowledgeable about your topic.
- Write in a clear, organized, logical, and accurate way.
- Run a quick spell check; it demonstrates professionalism.
- Be pleasant and polite; help others when possible.
- Respect other's differing opinions and perspectives.

Rule 6: Share Your Knowledge and Expertise

- Contribute and share online.
- Be aware that sharing knowledge online is positive:
    - o   it increases discussion and knowledge construction.
    - o   it helps build trust and online community.
- Cite credible sources.

Rule 7: Keep Flame Wars under Control

- Recognize that Netiquette forbids "flame wars" that dominate the tone and destroy the camaraderie of a discussion.
    - o   avoid using offensive and confrontational language; no bullying.
- Online exchanges should be constructive.
- Seek clarification prior, as content may have been misunderstood.

Rule 8: Be Forgiving of Other's Mistakes

- Be forgiving – there will always be new online learners.
- Be gracious if someone makes a mistake.
- Be polite when informing someone of an etiquette error; use private email.
- Remember that we all make mistakes; have patience.

Make the level of formality explicit!

There are multiple tools and environments for communicating online. Different online environments may require different Netiquette rules. Although students may be quite accustomed to participating informally in social forums, the expectations and guidelines for an educational setting may be quite different. Therefore it is important for you to establish clear guidelines for the level of formality and writing style that you would like to see in your course.

More Formal?

If your intent is to encourage good writing skills, then it will be important for students to follow acceptable writing conventions with regards to spelling, grammar, and punctuation. For example, you may want students to use a particular writing style, such as APA or MLA and to support their ideas with appropriate referencing.

Less Formal?

However, if your intent is to keep language very relaxed and conversational, then emoticons, abbreviations, slang etc. may be acceptable. Discussion and Group forums can vary—they can be quite formal or very informal in nature, depending upon their intent and the topic being covered. Virtual spaces that encourage interaction or content creation such as blogs, wikis, lives sessions, or various social media sites (Facebook, Twitter, etc.) generally encourage a more informal environment.

Netiquette Examples

Learning to communicate effectively is important in any learning environment. However, listening and respectfully responding to what others have to say is especially important in the online environment. Netiquette (Online Etiquette) is a set of rules that encourages appropriate and courteous online behavior. These rules are important as they promote communication skills, prevent miscommunications, and help you understand what is socially acceptable when working and collaborating online. Netiquette rules encourage social interactions, community building, and trust and help promote a safe, engaging, respectful, and collaborative environment where diversity of opinion is valued.

Useful electronic gadgets and mobile applications:

Electronic gadgets are specialized electronic devices that require a form of electric power to operate. Examples of these gadgets are video games, television, computers, PSP games, phone apps, mobile phones, and tablets. These devices are results of invention and technological developments.

Young people and children tend are active consumers and users of most electronic devices. Consequently, most electronic devices are targeted at these age brackets.

Some of these devices play a vital role in the education fields, enhancing the skills and knowledge of students. It also helps students improve their teaching strategies.

However, just like many other inventions, the devices have their drawback as well, particularly if their use is not controlled. Below are the advantages and disadvantages of using electronic devices.

Advantages of Electronic Gadgets

- Electronic devices help children younger than preschool age to arouse the senses, improve listening abilities and imagination.
- The devices (games in particular) encourage cognitive learning and enhance the development of analytical skills.
- The use of computers and phones has greatly improved communication. It allows users several miles apart to communicate and share information in real time.
- The gadgets can help sharpen innovative abilities, innovation skills, creativity and strategic thinking in young children.
- Using computers has been found to increase manual dexterity and increase computer literacy regardless of the age of the user.
- The gadgets promote independent learning; it enables students to learn without the input of teachers or parents.
- Using electronic gadgets, teachers can create exciting educational atmospheres that stimulate and enhance learning.
- They speed up work; what would otherwise be a lengthy documentation task can be completed in a short time when computers are incorporated.
- Brings people together; with a simple computer, internet access and a mi8crophone meetings can be held in any location.
- Reduces cost of starting businesses; websites can work like virtual stores where consumers can order products.
- Reduces life risks; tasks that involve working in risky situations can now be handled by robots lowering dangers to human life.
- Increase ability. Tiny vacuum cleaners can access and clean areas that human beings cannot access.
- Mastering different computer games build confidence, increase accuracy and improve hand-eye coordination.
- Auto-pilot allows the training of pilots in real-life situations ensuring that fatal accidents are not caused by trainees.
- Certain intensive games have been found to develop engineering and mathematics skills.

Disadvantages of Electronic Gadgets

- Children waste time they would use to study on the devices.
- Playing violent games can make children become more aggressive.
- Addiction to electronic devices leads to a sedentary lifestyle and poor time management.
- Reduce social fabrics; instead of people socializing they immerse themselves in electronic gadgets.
- Some electronic devices accidentally breakdown, causing catastrophic loss of human life.
- Excessive use of modern means of transport reduces exercise leading to lifestyle diseases.
- The devices are not biodegradable and as such cause land and water pollution.
- Some devices emit dangerous electromagnetic rays that can cause fatal diseases.
- Increase electricity usage and hence the amount of money spent on utility bills.
- Video games require immobility and hence contribute to the rise in childhood obesity.
- When electronic wastes are burned, they release toxic substances into the air.
- Heavily relying on spell checkers makes certain individuals misspell words.
- Increase dependence on electricity because all electronic devices require electric energy.
- Contribute to cyber-crime and exposure of underage children to explicit content.
- They eradicate certain industries that require manual trading and exchange of goods and services.

Conclusion

The invention and subsequent widespread use of electronic devices of ever increasing variability and difficulty open a whole new panorama of human ability. Their use, nonetheless, needs to be controlled to avoid the above drawbacks.