

# **GEN - NEXT of GSB's G.S.B. Sabha's Youth Wing**

The G.S.B. Sabha, Mumbai (Est. 1934) formed a Youth Wing in 2013. The objective of this initiative is to promote a feeling of camaraderie and fellowship among the GSB youth and provide them a common platform for bonding and interaction. Various activities which include self-development programs, dance and music evenings, transformation workshops etc. are planned to be held.

GSB Youngsters, between the age of 15 and 35, are encouraged to join. The Youth Wing Membership form is available on our web-site, [www.gsbsabhamumbai.org](http://www.gsbsabhamumbai.org).

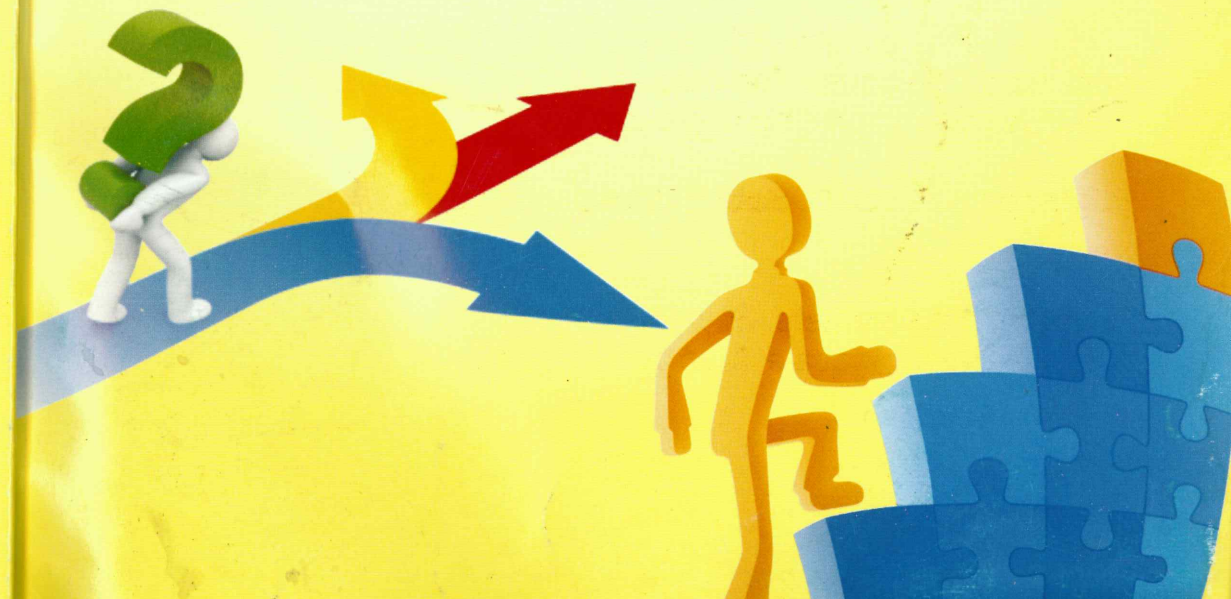


**G.S.B. SABHA, MUMBAI, PRESENTS**

# **PEPPY**

**PERSONAL EFFECTIVENESS & POTENTIAL  
ENHANCEMENT PROGRAMME FOR YOUTH**

**COMPILED BY- SUBHAS RAO MALLYA**





This publication may be published in full or part in newspapers, magazines and other electronic media with an acknowledgment to G. S. B. Sabha (Mumbai).

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This booklet is published for the benefit of general public, particularly the youth. The publication has been nominally priced to cover the cost of printing and distribution.

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### A Note from the Publishers

The G.S.B. Sabha, Mumbai, conducted a programme for the Youth on 17th May, 2015, called PEPPY (Personal Effectiveness & Potential Enhancement Programme for Youth).

The faculty for this day-long programme was Mr. Subhas Rao Mallya, who was supported by Ms. Nandini Mistry-Shetty.

The programme received positive and appreciative feedback from participants. The faculty, Mr. Subhas Rao Mallya, has now written this book, based on the training imparted during this programme. This book will serve as a useful guide to the youth, especially in the formative years of their career.

The G.S.B. Sabha, Mumbai, is pleased to be part of this effort, which will definitely benefit the youth of our community, and also society, at large.

Mumbai  
15<sup>th</sup> August, 2015

G.S.B. Sabha, Mumbai

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*This work is offered at the lotus feet of*

*H.H., Param Pujya, Shrimad Sudhindra  
Thirtha Swamiji,  
Mathadipati of Shree Kashi Math Samsthan*

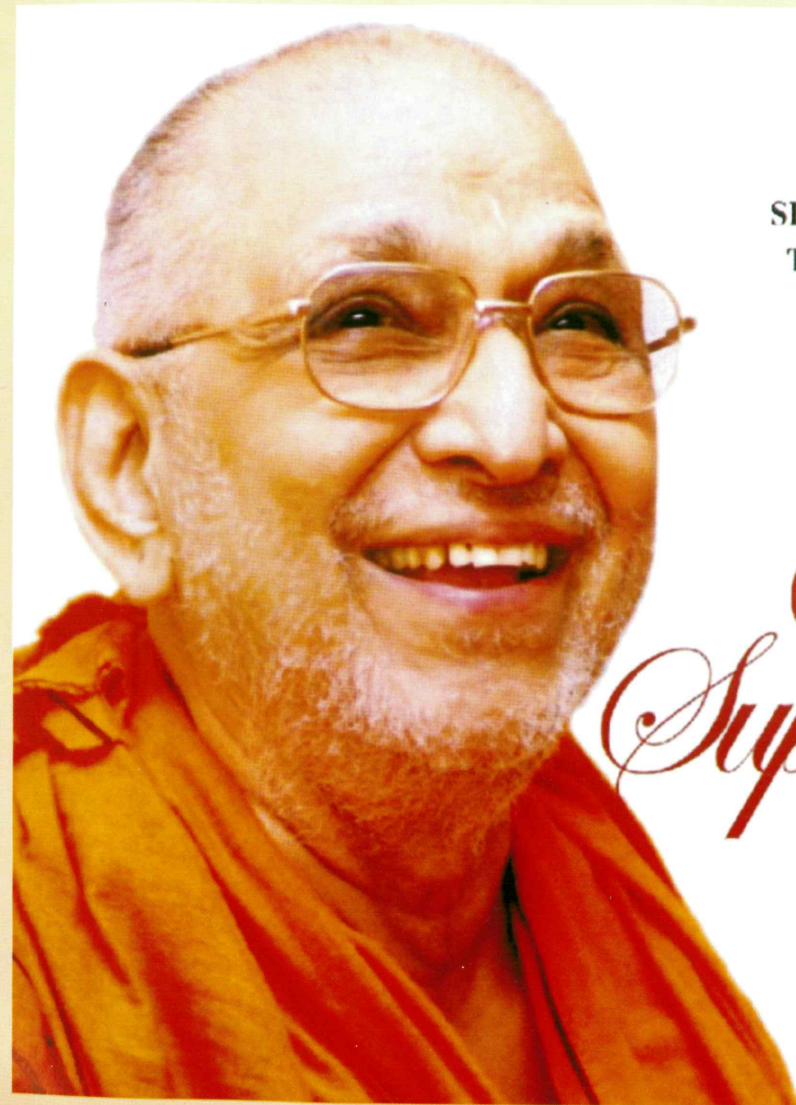
*H.H., Param Pujya, Shrimad Vidyadhiraj  
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*H.H. Shrimad Samyamindra Thirtha  
Swamiji,  
Patta shishya of H.H. Shrimad Sudhindra  
Thirtha Swamiji*



**H.H. Param Pujya**  
**Shrimad Sudhindra Thirtha Swamji,**  
**Mathadipati of**  
**Shree Kashi Math Samsthan**



His Holiness  
SRIMAD SUDHINDRA  
THIRTHA SWAMIJI

90  
*Saint  
Supreme*



**H.H. Param Pujya Vidyadhiraj  
Thirtha Shreepad Vader Swamiji,  
Mathadeesh of  
Shree Samsthan Gokarna Partagali  
Jeevotam Math**





॥ श्री ॥

॥ ॐ ॥



अंक :- 28/KM/15-16

शके १९३६

वि. ३०/०५/२०१५

श्रीमत्परमहंसपरिव्रजकाचार्य-पदवाक्यप्रमाणपारावारपारीण-यमनियमासन  
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अस्मदत्यन्तप्रेमास्पदीभूत-श्रीमदुपारमणचरणविन्द-भक्तिपरायणशिष्यवर्य-श्रियाविराजित-राजमान्य राजश्री,

श्रीमंती सुधा जी. पे. (अध्यक्ष) जी. एस. जी. सभा तर्फे

हस्तार्षि निवासिपु कृतनारायणस्मरणपूर्विकांशपः समुल्लसन्वद्य शके १९३६ मन्मथ  
नाम संवत्सरे आषाढ शु ३४ शुद्धचतुर्ती वासगवधि हरी कवलय महे. हस्तार्षि

कुशलिनःसः। भवदीयानामनामयत्वमनुदिनमेधमानमाशासहे ॥ विशेषतः सन्मृत आशाश्रित्य काळाची  
आपले दि. २२ जुलै २०१४ चे विनंती पत्र ही संस्थानी मिकाले. आपण  
सुचकांकरिता ठपभुवतपर भुवतकाचे प्रकाशन करून समाजजागृती  
करणेचा स्तुत्य उपक्रम राबविण्याचे लक्षी भेकत अत्यंत आनंद झाला  
आपले संकल्पित कार्य यशस्वी होवे. आपण केलेली सेवा  
हीच चरणी रुजू होवी आपणा समस्तांस दिव्य आभुरोराग्य  
लाभून, आपणा समस्तांचे कल्याण होवे, ये क्षिप्रार्थे ही संस्था  
आराध्य देवत ही भवानीशंकर चरणी प्रार्थना करून गंधा-मसाह  
माहविळा आहे. तसेच ही संस्थान देवतेचेही शुभाशीर्वाद  
कोहेत.

सुडोक किंवाहुना लेखनेन,

१. विनंतीपत्रावर

**H.H. Param Pujya  
Shrimad Shivananda Saraswati  
Swami Gaudapādāchārya,  
Mathadipati of  
Shree Kavale Math Samsthan**





**H.H. Shrimad  
Samyamindra Thirtha Swamiji,  
Patta Shishya of  
H.H. Shrimad  
Sudhindra Thirtha Swamiji**







## *PRESIDENT, G.S.B. Sabha, MUMBAI.*

### *Smt. Sudha G. Pai*

In its 81st year, our GSB Sabha is charmingly old and eternally young. It combines the wisdom of the old with the excitement and passion of the youth in carrying out its objective of being of service to the community. Community service is Sabha's constitutional responsibility which we take seriously.

It is indeed a proud moment for all of us that our Sabha is in its 81st year. This is an important milestone in a journey which was started on 26th August, 1934, and has been propelled in all these years by one Motto - Service to the community. The path has not been easy and there have been moments of pain, but if we have sailed through and come out stronger from the experience, it has been only because of well-wishers, supporters, Managing Committee and Mahila Shakha Committee members who have stood by the Sabha in these times.

Sabha has always wanted to reach out to every member of the community and has strived towards achieving this mission. Our mix of social, cultural and charitable initiatives and programmes are tailored to meet the needs of various sections of our community.

Our youth brigade is the future of tomorrow. The future of every community is in its youth. Our youth enthusiastically participate in our Inter GSB Cricket Tournament, Singing and Dance Competitions. Sabha also conducts Employment Facilitation Services, to lend a helping hand in employment scouting activities of the youth. With dreams in the eyes and aspirations in heart every youth of today looks up to commence on a journey of a professional life. If the start is smooth all is well.

In order to instill a spirit of community bonding and service among the youth and to provide them a common platform for interaction, the Sabha launched its Youth Wing in 2013. Today, I am pleased to see all of you in this "PEPPY" programme and I am sure that you will learn several things, with fun techniques, from our faculty today. You also have a chance to make new friends from your co-participants.

My message to you :

1. If you think you have extra time and you don't need it, then spend it helping a family member, friend, neighbour or the community
  2. Get into the habit of dreaming. Dreams are about visualizing over a period of time such as the job you want, the career you want, the places you want to visit. Everyone has passion for something; whatever the passion is, develop it and let it drive everything you do. Passion is very important for success. Actually, it is a key criterion for success. Success and passion are two sides of the same coin. Success without passion is just a coin but not a currency.
  3. Keeping yourselves fit, both physically and mentally healthy, is important to success.
  4. It is important to know one's own weaknesses. Identify them and find ways to overcome them
  5. Today members are occupying leading positions in industry and professions. Each of these success stories has been built on the pillars of good education, hard work, determination and strong will power.
- Sabha has always wanted to reach out to every member of the community and has strived towards achieving this mission.
- Our Sabha believes in the old adage of the community, by the community, for the community. I have observed generally youngsters are diligent, dutiful, and sincere committed hard working and intelligent.
- I wish all you a day full of learning and hope that you attend the programs of our youth wing in future as well.

Mumbai  
May 17, 2015

(Smt. Sudha G. Pai)  
President, G.S.B. Sabha, Mumbai



## Our Chief Guest



Mr. Ambareesh Baliga, is experienced in different facets of the market for the last 30 years. Ambareesh has been acknowledged for his acumen and understanding of the stock markets.

Ambareesh, a cost accountant, began his financial career with Price Waterhouse, Kolkata. Since then he has worked with reputed firms like the Kotak, Karvy, Way2Wealth and Edelweiss and has headed businesses in sectors such as Wealth Management, Fund Management, Corporate Advisory, Retail Finance and Stock Broking.

Ambareesh has been an influential voice regarding stock market and his opinions are carried by leading magazines and newspapers including international publications. He is a regular contributor for Reuters and his blog appears every weekend in Reuters "Expert Zone". He is a regular guest on channels like CNBC, CNBC Awaaz, NDTV Profit, ET Now and Zee Business.

He is currently an independent strategy advisor to a number of corporates. He also provides equity advisory to a few Ultra High Net Worth Individuals and Family Offices

Ambareesh's twitter handle is @ambareeshbaliga



AUTHORS NOTE  
*The idea to compile this book sprang while designing the youth programme PEPPY (Personal Effectiveness & Potential Enhancement Programme for Youth) which was conducted on 17th May 2015.*

*The idea for the programme was to build employability skills, as various studies conducted by various forums indicated a lack of employability skill sets even amongst students who have completed professional courses. This book is an attempt by me to address this issue.*

*My experience as an educator, professional in the industry as well as a recruiter and counselor has shown that "Everything that glitters is not gold", in this case a good candidate fails to project himself in proper light during the selection process, while the best candidate finds himself to be a square peg in the round hole in the job profile he is recruited for.*

*This book is a compilation of works from various sources that would help the candidate on two levels. I request that this book should be read a few pages at a time and the reader to contemplate and compare their attitude and behavioral processes as to those given in the book.*

*At the second level, I wish this book would serve as a quick reference guide especially for candidates who are in the process of giving interviews or have just joined the corporate world.*

*The book and the programme "PEPPY" was to build and enhance the skill set that is required in this globalized world.*

*We are culturally known to excel as individual performers, but are considered to be below par when it comes to working in a team, in the present day there has been an appreciable change amongst the attitude of youngsters but still lot has to be achieved. I hope that this book acts as a catalyst to bring about such positive changes so as to smoothen the transition from campus to corporate life for a fresher.*

*This book would not have been possible without the blessings of our Pujya Swamijis, the support of the President and other Committee members of the G.S.B. Sabha Mumbai, the blessings of my mother and the support of my wife.*

*I sincerely thank Jawahar Gopal Pai (Raja) and the entire team of Fine Printers who have gone beyond the call of duty in getting this book into print form within tight deadlines*

*A special thanks to my young friend, Akshay Shetty who has put his heart into this project; all my colleagues at Air Hostess Academy and lastly, my students, who over the period of*



## ABOUT THE AUTHOR

### ACADEMIC & PROFESSIONAL QUALIFICATION:

- *Chemical and Electronic Engineer Working since the last thirty three years in the Instrumentation Department of the Bharat Petroleum Corporation Limited Mumbai Refinery*
- *Trained as a teacher "Prachrak" by Swami Sukhabodhanada the founder chairman of Prassanna Trust for propagating Mantra Yoga and Children's programme*
- *Conducting Outbound workshop on Communication, Team building & Leadership Skills*
- *Trained in Psychotherapy & counseling*
- *Trained NLP practitioner from NFNLP USA. Trained under "Train the trainer's programme" (based on Ittner & Dauds Training methodology) Trained as a SFA teacher (Skills for Adolescence) - a Lions Quest Programme*
- *Trained as a trainer in Safety, health and environment in Industries at the Central Labour Institute, Government of India, and Ministry of Labour.*



### WORK EXPERIENCE

- *Was a visiting faculty for Persona Enhancement at the Air Hostess Academy a leading institute for training students in careers in hospitality and aviation*
- *Guest Lecturer for workshops in communication and personality development at the SIES College of Management Studies, IBSAR (Institute Of Business Studies And Research), Bharatiya Vidyapeeth Institute of Management Studies, CKT College of management studies, SRT College of engineering.*
- *Conducted a series of 20 in-house and outbound workshops spread over a period of 18 months to bring about behavior and attitudinal changes for all the staff for the Pioneer Group of schools.*
- *Conducted indoor and outdoor Children's workshops for the Rotary's, the Rotract, and Lions*

### METHODOLOGY:

- *Interaction, games, energizers kinesthetic activities are used in our workshops.*

Email: [subhasrao@gmail.com](mailto:subhasrao@gmail.com)

Visit us at: [www.subhashrao.weebly.com](http://www.subhashrao.weebly.com)

## Our Counseling Activities for Students Include:

- To help in the total development of the student
- To help in the proper choices of courses
- To help in the proper choice of careers
- To help the students in vocational development
- To develop readiness for choices and changes to face new challenges
- To minimize the mismatching between education and employment and help in the efficient use of manpower.
- To motivate the youth for self-employment
- To help freshers establish proper identity

# COMMUNICATION

## Description:

Communications is not confined to a single aspect of our lives. We communicate interpersonally every time we interact with others. How effectively we do this ultimately determines how successful we become.

## Why Communications Skills Are So Important:

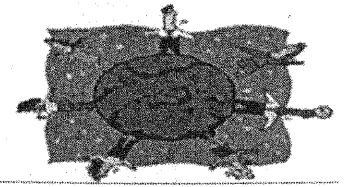
The purpose of communication is to get your message across to others. This is a process that involves both the sender of the message and the receiver. This process leaves room for error, with messages often misinterpreted by one or more of the parties involved. This causes unnecessary confusion and counter productivity. In fact, a message is successful only when both the sender and the receiver perceive it in the same way.

By successfully getting your message across, you convey your thoughts and ideas effectively. When not successful, the thoughts and ideas that you convey do not necessarily reflect your own, causing a communications breakdown and creating roadblocks that stand in the way of your goals – both personally and professionally. Getting your message across is paramount to progressing. To do this, you must understand what your message is, what audience you are sending it to, and how it will be perceived. You must also weigh-in the circumstances surrounding your communications, such as situational and cultural context.

## Why is Communication important?

### ● ● ● | Benefits of effective communication

- Quicker problem solving
- Better decision making
- Steady work flow
- Strong business relations
- Better professional image



Then reinforce that it also gets the feelings and thoughts across through our body language, however we would not be covering body language in this module.

## Effective communication contains six elements:

Clear	Ensure that the information is presented clearly
Concise	Be concise, do not lose the message by being long winded
Correct	Be accurate, avoid giving misleading information
Complete	Give all the information and not just part of it
Courteous	Be polite and non-threatening, avoid conflict
Constructive	Be positive, avoid being critical and negative

Sending effective messages requires that we state our point of view as briefly and succinctly as possible. Listening to a rambling, unorganized speaker is tedious and discouraging - why continue to listen when there is no interchange? Lengthy dissertations and circuitous explanations are confusing to the listener and the message loses its concreteness, relevance, and impact. This is your opportunity to help the listener understand YOUR perspective and point of view. Choose your words with the intent of making your message as clear as possible, avoiding jargon and unnecessary, tangential information.

## Effective Verbal Messages:

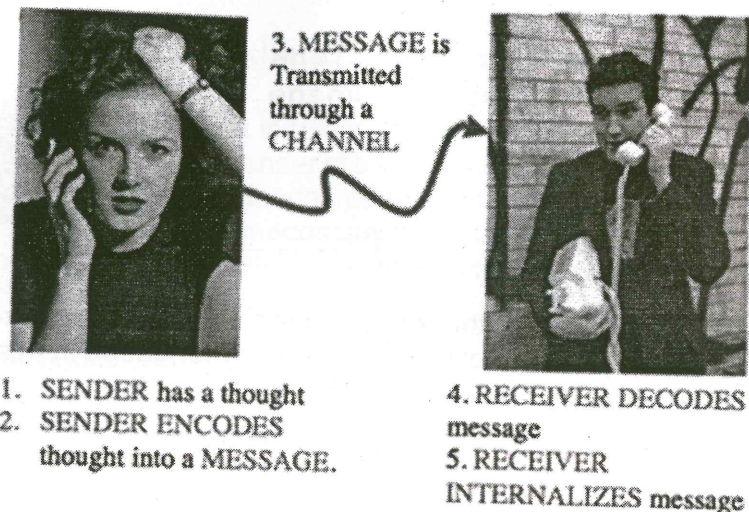
1. Are brief, succinct, and organized
2. Are free of jargon
3. Do not create resistance in the listener



## The Communication Process:

### Communication Model

#### Basic Communication Model



There are 5 components of communication.

**Sender:** The sender has something he wants to share.

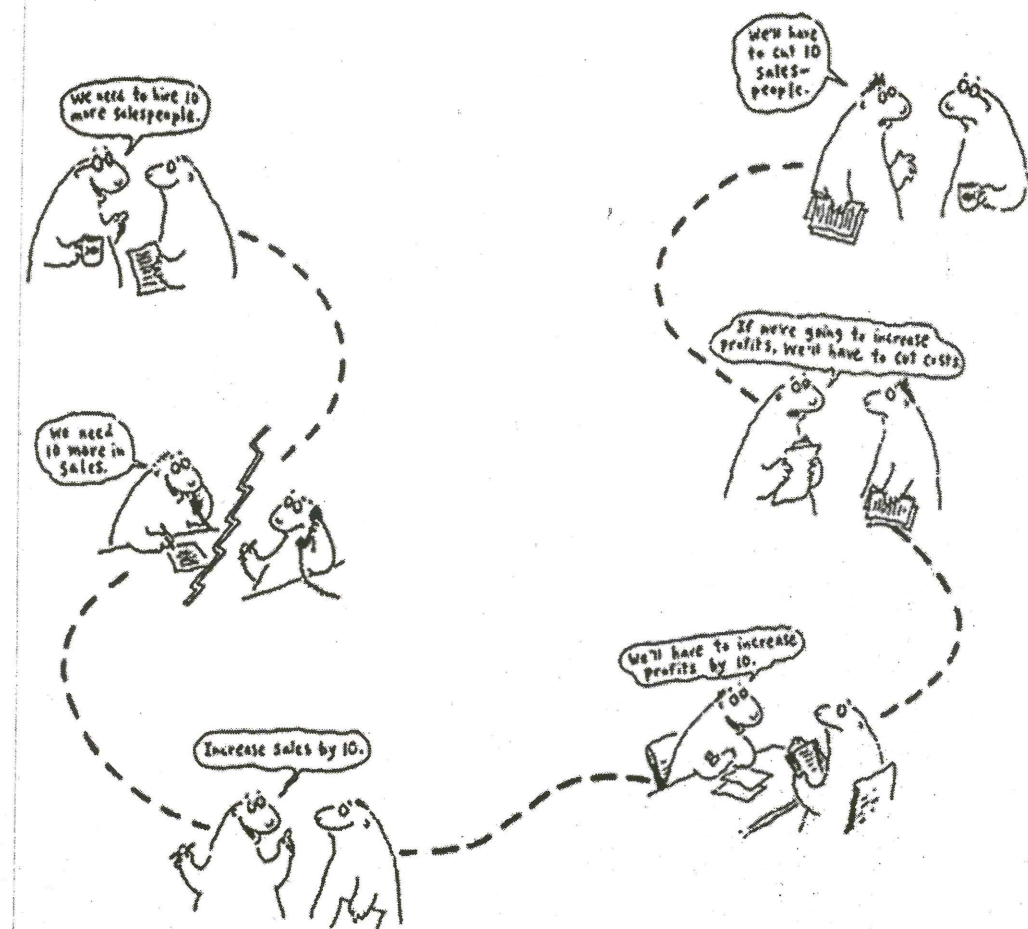
**Receiver:** The receiver who receives information. The receiver has the responsibility of hearing, listening, and providing feedback.

**Message:** The message is not just some words. The message is a combination of thoughts, feelings, words, and meanings.

**Channel:** The channel is a media of communication. You can communicate verbal, non-verbal, and written.

**Feedback:** Feedback in our model is the reactions of the receiver sent back to the sender. Each of us has experienced the feeling "they don't have a clue about what I'm trying to say". How did we reach this conclusion? By interpreting the feedback the receiver is generating. This feedback can be verbal or nonverbal.

To demonstrate miscommunication due to lack of feedback here is a humorous piece on communication:



© 1997 The Fat Firm, Zolman, Seba, Murphy

# Miscommunication

## Memo from CEO to Manager:

Today at 11 o'clock there will be a total eclipse of the sun. This is when the sun disappears behind the moon for two minutes. As this is something that cannot be seen every day, time will be allowed for employees to view the eclipse in the parking lot. Staff should meet in the lot at ten to eleven, when I will deliver a short speech introducing the eclipse, and giving some background information. Safety goggles will be made available at a small cost.

## Memo from Manager to Department Head:

Today at ten to eleven, all staff should meet in the car park. This will be followed by a total eclipse of the sun, which will appear for two minutes. For a moderate cost, this will be made safe with goggles. The CEO will deliver a short speech beforehand to give us all some information. This is not something that can be seen every day.

## Memo from Department Head to Floor Manager:

The CEO will today deliver a short speech to make the sun disappear for two minutes in the form of an eclipse. This is something that cannot be seen every day, so staff will meet in the car park at ten or eleven. This will be safe, if you pay a moderate cost.

## Memo from Floor Manager to Supervisor:

Ten or eleven staff are to go to the car park, where the CEO will eclipse the sun for two minutes. This doesn't happen every day. It will be safe, and as usual it will cost you.

## Memo from Supervisor to staff:

Some staff will go to the car park today to see the CEO disappear. It is a pity this doesn't happen everyday.

## Additional notes:

### Sender...

To establish yourself as an effective communicator, you must first establish credibility. In the business arena, this involves displaying knowledge of the subject, the audience and the context in which the message is delivered.

You must also know your audience (individuals or groups to which you are delivering your message). Failure to understand who you are communicating to will result in delivering messages that are misunderstood.

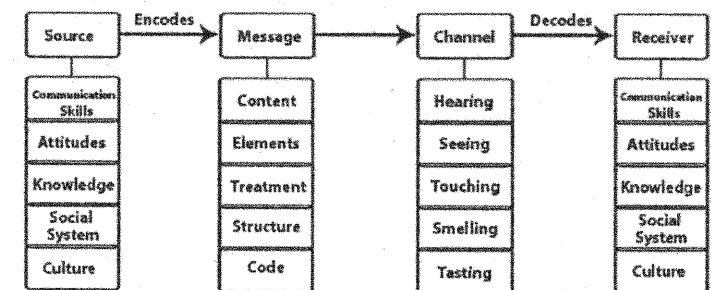
### Message...

Next, consider the message itself. Written, oral and nonverbal communications are effected by the sender's tone, method of organization, validity of the argument, what is communicated and what is left out, as well as your individual style of communicating. Messages also have intellectual and emotional components, with intellect allowing us the ability to reason and emotion allowing us to present motivational appeals, ultimately changing minds and actions.

### Channel...

Messages are conveyed through channels, with verbal including face-to-face meetings, telephone and videoconferencing; and written including letters, emails, memos and reports.

### Berlos's SMCR Model of communication



### Receiver...

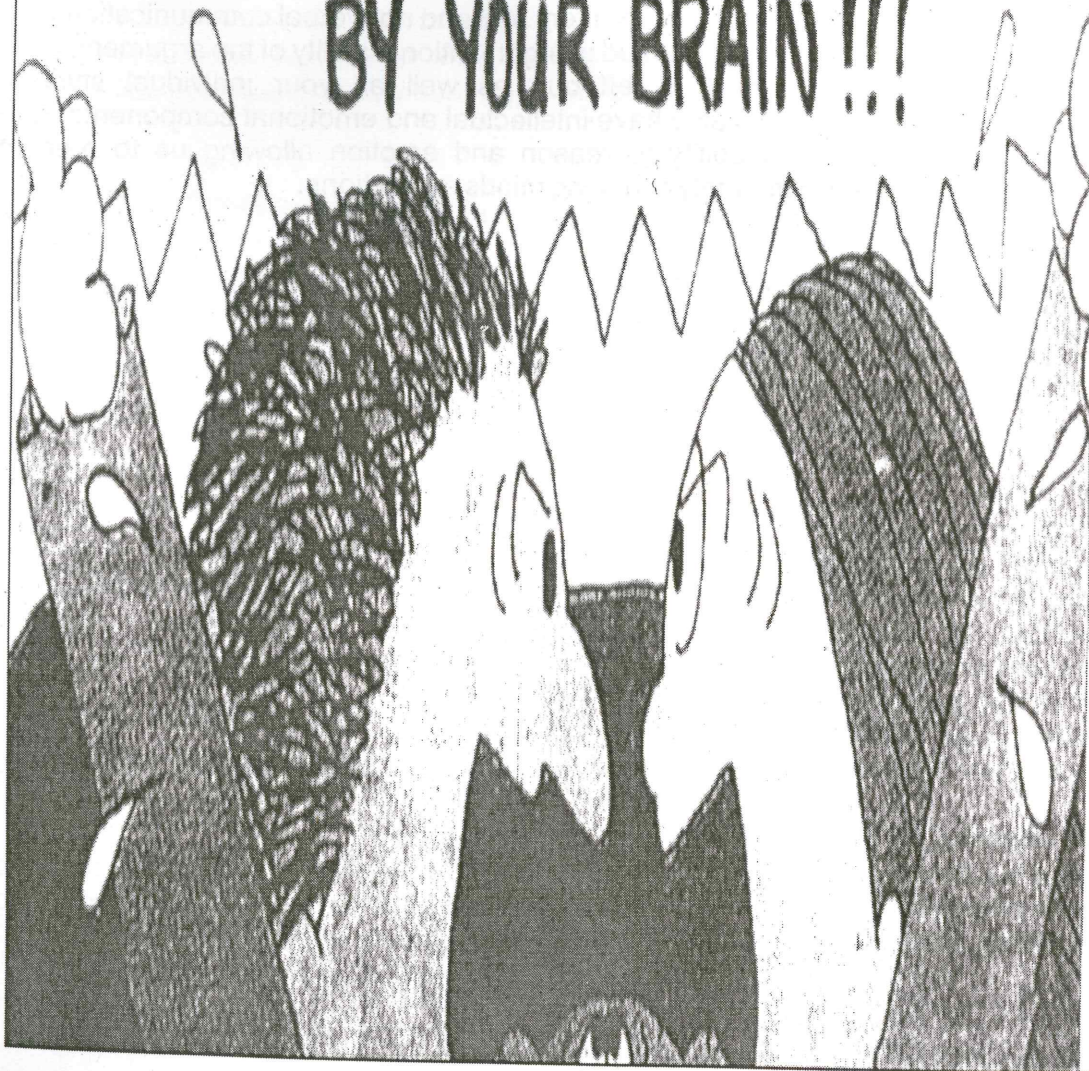
These messages are delivered to an audience. No doubt, you have in mind the actions or reactions you hope your message prompts from this audience. Keep in mind, your audience also enters into the communication process with ideas and feelings that will undoubtedly.

### Feedback...

Your audience will provide you with feedback, verbal and nonverbal reactions to your communicated message. Pay close attention to this feedback as it is crucial to ensuring the audience understood your message.



MY WORDS CAME OUT FINE!  
THEY WERE PROCESSED INCORRECTLY  
BY YOUR BRAIN!!!



### Conversational Skills:

The point of conversation is to connect with someone and explore his experiences, thoughts and feelings.

- Start with a smile
- Exchange pleasantries
- Ask non-threatening questions: What's your name? Where are you from?
- Appear fascinated and show interest
- Be a good listener
- Don't interrupt
- Maintain eye contact
- Ask for points of clarification
- Don't criticize
- Nod
- Simple words of acknowledgement: Interesting, Great, Go ahead
- Avoid negative talk
- Topics for conversation: Music, sports, complimenting the person on his/her attire, career, interests, hobbies, positive things about other people

Being able to effectively communicate with others is an art that, when mastered, will lead you to success in future professional and personal endeavors.





### **Greeting**

Greet the person with a warm smile. Its a great conversation starter and ice breaker.

### **Pay Attention**

Give your undivided attention to the person you are talking to. If the person you are talking to feels as though you are not listening or too busy looking elsewhere, they will assume you are not interested and end the conversation there.

### **Ask questions**

Be sure to ask questions to get the other person talking about their opinions and give feedback to the answers. However, be sure not to ask question after question.

You don't want to engulf the person in so many questions that they do not get the opportunity to learn how you feel about the topic of discussion.

### **Don't Distract**

Your body language says more than the words you are speaking. Fidgeting or playing with a loose article may show disinterest. The last thing you want to happen is for the person you are talking to get the wrong impression of you.

Crossing one's arms often gives the appearance of being closed off to what the other person is saying.

### **Make Eye Contact/Acknowledge**

Making eye contact, smiling and nodding will aid in showing the person talking that you are paying attention.

Now, this does not mean that you have to stare a person down, but you do want to look at the person to show them you are interested and listening. Paying attention to this unspoken form of communication will help keep you from sending the wrong message.

### **Don't Argue**

No matter what gets brought up during the conversation, don't start an argument. Part of a good conversation involves the ability to listen and be listened to. It is quite natural for people to have a difference of opinions.

When someone expresses a view or statement that bothers you, give them their opportunity to talk. When it is your turn to talk be sure to express that you understand each person has their right to their opinion and don't tell them they are wrong.

This will most likely start an argument, and the person you are arguing with may now see you as being disagreeable or aggressive

### **Be Courteous**

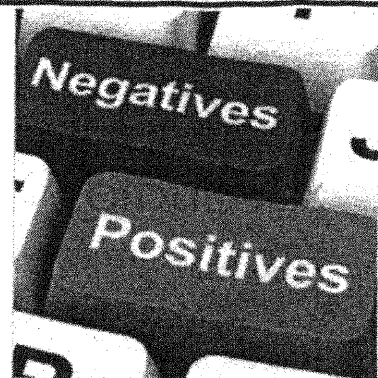
▪ Courtesy in communication can't be overlooked or ignored. Each one of us wants to be respected and treated well. Therefore practice :

- Generous and spontaneous use of words like "may, please, kindly and thanks"
- Judicious use of name of the person in conversation with
- Display of appreciation

### **Conversational Tips:**

- Be well informed - Read books, newspapers, periodicals, etc. to keep current.
- Be prepared - Be aware of and conversant about any "hot" topics in the news.
- Don't interrupt - Let whomever you're talking with finish their conversation.
- Do listen - Part of good conversation is responding, not just waiting for your turn to talk.
- Do think before you respond - Give a thoughtful response, one that shows you were listening.





## **Negative & Positive Language**

### **Using Positive Language**

Language is an exceedingly powerful tool. Whether you communicate orally, or in written form, the way you express yourself will affect whether your message is received positively or negatively. Even when you are conveying unpleasant news, the impact can be softened by the use of what we call positive language.

It is very easy to fall into the negative language pattern. Many of us do so without being aware of it, particularly in written communication. For example, it is not uncommon for government organizations to write negatively phrased letters to customers, applicants and those it regulates. Take a look at the following typical government memo.

"We regret to inform you that we cannot process your application to register your business name, since you have neglected to provide sufficient information. Please complete ALL sections of the attached form and return it to us."

While it is polite (albeit overly formal), it is also exceedingly negative. It includes several negative words -- cannot, and neglected, and it has a tone that suggests that the recipient is to blame for the problem.

Contrast this example with a re-written more positive approach.

"Congratulations on your new business. To register your business name, we need some additional information. If you return the attached form, with highlighted areas filled in, we will be able to send you your business registration certificate within two weeks. We wish you success in your new endeavor."

Note that the negative example tells the person what he or she has done wrong, and doesn't stress the positive things that can be done to remedy the problem. The information is all there, but it sounds bureaucratic, cold and...well negative. The positive example sounds completely different, though it contains almost identical information. It has a more "upbeat" and helpful tone.

### **Negative phrasing and language often have the following characteristics:**

- Tells the recipient what cannot be done.
- Has a subtle tone of blame.
- Includes words like can't, won't, unable to, that tell the recipient what the sending agency cannot do
- Does not stress positive actions that would be appropriate, or positive consequences.

### **Positive phrasing and language have the following qualities:**

- Tells the recipient what can be done
- Suggests alternatives and choices available to the recipient
- Sounds helpful and encouraging rather than bureaucratic
- Stresses positive actions and positive consequences that can be anticipated.

### **Positive Phrasing**

If you are going to eliminate negative phrases, you will need to replace them with more positive ways of conveying the same information. Below are just a few examples of positive phrasing.

- 1) If you can send us [whatever], we can complete the process for you.
- 2) The information we have suggests that you have a different viewpoint on this issue. Let me explain our perspective.
- 3) Might we suggest that you [suggestion].
- 4) One option open to you is [option].
- 5) We can help you to [whatever] if you can send us [whatever].

Negative language conveys a poor image to customers, and those around us. Sometimes it causes conflict and confrontation where none is necessary or desired. Start using positive language in verbal as well and written communication. Once you have developed the knack of speaking and writing positively, it will be easier to present a more positive tone to both your external as well as your internal customers.

Conclusion for Conversational Skills: by Peter Murphy (authority in peak performance)

The art of conversation is a skill shared by most successful people. People who always seem to rise to the top of their professions and are well respected by others are those who share the ability to converse with anybody in every situation. People who seem to speak effortlessly and efficiently with others are generally well liked and highly successful.

If you need to improve your conversational skills, here are a few tips that can help you enhance your conversational skills and boost your image. Good conversation promotes an image of self-confidence, intelligence, and wittiness.

1. Always say what you think, not what you think others want you to say. Especially in a professional setting, learning to express your views and ideas in a positive, non-threatening manner will invite reactions and responses.

Effective leaders always say what they are thinking and express their ideas freely. Having the courage to speak your mind as well as listening openly to the views and ideas of others is a sure way to earn the respect and admiration of all those you encounter.

2. Listen carefully to what others are saying. People often interpret things said by others in a way that clouds their ability to hear what people are intending to say.

By giving your full attention to the speaker, you can hear what they intend for you to hear instead of what you want to hear. The art of conversation includes the ability to listen to others as well as the ability to speak effectively.

3. Always assume that a speaker is saying exactly what they mean to say. Even if it seems unclear, try to find meaning and coherence to the words they are saying and give them the respect of hearing what they want you to hear.

In any conversation, the ability to give respect is just as important as receiving it. The art of conversation is a give and take between parties, not one speaker and one listener.

Any conversation can be broken down into three parts...

The first part is small talk. Small talk is dictated by social rules and includes polite greetings, inquiries about the well-being of others, etc.

Stage two is the end of the small talk and moving on to the purpose of the conversation such as business, the sharing of opinions and personal views. Without the ability to express yourself efficiently, the conversation can easily slip back into small talk, lessening the chances of accomplishing the initial goal of the conversation.

The third part of a conversation is where the various ideas and views expressed can be merged into a satisfying end for all parties involved in the conversation.

The art of conversation is a learned skill that is common among successful, energetic people. If you are unable to effectively express yourself in any situation, you will likely find that you do not attract the attention and command the respect that is bestowed upon some others.

## QUESTIONING SKILLS

### Session Objective:

To look at different types of questioning and the advantage and disadvantages of their uses. To enable readers to be more effective in their questioning.

### Session Content:

Questioning Skills is an essential part of Effective communication: Open questions, and closed questions.

Depending on the feedback you are receiving when in a conversation, change your style from asking open ended to closed ended questions.

#### Closed Ended

##### ♦ Advantages

- ☐ Puts you in control of the situation
- ☐ Helps to obtain specific facts quickly
- ☐ Useful for testing understanding and summarizing
- ☐ Allows you to gain agreement

##### ♦ Disadvantages

- ☐ Does not allow the other person to give detailed responses.
- ☐ Does not encourage two-way flow of information
- ☐ Can discourage dialogue
- ☐ Does not allow the other person to express their view.

#### Open ended

##### ♦ Advantages

- ☐ Useful to establish all the facts
- ☐ Allows recipient to express their views
- ☐ Builds rapport and show you are interested
- ☐ Probing questions allows you to clarify your understanding

##### ♦ Disadvantages

- ☐ Can appear intrusive or inquisitive (especially the question 'why?')
- ☐ May encourage people to give you too much information in the time available
- ☐ Can take longer to find out specific information.

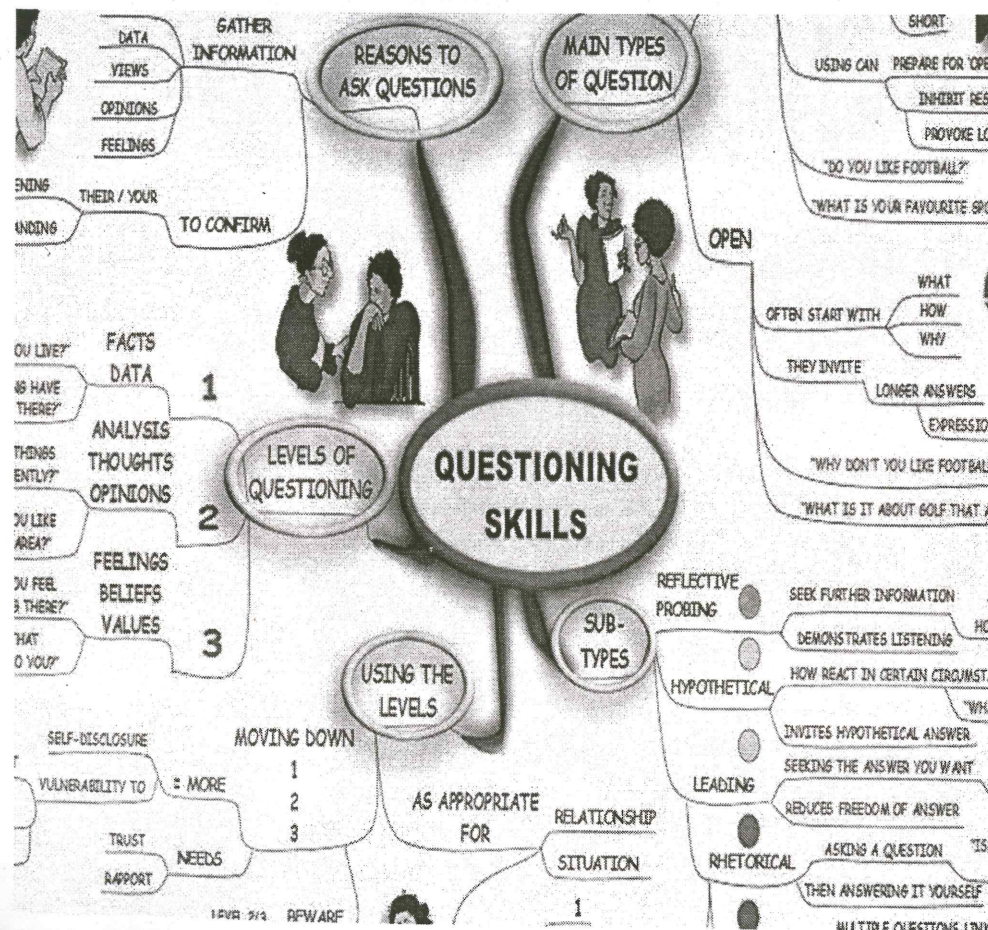


- ❖ We should know which type of question to ask
- ❖ Open questions would produce a lengthier customer response
- ❖ They are good to handle a passive customer
- ❖ Close-ended questions would give more control
- ❖ They are good to handle a talkative customer
- ❖ Listen for the kind of response you are getting
- ❖ This will give you a good feedback
- ❖ Depending on the feedback, change your style of asking questions

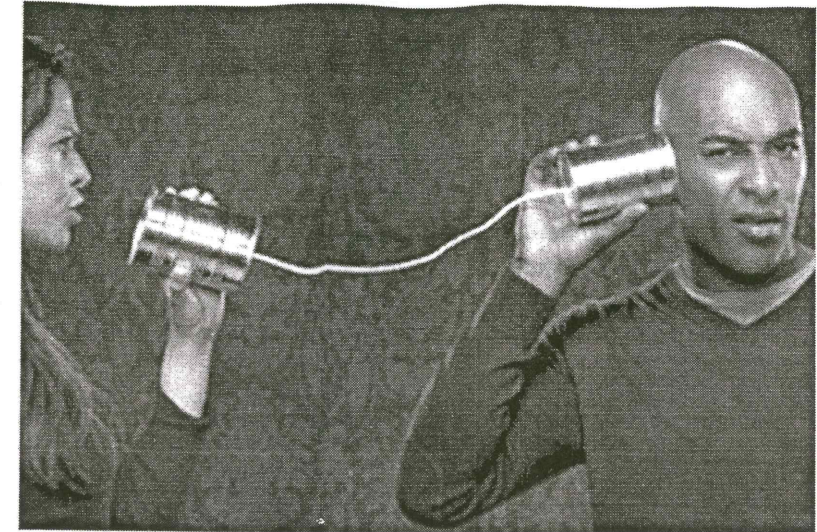
### Close the Conversation

End the conversation on an upbeat, positive note. Thank the person and review timelines/action points before dispersing.

Also, close the conversation before you run out of things to say as the silence will be awkward and uncomfortable.



## LISTENING



What is listening? Do people actually listen to you when you are speaking? The direct definition of listen is "to make an effort to hear; give ear. The role of a listener is to help empty the large reservoirs of emotion, anger, stress, frustrations and other negative feelings until the individual can see more clearly. Not until then, can an individual consider the needs of the other. "What We Achieve by Listening!!!

**Active listening is an important way to bring about changes in people. Despite the popular notion that listening is a passive approach, clinical and research evidence clearly shows that sensitive listening is a most effective agent for individual personality change and group development. Listening brings about changes in peoples attitudes toward themselves and others; it also brings about changes in their basic values and personal philosophy. People who have been listened to in this new and special way becomes more emotionally mature & open to their experiences.**

- ◆ Brain is incredibly efficient
- ◆ We talk at from 125 to 150 words a minute
- ◆ Brain can process from 400 to 800 words per minute
- ◆ This gives plenty of spare "brain time"
- ◆ Tempted to interrupt our listening by thinking about other things.
- ◆ Soaking up speakers every word
- ◆ Trying to remember all the names, dates and places
- ◆ In the process we often miss speakers point
- ◆ We may end up confusing the facts as well.
- ◆ Soaking up speakers every word
- ◆ Trying to remember all the names, dates and places



- ◆ In the process we often miss speakers point
- ◆ We may end up confusing the facts as well.
- ◆ Prematurely rejecting speaker's idea
- ◆ Jumping to conclusion that speech will be boring...I know, I know We don't listen to what they actually say
- ◆ We put off listening by personal appearance, regional accents, speech defects or unusual vocal mannerisms

The direct definition of listen is "to make an effort to hear; give ear. The role of a listener is to help empty the large reservoirs of emotion, anger, stress, frustrations and other negative feelings until the individual can see more clearly. Not until then, can an individual consider the needs of the other. "What We Achieve by Listening!!!

### Why listen effectively?

- To understand that effective Listening requires action
- To understand the process of Listening
- To know the Nature & Characteristics of Listening
- To understand the Dos and Don'ts of Listening

### Benefits Of Listening

- It lends a sense of importance to the one being listened to
- Good listening promotes good health
- It helps us feel more positive about ourselves
- It helps to deepen and improve our relationships at every level
- It helps us become more aware of our mindsets
- It helps to promote harmony in the home, in the workplace

### Poor Listening:

#### Causes of Poor Listening

- Not Concentrating
- Listening too hard
- Jumping to conclusions
- Focusing on personal appearance

### Barriers to Effective Listening

- Assuming in advance about the subject
- Mentally criticizing the speaker's delivery
- Getting over stimulated or over reacting
- Listening only to the facts
- Permitting the speaker to be inaudible
- Overreacting to certain words or phrases
- Withdrawing attention/daydreaming
- Ineffective listening due to excessive background noise

### How to become a better listener?

Take listening seriously  
Resist Distractions  
Suspend Judgment  
Focus your listening

### Develop note-taking skills

- Comprehension ::> Listening, assimilating and responding correctly. It includes understanding the context, language and accent of the listener.
- Paraphrase ::> To rephrase what the speaker has said in one's own words to gain better understanding.
- Summarize ::> Summarizing towards the end of the conversation.
- Verbal /Non-verbal nods ::> Nodding one's head and or using words like hmmm....ahhhhaa... alright....okay etc while listening.
- Attention Span ::> Paying full attention to the listener with appropriate body language and verbal nods

### Listening Situations

There are two kinds of listening situations in which we find ourselves:

- Interactive, and
- Non-interactive.

Interactive listening situations include face-to-face conversations and telephone calls, in which we are alternately listening and speaking, and in which we have a chance to ask for clarification, repetition, or slower speech from our conversation partner. Some non-interactive listening situations are listening to the radio, TV, films, lectures, or sermons. In such situations we usually don't have the opportunity to ask for clarification, slower speech or repetition.



## PARAPHRASE

Restating what another person has said in your own words.

Used when:

When the original language isn't particularly memorable, but the ideas are.  
When the original language is too difficult to understand.

## SUMMARIZING

Dictionary.com defines summary as

"Presenting the substance in a condensed form; concise"

Summarizing is how we take larger selections of text and reduce them to their bare essentials: the gist, the key ideas, the main points that are worth noting and remembering

How to:

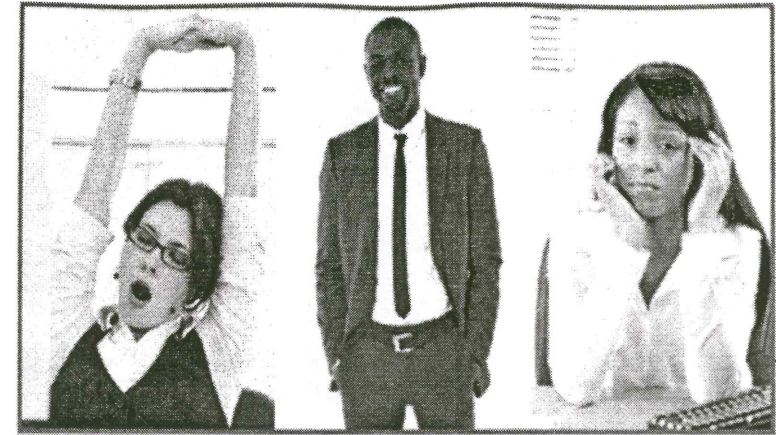
- o We take away the extra verbiage and irrelevant examples.
- o We focus on the heart of the matter.
- o We try to find the key words and phrases that, when uttered later, still manage to capture the gist of what we've heard.

## NOTE-TAKING

Note-taking is the primary method for documenting and summarizing the important information covered in your classes. Because you will be dependent on your class notes for study, you want to be sure that you get as much of the information on paper as possible. Some tips:

- o Concentrate on the speaker.
- o Take notes consistently.
- o Take notes selectively. Do NOT try to write down every word.
- o Translate ideas into your own words.
- o Organize notes into some sort of logical form.
- o Be brief. Write down only the major points and important information.
- o Write legibly. Notes are useless if you cannot read them later!
- o Don't be concerned with spelling and grammar.

## INTRODUCTION: NON VERBAL COMMUNICATION



A preacher delivers a particularly powerful sermon, and a member of the congregation remarks as she leaves, "Reverend, I didn't understand a word you said, but that was the best sermon I've heard in years!"

The boss walks briskly past the secretary and emits a muffled "Good morning"; the secretary decides it is going to be "one of those days."

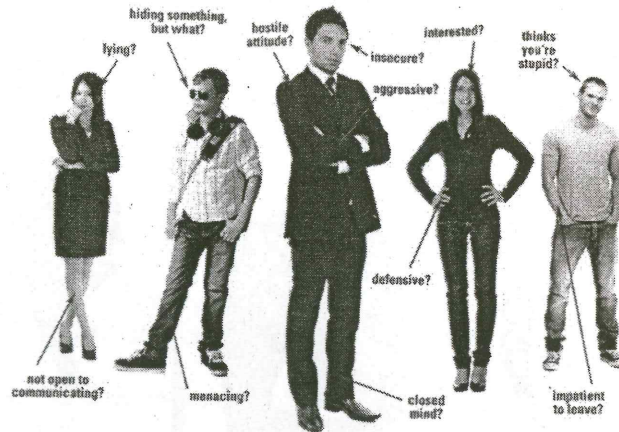
The effectiveness of your speaking depends not only on what you say but also on how you say it. Your nonverbal behavior can affect how other transceivers will respond to your message in a number of important ways.

Certain nonverbal behavior as you speak can cause receivers to quit listening. If your nonverbal behavior indicates to listeners that you are not interested in what you are talking about, your listeners might well conclude that your message is not important enough to listen to.



Some pointers to be kept in mind about the non verbal signs that we give out to other people have been discussed below:

### IT'S WHAT YOU DON'T SAY THAT COUNTS!



LEARN TO READ AND INFLUENCE PEOPLE THROUGH NONVERBAL COMMUNICATION.

### Posture

Posture can say a lot about a person. Confident people seem to naturally stand tall, while those who slouch look like they're down on themselves. Be sure that you're presenting yourself in a way that commands respect.

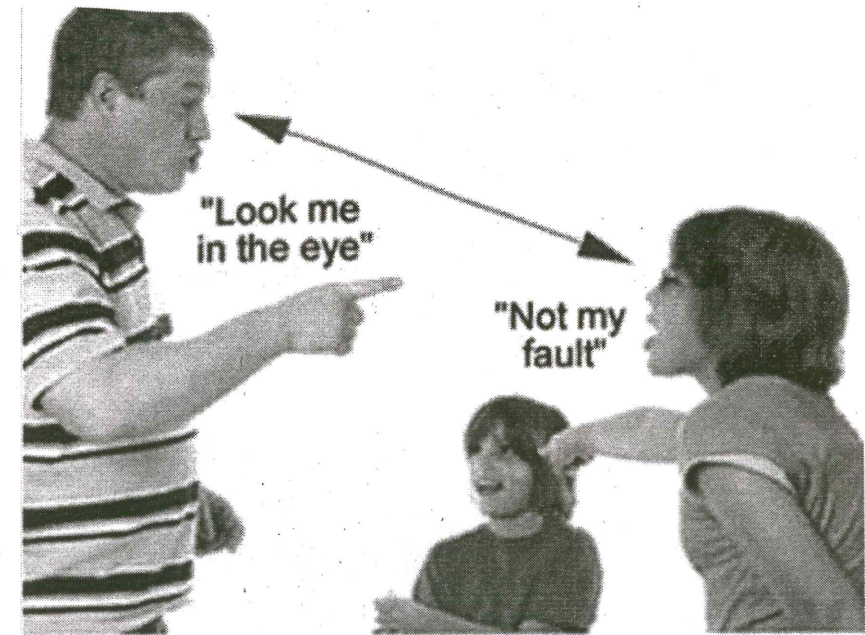
What to do:

1. Stand tall, even if you're the shortest person in the room. Keeping your shoulders pushed back will lend you an air of confidence.
2. Spread your weight evenly on both feet instead of leaning on one. You don't need to stand at perfect attention, just keep your feet apart so you balance well.
3. Take your hands out of your pockets, or you may be seen like you've got something to hide. Hold them loosely by your side.
4. Stand with your arms crossed behind your back. Your shoulders will get pulled back automatically.

What not to do:

- Don't stand with your hands on your hips if you don't want to come across as confrontational.
- Don't shuffle your feet. Pick your feet up and move like you know where you're going.
- Don't fidget with your feet. Drawing patterns with one foot on the floor shows you're not interested in what's going on.
- Don't lean against walls or tables. You'll appear tired and lazy.
- Don't turn away from the person you're talking to in the middle of the conversation, otherwise you'll show you're not interested in continuing it.

### EYE CONTACT



When holding a conversation, the person you're speaking with should focus on your eyes. They indicate your emotions and can show whether you're paying attention or not. Be considerate of what your eyes tell about you: show others respect and you'll get respect in return.

What to do: Look directly at the person you are talking to in order to exude confidence.

What not to do:

- Don't shift your attention to other people or things in the room. It shows deceit.
- Be careful not to glare at the person talking to you. You may think you look intensely interested, but you just look mad.
- Don't blink excessively. People will be distracted and wonder if there's something wrong with you.
- If you wear glasses, don't look over the rim. It makes you look condescending.
- Never wear sunglasses inside, especially during a meeting. Others will wonder if you have something to hide.
- Don't look at your watch unless you want to appear as if you're in a rush.
- Don't rub your eyes with your hands: it signals disbelief at the situation. When you pinch the bridge of your nose with your eyes closed, you'll come across in a negative manner.



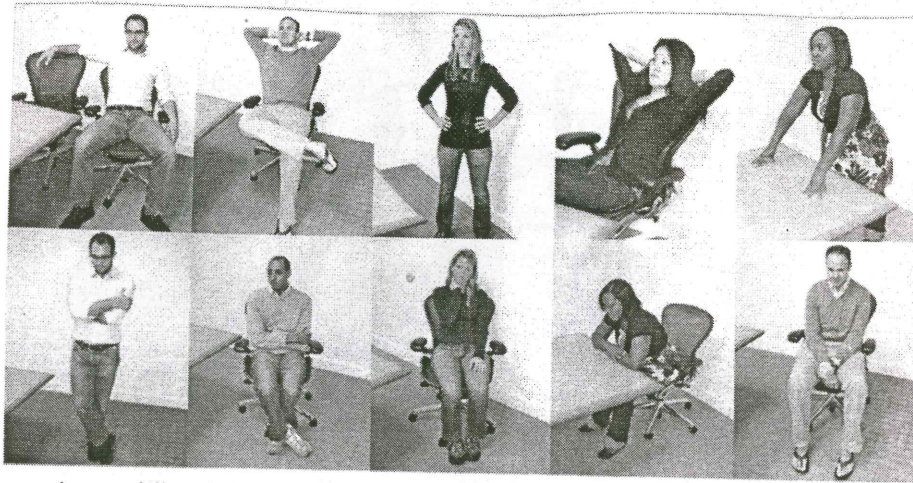
## SITTING PRETTY

"High Power" body language (top row)

vs.

"Low Power" body language (bottom row)

(Images courtesy of Amy Cuddy, Harvard University)



Your posture while sitting is just as important as standing. Your level of interest in a conversation can be easily read by the position you sit in. Be careful to position yourself in a way that shows you're powerful and actively engaged in what others have to say.

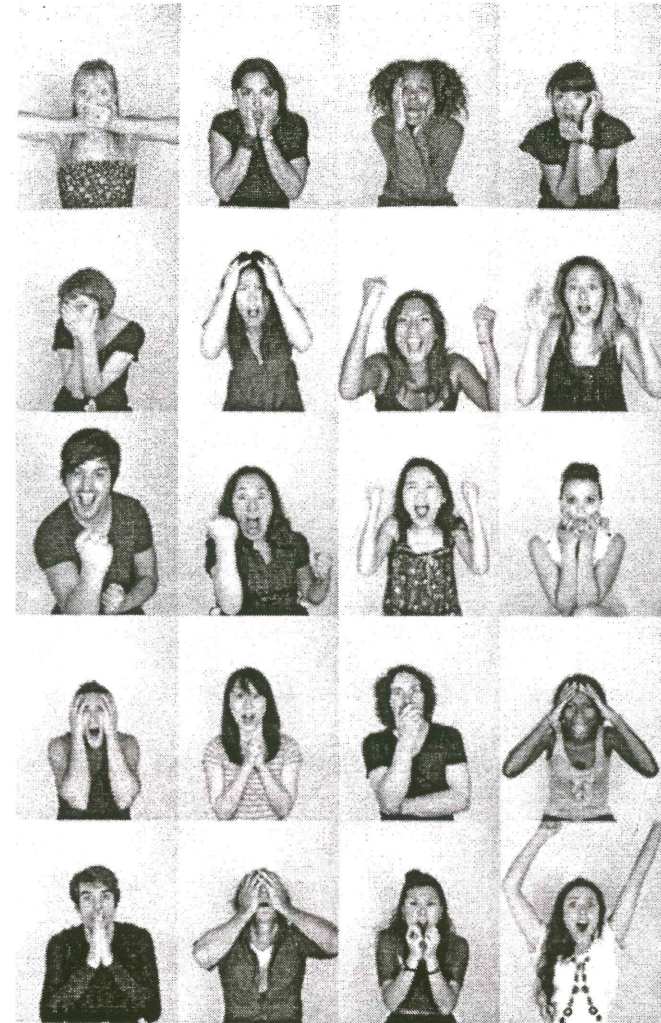
### What to do:

- Sit straight so that your shoulders touch the back of your chair. Slouching promotes the image of laziness.
- Rest your hands on the arms of your chair, place them on your knees, or fold them on your lap so that they are not a distraction.
- Make sure your chair is positioned so you're facing the person you're talking to. This will show that you're engaged in what they are saying.
- Lean slightly forward to appear interested in a conversation and stress what you're saying.

### What not to do:

- Don't cross your ankles. Some people think it's a sign that you've got something to hide. Sit with your feet on the floor to minimize distractions.
- Don't tilt your chair back so that it's standing on two legs. This shows a very casual, laid back attitude and does not earn you respect. You also run the risk of looking silly when you accidentally fall backwards.
- Don't cross your arms across your body. You may come across as disinterested.
- Stretching your legs out shows you're too relaxed and may also invade others' personal space.
- Never put your feet up on the desk in front of you. You don't want to come across as condescending.

## WIN, HANDS DOWN



Hand gestures are great for getting attention or making a point, but be sure that you're not creating a distraction. You want attention to be on your eyes and face while speaking, not on what your hands are doing. Command respect and control the interest of the conversation by keeping your hands in check.

### What to do:

- Open, face-up palms signal honesty and straightforwardness.
- Gesturing with your arms can help you make a point, but don't do so much that it's distracting.
- When you stroke your chin, it shows you're trying to make a decision. Be sure that you want others to know that's what you're doing.



- Make sure your palms are clean and dry. Sweaty palms indicate nervousness and are a turn off for most people
- Shake hands firmly: not too tight or too limp. You don't want to crush the other person's hands or come across as unsure of yourself.
- If the situation calls for paperwork, be sure to keep your papers in order with easy access to avoid looking disorganized.
- Rolling up your sleeves signals a casual, get-down-to-work attitude. Roll them up or down according to the situation.
- Removing your tie, top button, or jacket to indicate you're getting comfortable in your surroundings.

What not to do:

- Don't clench your fists. You'll come off as aggressive.
- Never point at someone, be it the person talking to you or anyone else in the room. It's rude.
- Don't play or fidget with your mobile phone when someone's talking to you. It shows avoidance and a lack of interest.
- Don't wring your hands: it signals despair.
- Don't scratch your head. You'll come across as being unsure of yourself.
- Don't touch your nose, play with your hair, or rub your eyes when you're being asked for an honest answer. They're all signs that say you're lying.
- Don't tap your fingers on a table or arms of a chair; you'll seem anxious.
- Don't run your fingers through your hair. It shows frustration.
- Don't doodle on the notepad in front of you, as this indicates boredom.
- Closing an open mouth with your hands shows you're shocked at what's been said or what you've seen.
- Never bite your nails. It will make you seem nervous.
- Don't fidget with objects lying on the table in front of you.
- Don't chew on a pencil or pen when talking to someone. It's unattractive and distracting.
- Don't sit with your palms on your cheeks. It shows you're deep in thought about something else.
- Don't clench the arms of your chair or your handbag too tightly. You'll portray yourself as nervous.
- Don't rub your hands together: it shows you're too eager.
- Avoid a two-handed handshake. It's usually connected to politicians who are not very sincere.
- Do not wipe your palms on your clothing. Use a handkerchief instead.
- If you pull at your ear, you may indicate that you're lying.
- Don't shake your fists at someone, as it is extremely aggressive.

## FACIAL EXPRESSIONS



**sadness**

- ① drooping upper eyelids
- ② losing focus in eyes
- ③ slight pulling down of lip corners



**contempt**

- ① lip corner upturned and raised on only one side of face



**anger**

- ① eyebrows down and together
- ② eyes glare
- ③ narrowing of the lips



**surprise**

- ① looks for only one second
- ② eyebrows raised
- ③ eyes widened
- ④ mouth open



**disgust**

- ① nose wrinkling
- ② upper lip raised



**fear**

- ① eyebrows raised and pulled together
- ② raised upper eyelids
- ③ tensed lower eyelids
- ④ lips slightly stretched horizontally back to ears





## A MATTER OF MANNERS

Practicing common courtesy is a basis for earning respect from others. If you're rude, people will avoid talking and working with you. Be polite to ensure you're putting your best foot forward.

What to do:

- When you need to offer comfort, a one-armed squeeze, gentle hug, or a pat on the shoulder helps, depending on how close you are to the other person.
- Open doors and allow others to walk before you.
- Cough and sneeze into your hands or a handkerchief, not into the face of the people around you.

What not to do:

- A handshake that goes on for an extended period of time may be considered inappropriate.
- Ruffling someone's hair may seem like you're being genuinely affectionate, but in a formal setting, it suggests you're being condescending.
- Don't shout when you're on the phone. Talk in a calm, volume-controlled voice.
- Don't huddle into a corner with your mobile phone while in a crowd of people. Get out and mingle instead. Keep your private conversations for a time when you're alone.
- Don't mock someone's mannerisms when you think they're not watching.
- Avoid taking a phone call when you're in the middle of a discussion.
- If you have a cold, don't blow your nose loudly in public.
- Never wipe your nose with your hands or sleeves.
- Don't multi-task in the middle of a conversation. It doesn't show dexterity, only callousness.
- Don't slam doors, no matter how angry you are.
- Don't snap or clap your hands to call someone over.
- Don't burp/belch loudly in public.
- Don't make faces or stick your tongue out behind someone's back. It's childish and rude.

## TAKE A GOOD LOOK AT YOURSELF

### First Impression

- Greet with a Smile
- Communicate with Warmth & Confidence
- Be Energetic & Cordial
- Give Respect
- Maintain Eye Contact
- Listen Attentively
- Stay positive
- Acknowledge & Appreciate



*You never get a second chance to create a first impression*

Carefully examining the way you present yourself can help you discover areas in which you may need improvement. Carefully groom your mannerisms and outward appearance to make your best impression and command respect.

What to do:

- Try and practice your mannerisms in front of a mirror so that you can discover your weak areas.
- Additionally, try videotaping your actions so you can find out where you're going wrong.
- Look at others who command respect and imitate their actions.
- Look good. You don't have to be wearing designer labels; it's enough to dress neatly in clothes that suit both you and the occasion.
- Smell good. Use deodorant and perfume, but go easy on it. You don't want to overpower the room with your scent.
- Keep your fingernails clean. Close cropped nails show you're neat and orderly, but if you prefer to wear them long, make sure they're groomed neatly.
- Wear footwear that allows you to walk comfortably and isn't noisy.
- Keep your work area and personal space neat and tidy. Avoid clutter and dust.

What not to do:

- Avoid revealing, dirty or wrinkled clothing.
- Don't wear too much makeup. Keep it to a minimum.
- And last, but not least, always smile. Smiles are contagious. When you smile, others can't help but smile back and feel positively towards you.

## STUDY TECHNIQUES

### CONCENTRATION

#### The Problem

In many colleges over 8% of the students report problems concentrating on their studies. Most of these students blame outside distractions for their problems. Many research studies manipulating noise levels and distractions have found that such disturbances may increase, decrease, or not even affect concentration. These researchers have therefore concluded that distracters don't cause concentration problems directly. It is the way the distracters are interpreted by the students that disrupts their study.

#### Creating a Study Environment

- [1] Find a place to study and keep it for study only.
- [2] Tool-up the environment with all study needs.
- [3] Control noise level and the visual environment to acceptable levels.
- [4] Avoid relaxing while working; create a work atmosphere.

#### When to Study

- [1] Best during the day and early evening; you'll remember better.
- [2] Best when there are the fewest competing activities in progress.
- [3] Best when adequate rest periods are provided.
- [4] Stop studying when fatigue or lack of attention occurs.

#### How to Study & Concentrate

- [1] When distracters are present, become intensely involved.
- [2] Keep a pad of paper handy to jot down extraneous thoughts that cross your mind while studying, get them out of your mind and on to paper.
- [3] Set study goals before you begin each period of study  
(Number of pages, number of problems, etc.)
- [4] Design adequate rewards after specified goals are attained.
- [5] Break-up the content of study by mixing up subjects and building in variety and interest and removing boredom.
- [6] Make the most of rest periods-do something quite different.
- [7] Don't try to mix work and play.
- [8] Start with short study periods and build to longer periods only as fast as you maintain concentration.
- [9] If necessary, make a calendar of events to clear your mind of distractions.
- [10] Realize that you won't lose friends, respect, or a "good time" just because you're studying... these will keep.

[11] Plan the length of your study period by the amount of material you have decided to cover, not by the clock. (Often the clock is one of the most serious distracters.)

#### Diagnostic Matters

It is probably necessary that you identify which subjects are related to the most serious concentration problems. You may notice that you really don't give yourself a chance with these subjects because of the time, order, or place you use to study. It may also be valuable to assess what your motives are for studying in the first place? What is your reward for your efforts?

### EIGHT WAYS TO AID YOUR MEMORY

It is more natural to forget something than to remember it. If you intend to remember something, apply as many of the following techniques as possible.

1. Be flexible. Experiment with many learning procedures. Be willing to abandon outmoded and faulty learning procedures so you will be free to acquire new and more efficient methods.
2. Overlearn. In order to retain anything learned, you must practice and reorganize it into your current ongoing activity. One way to do this is to incorporate the learned material as part of your present habit system. Use it in speaking and writing. Act out the material as a rehearsal of a part in a play-a process known as role-playing. This is especially helpful in learning a foreign language.
3. Schedule. Schedule your study time so that the time at which something is learned or relearned is close to the time at which it will be used.
4. Rephrase and explain. Try a little role-playing. Take the point of view of the teacher, for a change. Rephrase and explain the material, in your own words, to a classmate. Allow your classmate to criticize your presentation. Then let the classmate be the teacher, while you criticize. If you can't explain something, you don't really know it.

Many students adopt the so-called warm-body attitude toward learning. A "warm" feeling toward one particular answer becomes the basis for its selection, regardless of whether one really knows why the answer is correct. This attitude is the result of classroom examining procedures in which true-false and multiple-choice items are used exclusively for testing. Testing in this manner encourages the attitude that mere recognition of the most probable answer constitutes learning.

Even though a particular course may not require adequate recall by using more penetrating recall-type questions, don't allow yourself to fall into this warm-body learning trap. Insist on testing yourself! If you can explain the



material, most certainly you can pass any "objective" test calling for superficial recognition. However, the reverse is most certainly not true. Learning only to a point of recognition, and depending on your ability to ferret out the correct response, is insufficient for total-recall kinds of tests. Sooner or later this habit will result in total failure in a demanding test situation.

5. Eliminate accidental and unrelated associations. A study situation in which a phone is constantly jangling produces breaks in the mental association process. Remove the receiver. The only suggestion that can be made for the elimination of television during the study period is to donate the set to a family that is not involved in higher education.
6. Eliminate previous mistakes. Take note of all previous mistakes and make every effort to eliminate them from future practice. It has been shown experimentally that consciously reviewing mistakes, making note of exactly why they were incorrect, helps to reinforce the correct response. This process is sometimes referred to as negative practice.
7. Decide on an order of importance. Some things are more important than others. In a particular study unit, decide what these are and organize the important material into an outline or framework. "Over-learn" this particular framework.
8. Become emotionally involved. Assume the attitude that you fully believe the viewpoint of the author. Strive for perfection. You may never achieve it, but you will most certainly improve your performance. Learn to discuss your current beliefs calmly with people holding different attitudes. Cite authorities to back up your position.

## ACTIVE STUDY

### A. Introduction

Learning takes time. Very few people have photographic memories. Learning requires repetition- meaningful repetition. This is why active study techniques are so vitally important. The "recording disk" of the brain accepts new material much faster if it "hears," "sees," "feels," "tastes," and detects motion (kinetic energy) during input or recording time. Then too, the more we repeat, the longer lasting the impression. If you are able to place abstract ideas into diagrammatic form, you will remember the concept.

### B. Mnemonics

Material that is difficult to master can be organized by finding the key words in each point, noting the first letter, and arranging the letters into a sense or nonsense word (the sillier, the better). Examples:

1. What are the qualities of a scientist? (Mnemonic answer: PIPOC)
  - P ersistence
  - I ntelligence
  - P atience
  - O riginality
  - C uriosity

### C. Study Cards

In printing study cards, the student is using kinetic energy (energy in motion), thus making the impression stronger on the brain, and the student will be able to use the cards for overlearning. Another reason for having students make study cards is that they are convenient to carry and flip through for mastery. Reading the cards silently, however, is too passive. Go over the cards orally. A student will not master the cards by passively reading them. Learning requires the expenditure of energy. The student must be actively engaged in producing the sounds, using muscles and burning energy to make the sound.

### D. Memory

1. General points to consider
  - a. The student must focus his or her attention on whatever needs to be remembered. If you intend to remember something, you probably will.
  - b. The student must be "sold" on the course. Why is this subject worth knowing? Correlative reading may enhance the student's interest. For example, historical novels are a way to learn history. The greater the knowledge, the greater will be the interest.
  - c. Help the students classify and associate. Many authorities feel that you will master information faster if you learn in groups of seven or fewer at a time.
  - d. Have the students overlearn through repetition.
2. Association is a key to memory:
  - a. You remember approximately 10 percent of what you read.
  - b. You remember approximately 20 percent of what you hear.
  - c. You remember approximately 30 percent of what you see.
  - d. You remember approximately 50 percent of what you hear and see together.
  - e. You remember approximately 70 percent of what you say (if you think as you are saying it).
  - f. You remember approximately 90 percent of what you do.



# RESUME BUILDER

To start your resume, begin by determining your objectives (do this prior to writing the resume). Clearly state what sort of a job you want and know what skill-set and experience is needed to do well in that job. After your objectives are determined, prioritize the content of your resume to suit those objectives. You have a small window of time to get the interest of a hiring manager so brevity and focus is essential. A lengthy resume does not translate to higher qualification.

Remember: the interview is the place to elaborate on your accomplishments and evaluate work-style cultural cues. Not the resume.

## 1.) Use Bulleted Sentences

Use bullets with short sentences to structure the body of your resume. The main selling points of your resume should be clear and quick to scan. Again, don't worry about the specifics; you will go into the details during the interview.

## 2.) Use Action Words

Use action words like prepared, managed, developed, championed, monitored, and presented will cause your resume to stand out. Avoid using the same verb over and over. If your resume is scanned electronically, the computer will pick up on the words. Some companies now scan in your resume and have computers pull those that meet certain criteria. The computers are looking for one thing – the keywords that have been picked by the hiring manager.

## 3.) Highlight your strengths

Highlight your strengths, and what is most relevant to the potential employer. Incoming resumes are typically reviewed in 10-30 seconds, so put forth the effort and

determine which bullets most strongly support your job search objective. Put the strongest and most relevant points first where they are more apt to be read.

## 4.) Match the need they have

Match the need they have – Review job postings online and in the newspapers for positions that interest you. Each position will usually have a brief blurb about the company and the position available. Use the keywords listed in these ads, and match them to the bullet points in your resume. Chances are that you have some of these as key points already, however if you have missed any, add them to your resume. Using a custom resume instead of a generic one will greatly increase your chances of an interview, as you will be a better match in the eyes of the reader.

## 5.) Be positive

Above all in your resume and interview – you must be positive. Leave out negatives and irrelevant points. If you feel your graduation date will subject you to age discrimination, leave it out of your resume. If you do some duties in your current job that don't support your job search objective, don't include them. Focus on the duties that do support your objective, and leave off irrelevant personal information like your race, weight, and height.

## 6.) White space is important

White space is important. Open up the newspaper, and take note of which ads first catch your attention. Are they the ads that are jammed full of text or are they ads that have a large amount of unused space ("white space"). This is done to grab your attention, as readers are always attracted to open areas. So don't worry if you are having a hard time filling the page with text; consider increasing leading or kerning to align text to fit the page layout.

## 7.) Formatting Guidelines

How long should my resume be? What size font should I use? – The font size should be no smaller than 10 point, standard serif or sans serif fonts. Don't use intricate fonts that are hard to read.. The length of your resume should be 1-2 pages. Yes, you read correctly; you can use more than one page. But remember, keep it concise. It's ok to use two pages for your resume, however it is not necessary

## 8.) Get Third Party Advice

Ask a friend, and get an outside opinion on your resume before sending it off. – Have a friend or resume review service review your resume. Since you are so close to your situation, it can be difficult for you to note all your high points and clearly convey all your accomplishments. Having someone subjectively review your resume can give you insight into how others will view your personal marketing materials – would your resume impress them? If not, why? Don't settle for – "it's good", and encourage them to ask questions. The questions of the reader can help you to discover items you inadvertently left off your resume. Take their



comments into consideration, and revise your resume accordingly. In addition to adding in missed items, their questions can also point to items on your resume that are confusing to the reader.

### 9.) Start Applying

OK, you're ready! Apply for jobs that appear to be above your qualifications, apply to positions that are a match, and apply to positions which may be below your level. Why? Perhaps the position below will turn out to be more than it appeared once you interview for them. Or perhaps once you have your foot in the door you can learn of other opportunities. If nothing else, interviewing more and more will increase your interviewing skills. Like anything else, repetition will decrease your nervousness, and increase your skills at attacking tough questions.

## INTERVIEW TIPS

We present a few tips that will help you to brush up on your interview skills and come out as a winner from your next interview!

1. Plan to arrive 10 minutes early. This will give you ample time to catch your breath, gather your thoughts and make a quick trip to the washroom to give your appearance one final check. To avoid unnecessary stress, choose your interview attire the night before.
2. Greet the interviewer by his or her last name. If you are unsure of the pronunciation, do ask the employer to repeat it. Or better still, check it with the front desk personnel or receptionist before walking into the interview room.
3. Let the interviewer lead the conversation but try to get him/her to describe the position and duties to you early in the interview. This will allow you to apply your background, skills and achievements to the position.
4. When asked: "Tell me about yourself?", focus your answers on your background and a few professional and personal accomplishments.
5. Stress on your achievements. For example: your sales records, the processes you have developed or systems installed, projects that you initiated, etc.
6. Show enthusiasm. This can be demonstrated through verbal and non-verbal cues (for example, appropriate body language like nodding can be used to support your interest). Enthusiastic feedback can enhance your chances of being further considered.
7. Answer questions by speaking in terms of the position. Emphasise what you can do for the company. Mention specific accomplishments that show your abilities and determination to succeed in this job. Your answers describe the position and duties to you early in the interview. This will allow you to apply your background, skills and achievements to the position. Should tell the employer why you would be an asset to the company and not why you need a job.
8. Bring an extra copy of your resume.
9. Explain whenever possible; don't answer with a simple "yes" or "no."

Be prepared to answer questions such as:

- \* Tell me about yourself.
- \* Tell me about your background and accomplishments.
- \* What are your strengths? Weaknesses?
- \* How would you describe your most recent job performance?
- \* What interests you about our company?

Also, be prepared to ask questions such as:

- \* What would I be expected to accomplish in this position?
- \* What are the greatest challenges in this position?
- \* How do you think I fit the position?

Remember, your lack of questions may be mistaken as lack of interest in the job.

## SOME POINTS FOR ATTENDING A INTERVIEW

If you are interested in the position, stress this to the interviewer. If you get the impression that the interview is not going well and that you have already been rejected, do not let your discouragement show. Once in a while an interviewer who is genuinely interested in you may seem to discourage you as a way of testing your reaction. Remember to thank the interviewer for his/her time and end the session with a confident and firm handshake.

Some interview pitfalls to avoid:

1. Don't arrive at the interview late.
2. Don't over or under dress or dress inappropriately for the position. First impressions do count and you want to be dressed to show that you fit into the desired role.
3. Don't wear strong perfume.
4. Don't forget to take with you extra clean copies of your CV as well as a notebook and pen with which to take notes.
5. Don't forget to shake the hand of the Interviewer firmly - a limp or sweaty handshake will not be looked on favorably.
6. Don't chew gum, smoke, eat or drink at the Interview.
7. Don't act distracted. Look the Interviewer straight in the eye and give him your full and undivided attention.
8. Don't let your body language send the wrong messages. Be aware of the nonverbal cues you are sending out! Sit upright and straight in the chair facing the employer and smile. Lean forward occasionally to express interest. Avoid crossing your arms or legs in front of you (suggests defensiveness), slouching in the chair (suggests sloppiness and lack of energy), leaning too far back (may be interpreted as being overly familiar and disrespectful), talking to the floor (lack of confidence) or flirting.



9. Don't refer to the Interviewer by his first name unless he specifically asks you to do so.
10. Don't talk about your weaknesses or failings or apologize for lack of education, experience, training etc. Everyone has weaknesses; the Interview is the time to showcase your enthusiasm and strengths.
11. Don't make derogatory comments about previous bosses or peers. This is never acceptable and particularly works against you in the Interview.
12. Don't act tired or jaded. Employers are invariably looking for someone to energize, inspire and uplift the team. Try to act enthusiastic and full of energy and motivation.
13. Don't act unfocused and uncertain about what you want. Whatever interview you're in - you want THAT job.
14. Don't lie. Answer briefly, truthfully and concisely.
15. Don't interrupt.
16. Avoid giving 'yes' or 'no' answers. Support your answers with examples and be as factual and concise as you can.
17. Don't talk too much. Focus your answers on the particular question and on your related strengths. Watch for signals that the Interviewer is losing interest and stop talking immediately.
18. Don't talk about your personal life. You have not been hired yet so keep it professional. This is no the time to talk about failed love lives, a husband who asked you to quit your job etc.!
19. Don't treat questions as jokes or try to be too funny.
20. Don't ask about holidays, perks, hours or compensation until you've actually been made a serious offer.
21. Don't act overly confident or superior. Ultimately, unless you are applying to the very senior level positions, the Interviewer is looking for someone who is manageable and will fit into the team.
22. Don't drop names of influential friends and acquaintances unless you are passing a message or someone has referred you. Be very careful and professional when you mention names of clients and make sure you are never giving out confidential information.
23. Don't leave abruptly. Shake the Interviewer's hand firmly, thank him for his time and ask what the next step will be.

## **SOME FREQUENTLY ASKED QUESTION AT INTERVIEWS**

### **1. Tell me about yourself.**

Keep your answer short and focused on your professional life. This is not the time to bring up relationships, childhood experiences, family etc. A brief history of education, career and special interests is what is called for here. End it with why you are interested in this particular job.

### **2. Why are you applying for this particular job?**

Show interest and demonstrate that you have researched the job and know what you are getting into. Bring up evidence from past work/ studies that supports your interest in this role and any skills you have acquired in preparation for the role. You can say something like 'I would like to work for a leader in innovative network and telecommunications solutions and my college degree in computational mathematics has given me a solid background for this role. Mention the value-added you can bring to the job.

### **3. What do you know about our company?**

Indicate what you have learnt from your research activities - from their annual reports, newspapers, word of mouth, other employees etc. Use this to flatter them and show that you have done your homework.

### **4. What makes you qualified for this particular job?**

Again, explain that you are very interested in the job and demonstrate what it is about your past experiences, education and qualifications that makes you ideal for the job. Show enthusiasm and support your answers with evidence wherever you can (e.g. my summer internship at Citibank gave me broad exposure to the area of equity analysis and I think I can apply many of the tools I learnt there in this job). Elaborate on all the past experiences and skill sets that make you suitable for the job. In cases where your past experience is not directly relevant, you can still find elements of it that can be useful. Play up team skills, computer skills, leadership roles, specific courses and independent research activities that can be useful to the job at hand to show your initiative even where you don't have directly relevant job experience.

### **5. What can you do for us that someone else can't?**

Demonstrate key strengths, skills and personal characteristics.

### **6. Why should we hire you?**

See 3. Because you have all the experience/ traits/ credentials demonstrated in 3 and in addition to being qualified, you are enthusiastic, intelligent, hardworking, flexible and willing to learn. Also mention any key relationships you may have that may assist you in the job.



### **7. What do you look for in a job?**

Be honest. Also mention keywords such as challenging, steep learning curve, good work culture, demanding, rewarding, opportunities for advancement and growth, team environment, opportunity to build and maintain client relationships etc.

### **8. Why are you looking to make a career change?**

Mention your interests and make sure you bring up all skills/ experience however insignificant that can support your move in this new direction. It is quite common in this day and age to make a career switch. You need however to show that you have very carefully thought about the change, have a strong interest in the new career and can use some of your previous skills/ education/ relationships to make that move.

### **9. Why did you leave your last job?**

Do NOT use this as an opportunity to badmouth past employers or peers or talk about a failure of any sort. Any of these answers are acceptable: you were looking for a new challenge, your learning curve had flattened out in the previous job and you were looking for a new learning opportunity, the company or department were restructuring, you were ready to start something new after achieving your career goals at the previous company etc.

### **10. Why do you want to work for us (as opposed to the competitor companies)?**

Demonstrate that you know something about the company, that you believe they are leaders/ innovators in what they do, or you think their work culture is exactly what you are looking for, or you like their product(s) or you have friends who work there and have always been attracted to the company etc. Flatter the company and show you know something about it.

### **11. How long will it take you to start making a meaningful contribution?**

Show that you are enthusiastic and willing to learn and will put in all the hours and effort necessary to learn the ropes and start making an immediate contribution. Indicate that your past experiences/ skills/ credentials will enable you to make an immediate contribution at some level while you quickly learn all new aspects of the job. An Interviewer wants someone who is willing and able to learn and will make a return on his investment sooner rather than later.

### **12. What are your strengths?**

See 14 below. In addition, keywords such as good team player, work very well under pressure, very creative, very strong quantitative or computer skills, and very strong client relationship skills may be appropriate depending on your chosen field.

### **13. What are your weaknesses?**

Do NOT mention key weaknesses here. This is not the place to say you are bad at meeting deadlines or you never mastered high school mathematics etc. Turn this question around to your benefit. For example, you are 'overambitious' or 'extremely attentive to detail' or 'like to take on too many projects'. Make it sound positive.

### **14. What are your career goals?**

Show you have thought forward and are committed to your career.

### **15. How would you describe yourself?**

Any of these are good examples of attributes employers are looking for: intelligent, hardworking, quick to learn, enthusiastic, honest, efficient, productive, ambitious, successful and compassionate (in the medical fields).

### **16. How would your colleagues describe you?**

Do not bring up anything negative here.

### **17. How would your boss describe you?**

They will check references anyways so bring up the most positive attribute you can think of about yourself e.g. hardworking, honest etc. and leave it to your Boss to say anything to the contrary.

### **18. What did you most like/ dislike about your past job?**

Do not use this to badmouth past jobs/ employers. Keep it light and in your favour eg I outgrew the job, there wasn't a clear career progression, I wasn't learning anything new etc. Ideally, you will have loved your last job and would like to achieve the same kind of success and job satisfaction in a more challenging area as you have now 'outgrown' that job and are ready for 'new challenges'.

### **19. Describe a situation in your past where you showed initiative?**

You could describe any new methods you came up with to do your job or to save money for the company or to turn around a bad situation. It can be something as simple as changing a filing system, or establishing a relationship with a vendor that saved your department a lot of money. If you are in sales, you may want to talk about how you brought in that big account. Creatives may talk about how they came up with that cutthroat image or design that brought in the business.

### **20. What were your main responsibilities in your last job?**

Have these ready and list them all. Dwell on the ones that are most relevant to the new job. This answer should be smooth and practiced.



### **21. What do you consider your greatest accomplishments?**

Many of us have one or two milestones in our career that we are very proud of e.g. that early promotion, that 'huge' deal we brought in, the design we came up with, the costs we saved, the revenues we increased, the people we trained, a new invention or process we came up with etc. Examples of accomplishments may be: 'Reduced costs by X%'; or renamed and repositioned a product at the end of its lifecycle, or organized and led a team to do XYZ, or achieved sales increase of

X% etc. If you are a fresh college graduate, talk about extracurricular activities, leadership roles and grades.

### **22. Describe your management style (if relevant)**

No answer

### **23. Do you work better in teams or independently?**

Show that you are a proactive team player and like to bounce ideas off others and get input; however you are very capable of working independently (give examples).

### **24. How do you work under pressure?**

Well. Give evidence.

### **25. What other jobs have you applied for?**

Don't mention jobs in different career directions (e.g. advertising and investment banking). Do however bring up any other offers or interviews from competing firms.

### **26. How did you do in college?**

Keep it positive. It's okay to say you were very busy making the most of college and were very involved in sports, activities, social life etc. Employers want human beings not robots. Mention the areas you did very well in even if it was just one or two courses you excelled in. They will check for themselves.

### **27. What kind of hours would you like to work?**

Employers want to see flexibility. Indicate you are willing to put in whatever hours are necessary to finish the job. Do however mention any constraints you have e.g. you would like to be home to pick your kids up from school at 3:30. Most employers are willing to work around your constraints if you show flexibility on your side as well.

### **28. Do you have any questions for me?**

YES you do. Questions engage the Interviewer and show your interest. Ask questions that show you know something about the company or the job, that you are planning ahead, that you are anxious and willing to learn the ropes and that you are committed to the position.

## **TELEPHONE ETIQUETTE**

Whether at work, at home, or on your mobile phone, here are 8 solid telephone etiquette tips everyone should be displaying at all times.

### **1. Always identify yourself at the beginning of all calls.**

A) When in the office, always answer a telephone by saying: "Hello/Good Morning, Accounting Department, Prakash Rao speaking."

B) From a cell phone, either simply say Hello, or state your name, Hello, Prakash Rao here. Do not answer by using words such as "yeah" or "yes."

C) When placing a call, always state your name along with the name of the person you are calling. Example: "Hello, my name is Pramod Nayak from XYZ Corporation. May I please speak with Ms. Jane Smith?"

### **2. Be sensitive to the tone of your voice. Do not sound overly anxious, aggressive or pushy. It is important your tone conveys authority and confidence. Do not lean back in your chair when speaking on the telephone.**

Tip: Sit up in your chair or stand during the conversation. When at home, use a personal tape recorder to privately record your own conversations. You will then hear how you sound to others.

### **3. Think through exactly what you plan to say and discuss BEFORE you place a call.**

Tip: Jot down the items you want to discuss and questions you want answered. In other words, anticipate and expect you will be placed into a voicemail system; plan your message to be as direct and specific as possible, asking the person to respond to specific alternatives or questions. Do not say, "Hello, it's Prakash, call me back." At least state the subject about which you want the person to call you back about.

### **4. Do not allow interruptions to occur during conversations. Do not carry on side conversations with other people around you. The person on the telephone takes precedence over someone who happens to walk in your office or passes by while you are on the phone.**

Tip: If you must interrupt the conversation, say to the person, "Please excuse me for a moment I'll be right back." And when you return, say, "Thank you for holding."



5. Especially when leaving messages, speak clearly and slowly. Do not use broken phrases, slang or idioms. Always, always leave your return telephone number as part of your message, including the area code . . . and S-L-O-W-L-Y, including REPEATING your telephone number at the end of your message.

Tip: Practice leaving your number, by saying it aloud to yourself as slow as you have heard an informational operator say it.

6. Build the habit of always turning off your cell phone ringer when entering a meeting, restaurant, theater, training class, or other place where the purpose of your visit would be interrupted or others would be disturbed by hearing your cell phone ring.

Tip: If you are expecting an important call, inform the caller you will be in a meeting during certain times and state you will monitor your message indicator for when it illuminates you will excuse yourself to leave the meeting and return the call.

7. Always speak into the telephone receiver with an even and low tone of voice. Especially when speaking on a cell phone out in public, be sure to monitor how loud you may be.

Tip: Move the phone ear piece just slightly away from your ear and listen to yourself speaking. Discover whether you are speaking too loudly or too quietly for the other person to hear you.

8. Do not allow yourself to be distracted by other activities while speaking on the telephone, such as rustling papers, chewing and eating, working on the computer, or speaking with someone else. Most importantly, do not use a hand held cell phone while driving. Get a headset or speaker phone for the car.

Tip: Always treat every caller with the utmost courtesy and respect by giving him/her your undivided attention.

## **EMAIL ETIQUETTE**

The digital age has made communication much easier and more hassle-free, what with several apps available for mobile phone chat. However, people often forget that they have to use a different, more formal tone for official email correspondence, and end up peppering their emails with too many emojis and abbreviations. Here are a few tips to keep in mind when you're sending out a work email.

1. **INTRODUCTIONS ARE IMPORTANT:** Always introduce yourself if you are writing to someone you don't know or haven't corresponded with previously. If you've got the sender's address from a mutual friend, mention that in your email. Introducing yourself is especially important if you're sending out a survey or questionnaire to people whose addresses you have got from a database.
2. **ALWAYS RUN A SPELL-CHECK:** It's important to run a spell-check for official correspondence, especially if you're sending an email from your phone. You don't want the auto-correct feature to backfire on an official email, after all. Ensure your grammar and punctuation are correct as well.
3. **USE THE REPLY-ALL FEATURE SPARINGLY:** Only use the reply-all feature for an email that really needs it. If the reply is meant for only one person, just reply to him/her. And don't use it to reply to a sender's greetings for the festive season — you could find yourself being blamed for starting an unnecessary email thread.
4. **USE BCC FOR GENERIC MAILS:** Use the Bcc field for when you are sending out mails to a very large number of people who may not all know each other. It's also a way to ensure that all your contacts' addresses are not out there for people unknown to them to access.
5. **RESTRICT THE NUMBER OF ATTACHMENTS YOU SEND:** Send heavy files via file-hosting services so that you don't clog the recipient's inbox. You could also zip files or resize pictures. If you know you're sending an email to someone who accesses his/her inbox on the phone, don't send several attachments with it.
6. **DON'T OVER-ABBREVIATE:** Don't use too many abbreviations or in your email, like FYI, PFA, PDF or FYR. It may confuse the recipient, who may also get the impression that you don't have the time to type out a proper email. If you must use them, restrict it only to the subject line.
7. **FORMATTING FUNDAS:** Do not use all caps and bold fonts as this will give the recipient the impression that you are shouting at him/her. The same goes for underlining in the middle of a lot of text. Don't use fancy fonts or multiple font colours either.
8. **WATCH YOUR TONE:** Always be careful about how your email sounds. It may be an official email, but it should not sound too abrupt. You shouldn't sound over-friendly either, especially if this is the first time you are corresponding with the recipient. Moreover, don't send out an email if you're upset. Save it as a draft and re-read it when you're calmer.
9. **FIX YOUR FORWARDS:** Make it a point to clean up forwards before you, in turn, forward them to other people. Not only does this make the email look cleaner, but it also ensures that you don't give away anyone else's email addresses.



**10. CHECK WHO YOU'RE SENDING AN EMAIL TO:** Always check the To field of an unsent email before you send it. You don't want the wrong email being sent to the wrong person.

What every official email should contain

**Subject line:** This is the first thing that recipients will see in their inboxes and it will determine whether they will read it or not. It should be clear and direct.

**Salutation:** Always start an email by greeting the recipient by using the word 'dear' followed by his/her name. If you aren't on a first-name basis with the recipient, use a title and a surname.

**Concise body:** Get straight to the point. If you have more than one issue to address, start with the most important, and list the rest point-by-point.

**Sign off:** Always sign off on your emails. Phrases like 'Yours sincerely' and 'yours faithfully' are acceptable for formal emails. 'Best regards' or 'kind regards' work in most other situations.

## **BUSINESS ETIQUETTE.**

As times change, so do social norms for personal and professional behavior, but that doesn't mean basic etiquette doesn't matter. Performance and quality are important, too, of course, but not exclusively. We sometimes forget that business is about people. There is no shortage of competent and reliable people in the business world and manners can make the difference. Wouldn't you rather collaborate with, work for or buy from someone who has high standards of professional behavior?

Many, but not all, of us follow these 15 time-tested rules of better behavior. Do you?

1. **When in doubt, introduce others.** Always introduce people to others whenever the opportunity arises, unless you know that they're already acquainted. It makes people feel valued, regardless of their status or position.
2. **A handshake is still the professional standard.** Not only does this simple gesture demonstrate that you're polite, confident and approachable, it also sets the tone for any potential future professional relationship. In a very casual work atmosphere, you might be able to get away with a nod or a hello, but it's worth it to make the extra effort to offer your hand.
3. **Always say "Please" and "Thank you."** This should go without saying, but even in a very casual professional atmosphere, this basic form of courtesy is still imperative. Today, sending a thank you e-mail is perfectly acceptable, but a handwritten thank you note is always a nice touch.
4. **Don't interrupt.** We've become a nation of "over-talkers," so eager to offer our own opinions or press our point that we often interrupt others mid-sentence. It can be tongue-bitingly difficult to force ourselves not to interject, especially when the discussion is heated. Don't. It's rude and shows disrespect for the opinions of others. Remember, be assertive, not aggressive.
5. **Watch your language.** Verbal and written communications are often much less formal than in times past, but be careful to choose your words wisely. Of course, derogatory, rude or offensive language is unacceptable, but so is slang. While it may be commonplace in our society, it's never acceptable in a professional atmosphere.
6. **Double check before you hit send.** While we're on the subject of communication, always check your e-mails for spelling and grammar errors. Since the advent of spell check, there is no excuse for typos. Also, do a quick read to make sure the meaning and tone are what you wish to convey. And no smileys, please.



7. **Don't walk into someone's office unannounced.** It's disrespectful to assume that you have the right to interrupt other people's work. Knock on the door or say hello if it's open and ask if it's a good time to talk. If the discussion is going to take more than a few minutes, it's a good idea to call or e-mail and schedule a good time for both of you.
8. **Don't gossip.** It's so hard sometimes to resist engaging in a little "harmless" gossip. But the reality is that gossip is never harmless. It is most certainly damaging to the subject of the gossip, but it also reflects poorly on you. It's natural to be curious and interested in what other people are doing, but talking about someone who is not present is disrespectful.
9. **Don't eavesdrop.** Everyone is entitled to private conversations, in person or over the phone. The same goes for e-mail; don't stand over someone's shoulder and read their e-mails.
10. **Acknowledge others.** When someone approaches you, acknowledge him or her. If you're in the middle of something important, it's fine to ask them to wait a minute while you finish. If you pass someone in the hallway or on the street, but don't have time to talk, at least wave a hand and say hello. Busyness is not an excuse to ignore people.
11. **Avoid the "Big Two."** We have blurred many of the personal and professional lines, but politics and religion are still off-limits. These topics are highly charged minefields for a professional atmosphere. Leave them at the office door.
12. **Be on time.** We're all busy. Being punctual shows others that you value their time. Being late doesn't mean that you're busier than other people; it just means that you're inconsiderate.
13. **No phone during meetings.** When you're in a meeting, focus on the meeting discussion. Don't take calls, text or check e-mail. It's disrespectful to the other attendees, not to mention, extremely annoying. It also makes meetings last longer because the participants keep losing focus.
14. **Don't be a business card pusher.** Don't simply hand out business cards to everyone you meet. It's a bit aggressive unless you're on a sales call. Ask for the other person's card, offer to exchange cards or at the very least, ask if you can leave your card before you reach in your pocket.
15. **Show genuine interest.** Keep eye contact and make an effort to truly listen to what others are saying. We are so easily distracted in this climate of increasingly short attention spans; we often can't wait for the other person to hurry up and finish so we can move on to the next thing. Resist the lure of distraction and haste. Take the time to ask questions and show an interest in the other person's thoughts.

## Alternative Careers

### Career in Copywriting

by Abhishek Rao



#### **A little about myself-**

My name is Abhishek Rao; after doing my Bachelors in Mass Media (BMM), I went on to do a course in film making and ended up as an Advertising Copywriter. As I had a penchant for creative writing, this was a natural career choice for me!

#### **A little about Copywriting:**

If I ask you what product does Jaya Rekha and Sushma use to wash their lines; you would already hear the Nirma song playing in your head! This is essentially the job of a copywriter - To create ideas and messages for brands that customers can remember when they step out to buy products.

But copywriting isn't just about writing flowery words. You need to have a keen eye for detail and understand the society around you. Curiosity and a thirst for knowledge is a requiem for the job. Eventually, you are convincing a man or woman to spend their hard earned money on a product that may or may not make their life easier.

Copywriting is not a god given talent, but is developed over time by understanding customers, their habits, tastes and lifestyles.

#### **What do I need to be a copywriter?**

Copywriters come from all walks of life. Step into an advertising agency and you will see copywriters who were previously doctors, engineers and accountants! As long as you are creative, inquisitive and a little eccentric; the doors of copywriting will welcome you with open arms!

Remember, advertising relies on the rule of KISS- Keep it Simple Stupid! As a copywriter, you need to have a good knowledge of what your audience can understand and thus, you need to touch their hearts and not complicate their life further!

Copywriting isn't limited to television or radio. It includes print, digital, hoardings, SMS campaigns, flyers and everything under the sun that can grab attention. You need to be really passionate about the job and should not blink an eye when you are working on tight deadlines and late nights. The job is hectic but very rewarding.



### What's in it for me?

Copywriting has a lot of benefits: One, it gives you complete creative satisfaction and there is never a dull moment on the job. From personal experience, I have never come across a copywriter who hates his job. Going to work is like a treat for most of us and we love burning the midnight oil! Financially, it is quite rewarding. Unlike some jobs, your pay scale depends on your work and the better your work is the higher the pay! It is a sound source of income and most advertising agencies pay decently. If you are looking to be a copywriter, you can start as an Intern and move up the ladder on the basis of your work. In a nutshell; if you feel you are brimming with creativity and need a job where you can express it and also get paid for it- become a copywriter!

## Career in Music

by Siddharth Padiyar



Ever since my childhood, when outdoor games and other plays were of deeper interest with many, music remained a subject of passion and fascination to me. I remember imitating Ustad Zakir Hussain in my childhood during his commercial advertisements of Waah! Taj been showed on television. He was my first idol to choose Tabla as one of my music companion. Till then, I never decided that I would spend my entire life in making career with music. Neither was the case when I began my coaching in music..

It was in July 1996 when I had my first taleem with my Guruji Shri Kishore Pathre. The old tradition of Guru Shishya parampara was not in fashion then. Where in, the guru, before accepting a ward as his student would perform a ritual known as Ganda Bandhan. Kishoreji instilled upon me the lessons of Tabla in a manner that slowly and gradually I began to incline more towards the subject. I was nurtured with many good qualities of becoming a complete human being first and then a musician. This quality in particular, I feel, every music student should feed in them. Every student of music before being a good musician should first learn ethics, discipline, mannerism and develop a learning attitude at every step of life. My fondness for the subject knew no bounds and the overall experience that I received in the field of music was just enthralling. Such was the impact of music in my life that I had made to my mind, whatever it takes me to do in life for the sake of music I will continue doing it.

Choosing music as ones career is not just an easy but a risky job. To establish in this field of music few things that I mentioned earlier are of prime importance. There is a lot of struggle involved in the process of becoming a musician. A lot needs to be studied, grasped, observed, learnt, and the most important sharpness, quickness and accuracy are very important. To flourish as a successful entrepreneur in music, one must have these abilities only then can it be possible for a person to become a musician. We are no different than the ones who work in various companies or industries or whatever. They work at their work place from say 9 am to 5pm and earn incentives if they work beyond their allotted time. Whereas for a musician the same time is his/her music making period, more specifically known as reeyaz in Indian terms, and the concerts in which they earn are their incentives. The only pleasure of working as a musician is that you are your own boss. Just like working people have their bosses; a musician does not have any boss meandering over them.. Apart from all this things, a mental support from the family to accept one's decision to become a musician plays the most important role. Without any support from the family one can never go ahead in the field of music. To convince the family about decision in making career with music is of utmost importance even before knowing the abilities of a successful musician

I would thus conclude by saying that it's not only music that keeps a being stable or in a state of eternity but it's the art behind the music and the art behind any of the art form be it music, play, craft anything that makes love and peace.

## Occupational Therapy

by Dr. Shruti S. Kamath



### What Is Occupational Therapy?

Occupational therapy practitioners ask, "What matters to you?" not, "What's the matter with you?"

In its simplest terms, occupational therapists help people across the lifespan participate in the things they want and need to do through the therapeutic use of everyday activities (occupations). Common occupational therapy interventions include helping children with disabilities to participate fully in school and social situations, helping people recovering from injury to regain skills, and providing supports for older adults experiencing physical and cognitive changes. Occupational therapy services typically include:

- an individualized evaluation, during which the client/family and occupational therapist determine the person's goals,
- customized intervention to improve the person's ability to perform daily activities and achieve goals.



- An outcomes evaluation to ensure that the goals are being met and/or make changes to the intervention plan.

Occupational therapy services may include comprehensive evaluations of the client's home and other environments (e.g., workplace, school), recommendations for adaptive equipment and training in its use, and guidance and education for family members and caregivers. Occupational therapy practitioners have a holistic perspective, in which the focus is on adapting the environment to fit the person, and the person is an integral part of the therapy team.

Dr. Shruti S. Kamath  
(Occupational therapist)  
Neurogen Brain and Spine Institute.

## **CAREER IN SPORTS**

Compiled by Akshay K. Shetty



"Do what you love and success will follow" is an age old cliché, but the underlying truth in the statement is too conspicuous to ignore. Our desire to make a living off a particular field we are passionate about is restricted more often than not by our thoughts terming the field at best as a mere hobby. Realization in most cases to turn that hobby into a career strikes far later than desirable, even though it is better late than never to follow one's passions. For all those who happen to be blessed being deeply passionate about sports and are even remotely interested in pursuing a career in sports, the following guide about career opportunities in sports may help u strengthen your resolve

in a country booming with opportunity our parents never had.

Sport in India has really come a long way from being a voluntary pastime to a rewarding career that it is today.

Sports come naturally to some people, but to most others it could still be developed at least to a reasonable level with proper techniques and training. In the evolution of man from hunters to the modern day, activities such as running, throwing or even warding off physical dangers have come to reflect today in the sports that we play.

Sport is an exciting and healthy pastime to many, but if sport is really ones passion it can be a very rewarding and satisfying career too.

If one has to look at the growth and development of sport in India, 1982 was a water shed year. The Asian Games hosted at Delhi provided new infrastructure like modern stadia and holistic and fulsome training and coaching structure with the onset of Sports Authority of India. Media covered the Games in a big way and television beamed matches live to homes.

All these aspects were replicated at a much higher scale and magnitude during the Common Wealth Games in 2010 providing spurt to sport on the whole in the country.

### **India: Emerging Sports Destination**

India has hosted numerous other big ticket sporting events like the two cricket world cups (1996 and 2011), formula one race, yearly ATP event the Chennai Open Tennis etc.

Besides top football clubs like Bayern Munich have come to India along with the Argentina football team. This is also happening partly because India is seen as a major emerging sport destination having untapped potential both in terms of player talents and a huge market. Then there are successful players like Sachin Tendulkar, Abhinav Bindra, RVS Rathore, Sushil Kumar, Viswanathan Anand, Mary Kom and many others who have raised the profile of sports people in India and have attracted youth to take up their respective games as a full time passion.

All this has resulted in a huge demand for people in sport. The growth is happening two fold. At one level, government through the National Sports Policy is investing heavily in sports and also by organizing top events the facilities are getting better every day. Secondly, growth has also accelerated because of the private sector realizing sport as an important part of not only their corporate social responsibility (CSR) but also a valid investment for their own promotion.

Private sports regulatory bodies like the Board of Control for Cricket in India (BCCI) with the successful organization of the Indian Premier league have showed the way for other sport federations too to look for corporate sponsored events.

### **To be a sportsperson: How to approach**

It is always good to identify career in sports as young as one can. This is more crucial if one is aspiring to be a sportsperson.

One of the better options to look for training is the various facilities of the Sports Authority of India. More about SAI is discussed later in the article. Usually the entry is at the 12th level. One can begin career at the amateur level and start participating in the State level, regional level and finally graduate to the National level. While SAI is at the National level, it has various State level branches that cater to the regional sport talents. Other than this there are various State level organizations that look after nurturing sporting talents. In most cases, the government bears the cost of training and in bringing in top level coaches. For example, the SAI centre in Patiala has four core disciplines like boxing and often coaches from Cuba and other countries are hired to provide best training. Obviously, government bears the cost for these coaches and other training facilities. Most of the SAI programs also have scholarships and student supports and students can also look for financial assistance.

### **Age group competitions are a good starting point for a beginner sportsperson.**

As said above, being a sportsperson is not the only option available. One can train to be a coach, physiotherapist, sports medicine practitioner, physical trainers, sports journalist, public relations practitioner, sports manager, administrator, sports event managers and so on.

### **Who is eligible to be sportsperson?**

#### **Physical and Mental Traits required**

If spotted and trained early, almost everyone among us has the talent to excel in some



sport at a reasonable level. But to some people sport come naturally and it becomes their passion as well. If one is passionate about sport that is the first starting point. Sport is career that requires lifetime of dedication and there is no point entering the field half-heartedly. Most of the games require strong physical attributes. This doesn't mean that one has to be born with it, the whole purpose of training and coaching is to attune the body to its optimum level and imbibe the excellence in skills for top results. One definitely has to be physically strong, agile and flexible among other qualities and for that the very basic eligibility is the ability to work hard on fitness.

Strong work ethics and perseverance are the key qualities that will take a person far ahead in his or her sporting career. But sport is not physical only, coaches around the world will tell that games are played between the years, that is, they are high on mental quotient as well. One has to be tough mentally, show a lot of patience at the sport, have a right mix of aggression and cool mindedness and be intelligent enough to grab the little chances that come their way and use it to come out the winner. That's what separates a champion from the also-rans, the margin is thin. Sport is a great teacher in life and the biggest characteristic coaches want their wards to imbibe is the 'spirit of the game' or the sporting spirit. It is not something tangible, but it comes out from respect for the opponents and spirit of fair play. Sport also builds team spirit and bonding and leadership qualities as well. These are few of the physical and mental aspects that a sportsperson seeks to learn, build and improve throughout their careers.

### **Professional prospects**

There are various exciting careers available for people pursuing sport and it is not limited to playing the game actively as the only professional prospect available to them.

Other than being a player, one can be coach, trainer, journalist, medicine practitioner, etc. Some of the most popular professional and job prospects are enlisted below.

### **Sportsperson**

If one excels in a particular sport and has the right work ethics, few other professions can be as satisfying as that of a sportsperson.

Just like Elena Isinbayeva, the famous pole-vaulter, one has to keep raising the bar and if successful, the joy and pride that comes through by it can be hardly found anywhere else. Every game has its National team, and that is where a young athlete / sportsperson should aim to find a place in.

Once a career as a sportsperson is identified, one has to gradually move up the ladder with intensive training and hard work.

Playing right at the top, at the international level is immensely rewarding. One is usually paid well to lead a good life. Besides, there are sponsorships and jobs, both government and private reserved for sportsperson of high caliber.

The range of monetary benefits vary a lot from sport to sport. Games like Cricket, Golf, Motor Sports, Tennis, international football, etc. are highly paid.

While most of the other games may not get one millions but still something that is above average.

Money however is never the first aim and is not the only reward for sportspersons.

The pride, joy and self-fulfillment that come with bringing top honors for oneself and the country at large is irreplaceable.

Also a lot of government jobs are secured for sportspersons after retirement.

A sportspersons playing career doesn't last lifetime. But once active playing is over, one can look for coaching, managing and other jobs.

### **Courses & Eligibility**

Many sportsperson usually take up courses in Physical Education along with training in their sport. Although it is not mandatory but since sports is not a life time career and one usually ventures later into other careers it is better to continue education in the field.

### **Top Colleges offering UG/PG/Other Courses**

There are several academies and institutes under Sports Authority of India (SAI) that impart training to young students to transform them into talented sportspersons. Some prominent sports institutes in India are: Lakshmibai National Institute of Physical Education, Gwalior; Lakshmibai National College for Physical Education, Thiruvananthapuram; MRF Pace Foundation, Chennai; Tata Football Academy, Jamshedpur; National Cricket Academy, Bangalore; Gujarat University, Ahmedabad; National Sports East Centre, Kolkata; Adarsh College of Physical Education, Osmanabad; Amity School of Physical Education and Sports Sciences, Noida; Netaji Subhas National Institute of Sports, Patiala; Bhupathi Tennis Academy, Bangalore; and Indira Gandhi Institute of Physical Education and Sports Sciences, New Delhi.

### **Sports Job Prospects**

Sports as a profession offers a plethora of career opportunities, some of them are:

**Coaching:** This option has now assumed a greater significance with more and more schools and parents realizing the importance of physical activity. Many parents prefer educational institutions that offer their children a wholesome curriculum covering activities like swimming, horse riding and yoga etc. As more and more Indian sportspersons gain fame and recognition in the international scene, many a parent is willing to let his ward have a chance at proving his mettle in sports. Educational institutions are expected to provide opportunities for students to determine where their aptitude lies. Therefore job openings in this area have increased manifold. This can be a rewarding and satisfying job for a person who enjoys outdoor activities and mingling with youngsters. Besides educational institutions, many private clubs employ coaches for teaching groups of youngsters. These may be special vacation batches or even regular evening batches. Upcoming sportspersons sometimes employ personal coaches to enhance and optimize their performance. In this situation, it is the responsibility of a coach to chalk out numerous training programs that will help keep the trainee in perfect mental and physical shape. One star prodigy can help shoot the coach also into limelight.

**Sports Journalism / Sports Commentating:** Those endowed with communication skills can easily become popular like a Harsha Bhogle or Ravi Shastri. With rapid growth in television, newspapers/ magazines and other media, sports journalism has surely surfaced as a highly paid profession. Now there are numerous television channels like Star Sports, ESPN, Ten Sports, Zee Sports and DD Sports which dedicated to sports programs only.

**Sports Photographer:** Besides having an aesthetic sense, an sports photographer should have through knowledge about the sports. Sports photographers are always in demand, mainly when major sports events are held.

**Consultants (Sports Medicine):** The current awareness about health and fitness has created a need for experts who can advise individuals about their health needs and suggest a personalized fitness programme taking into account lifestyle, time constraints



and other relevant factors. Such professionals may be employed in an advisory capacity by leading health clubs. Hospitals and rehabilitation centres also utilize the services of such specialists to provide sound advice on the best course of action for patients who need structured physical activity. Such specialists also attend to the maladies of the sportspersons during action e.g. sprains, muscle pulls, torn ligaments, fractures etc. Physiotherapists are also required in the field of sports to provide continuous and sustained treatment to the injured individuals.

**Umpire/Referee:** This is a tough job as it requires thorough knowledge of the rules of the game one is refereeing. Their job is to carry out the games and sports in accordance with rules and regulations as set by the concerned governing body various recognized State and national sports organizations employ umpires and referees. They also reward certification of expertise for the game to qualified umpires and referees. The other tasks which an umpire/referee performs include scrutinizing sports equipment, the ground and enforcing fulfillment of schedules and rules.

### **Opportunities with Private Sector**

The increasing awareness about physical fitness and the popularity enjoyed by many games has led to the mushrooming of sports clubs all over the country. From simple ones that offer coaching to ones that are fully equipped to cater to the elites and upper classes. Such clubs are privately owned and the owners prefer persons with exposure in relevant sporting fields to operate sports and leisure clubs. Such jobs carry many administrative responsibilities alongside. Persons working in such places need to have excellent interpersonal skills, as they will need to interact with many people who come to use the facilities offered by the club, with various sportspersons to be appointed as instructors, equipment suppliers and so on.

**Manufacturing Sports Equipment:** Innovation and experience is an excellent combination and works well in many areas including that of sports equipment manufacture. This is a very specialized field and has new products aimed at enhancing the innate abilities of sportspersons and enabling them to do their best. Big sporting events like the Olympics/Asian/Commonwealth games regularly showcase such innovative equipment, of which many go on to become standard equipment. Sports goods and equipment has an increasing market. So specialists are engaged to help in market research and development.

### **Sports Management:**

The Indian Institute of Social Welfare and Business Management, Kolkata, offers a postgraduate diploma in sports management.

University of Technology and Management, Shillong offers MBA in sports Management.

### **Careers in Sports Management**

Indian sports, is eventually getting the attention that it deserves. A lot of jobs are getting opened up in this sports management field. Now people like to make their career in Sports management sector. The most important among such jobs is the one that a coach has. With the growth of sports more than a few sports academies have cropped up all through the length and breadth of the nation. Such institutions pick and train talent in definite games. All such institutions provide a variety of openings to sports specialists. Other than the training institutions you are also able to come across openings in a variety of sporting clubs as well as sports squads of the government departments. MRF has opened a pace foundation at Chennai for imparting training to sports persons. The Tata Football Academy, Kolkata, hones juvenile football talents. Sports Authority of India (SAI) has launched quite

a few schemes for providing the right amenities for talents.

### **Education**

You are able to acquire an authorized degree in sports in a variety of institutions as well as universities of India. Such universities consist of the Laxmibai National College of Physical Education of Gwalior as well as Thiruvanthapuram, Indira Gandhi Institute of Physical Education as well as Sports Sciences and University of Delhi. In such universities you are able to complete bachelors as well as master's degree courses in physical education, sports medicine, and research in sports. Further institutions which offer education in sports consist of Punjab University, Gujarat University, University of Calcutta, Chandigarh, Benares Hindu University, Bangalore University, as well as the University of Delhi.

### **Types of Sports Jobs**

Trained coaches are looked for at the training centre launched by SAI and by central as well as state sporting bodies. Trained coaches are favored to others. Retired sports staff are in addition looked for by a lot. Additional openings consists of athletic trainer, assistant coach, athletic director, associate athletic director, assistant athletic trainer, athletic trainer, sports massage therapist, physical therapist, physical therapy assistant, sports physician, exercise physiologist, sports medicine aide, physical education instructor, sports psychologist, sports news reporter, sports writer, sports events coordinator, scoreboard operator, equipment manager, promotion director, sports photographer, radio sports producer, sports columnist, public address announcer, traveling secretary, and so on.

**Sports promoting Jobs:** Sports promoting jobs generally entrain the promotion or the selling of sports merchandizes. For the selling of sports merchandises you have got to travel inside the nation, usually a single or an excess of states. In the event of you being on the lookout for sports promoting jobs, online affiliate marketing field is able to provide grand sports promoting management chances.

**Sports Management Jobs:** Sports management degree's much in demand at the present. By means of this degree you are able to become personal managers as well as agents of thriving popular players. Your most important duty is going to be of keeping track of the schedules of their clients, look after further significant aspects such as development in career business promotion as well as public relations. Professionals of Sports management are looked for at the clubs, resorts and hotels that are having sports amenities as well as leisure centers. You're hired to be sports managers and are looked forward to having knowledge, interest as well as expertise in sports. A lot of private as well as government sponsored sports institutes look for qualified officials such as the one who has a degree in sports management for planning as well as managing sporting activities and events.

Sports Management's a relatively novel concept in India that has been taught in an extremely small number of institutions all over the country. Sports as well as games are of a great deal of significance for the holistic growth of the individual. In the present day sports of quite a few sorts are being played throughout nations and as time has passed by, vast amounts of capital, fame, name, glamor as well as media attention have turned out to be an integral element of any sport.

In the present day, professional sports management corporations are cropping up throughout the nation particularly in metropolises such as Delhi, Mumbai, Kolkata, Bangalore, as well as Hyderabad and the requirement for trained professionals in companies like these has also increased manifold. Sports Management's the study of the



planning, supervision as well as the organization of a variety of sporting activities such as international as well as domestic tournaments for football, cricket, golf, hockey, and quite a number of additional games. In the present day the BCCI, which is the most affluent cricketing body in the world has undertaken the foremost measure towards the appointment of a full time CEO inside the organization. The All India Football Federation (AIFF) is also making it obligatory of the part of all of the clubs taking part in the National Football League to hire the services a full time salaried CEO for looking after the Management of such clubs. Sports Management's an excellent subject for the ones who're lovers of sports and have the desire fir mixing business with it. At the present there is such a lot of capital in sports that all of the successful as well as popular players are having their personal agents / managers. Even fresh entrants have begun to employ the services of managers for looking after their career. Being a sports manager / agent, you are going to be accountable for schedules of the players, business promotion, career progression, media as well as public relations. The administrative facets such as finance, budgeting, as well as other logistics are also going to be your duty. Putting it down more accurately, sports management blends together the work of being an agent along with the business as well as promoting facets of the sport. The work of a sports administrator takes into account planning as well as management of sporting activities as well as events from every now and then. There are a lot of private as well as government-sponsored sports institutes that employ the services of qualified persons for the management of their work at a variety of levels. It's been witnessed that such officials have been sports teachers as well as coaches. In the event of leisure as well as sports-club management, you're looked forward to the handling of administrative work, inclusive of that of the management of accounts, preparing schedules as well as time tables, planning, and the arrangement for the specialized coaches in accordance with the requirement. In the present days resorts, golf clubs, adventure sports as well as additional leisure activity centers have the need of trained professionals for the looking after as well as the promotion of these sporting activities.

**A sports management curriculum includes the following:** The apprentices gain a thorough familiarity of the multi-dimensional significance as well as the worth of sport. The candidates are also going to be acquiring business expertise's associated with public relations, promotion as well as entrepreneurship, which are going to be of assistance to them in the management of institutes involved in a variety of sporting activities. The apprentices are exposed to the methods and techniques in sports administration that include the ones of event management and are also acquainted with the modern trends as well as issues in sport. The sports science division is going to cover sports psychology, sports medicine, sports therapy, and sports physiology as well as health promotion. Students are helped in developing management skills that are necessary for the management of the media, sports celebrities as well as officials.

**A Course in sports management concentrates in the following areas:**

**The Social as well as the ethical relevance of sports management Sponsorship, promotion as well as product of sports.**

**Sports as well as finance**

**Communication with the press as well as the media**

**Sponsorship as well as broadcasting**

**Familiarity with sports regulation on contracts as well as drug use**

**Sports ethics as well as sports organization**

**Eligibility for a career in Sports Management:** To be able to complete a post graduate diploma course in sports management, you ought to be having a graduation degree with a minimum of 40% marks. On you having completed your graduation in Physical Education (P.Ed.) or associated course in a specific sports of your preference, it is going to provide you with an additional advantage. At the present, there are just a couple of acknowledged universities that provide Post Graduate Diploma in Sports Management (PGDSM). They're- (1) Alagappa University in Karaikudi, Tamil Nadu, which provide a PGDSM of one year and (b) Indira Gandhi Institute of Physical Education as well as Sports Science, in New Delhi, that also provides a PGDSM of one year. Notification for admission usually arrives during the month of June and the concluding date for the submission of forms is during the July of each year.

**Prospects:** Graduates in Sport Management are going to be ready for commencing on careers in a range of areas. College athletic department, professionals squads, sport communication as well as public relations corporations, sporting agencies, health as well as fitness amenities, parks, as well as recreation organizations are a few among the businesses on behalf of which graduates are going to be eligible to work.

**Remuneration:** The remuneration in this field are generally attractive and the salary of a person acting as a private Sports Manager is based on his/her credibility and the reputation that he/she has gathered in his/her career. Usually a Sports Manager has an earning of something in the range of Rs.30, 000 to Rs.60, 000 each month. In the government division, a person is going to receive a decent as well as fixed salary each month that might be accompanied with specific perks as well as privileges. Entry-level professions provide a range of beginning salaries and provide first class opportunities for fast advancement. A number of graduates might be following up the sport management degree by visiting a graduate school to get a master's and/or doctorate, or by going to a law school for becoming sport agents.

**Aptitude:** All of the ones who are wishing to become a triumphant sports management professional ought to be having great communication as well as business skills. Additionally it is important for a person to be passionate regarding a minimum of one sport. Commitment to the sport as well as the profession, energy as well as enthusiasm, patience as well as perseverance and sporting spirit are further attributes that are required for becoming an excellent professional in this area. Sports persons who have retired from active playing are also able to make use of their experience and pursue a career in sports management.

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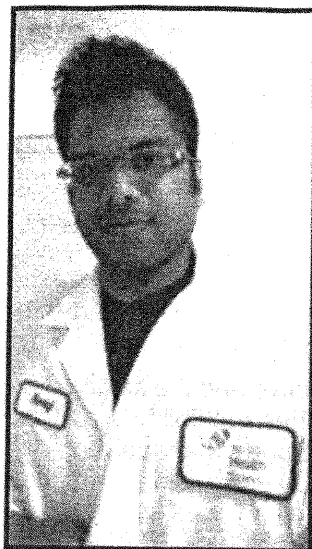
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<http://www.newstrackindia.com/information/view/careers/sport-management-careers.html>



## Food Technology: A career you can rely upon with satisfaction

by Neeraj P. Kamath



Ever wondered when you go out in supermarket and buy chocolate chip cookies, Maggie noodles, breakfast Cereals, milk products and other food items, and tastes the same, every time you have it? Ever thought of knowing how is the product quality, taste and shelf life maintained by the food products that you eat in everyday life? Well this is all made possible by evolution of Food science and by food science I don't mean by Hotel management which is a usual misconception people have when they ask a food technologist what profession are they in.

While Chefs deal with foods more artistic kind of way, food scientist on the contrary apply scientific and engineering principles in food system. Nonetheless both are equally important, without the art the recipe formulation wouldn't be possible and without the science the mass production would have been risky.

Food Science is in itself a wide branch of study. There are various sub branches in food science that you can major in such as Food Chemistry: - In this you study the chemistry that is involved when food undergoes various thermochemical reactions during heating, pressurization, formulation, drying or during development of food itself. Food Safety: - is a branch of food science, which deals with safety of foods from harmful pathogens that has the ability to even kill the human beings. People have died of consuming raw, unhygienic or under processed food or have had serious food borne illness. Many scientists dedicate their lives in researching on the spoilage and pathogenic microorganisms and strive to make the food safe throughout its shelf life. Food Process Engineering: - This involves the study and application of various engineering principles in developing new or modifying existing process to ensure the safety of the product or to ensure the perfect quality of the product. For example Milk has to be pasteurized so as to eliminate harmful pathogens. Food engineers develop process so as to kill these microorganisms without affecting the quality of the product. We also have Nutrition: which involves the health based and diet based study of food, any allergenic reaction associated with it. A food technologist has the knowledge of food chemistry, safety and engineering.

There are many institutes, which offer graduate and undergraduate level course in Food Science. In India well-known institutes are Institute of Chemical Technology, Mumbai, It has excellent teaching staff, which has more than 20 years of knowledge in teaching and consulting industries. CFTRI Mysore, it is probably the

practical exposure is pretty good as they have many labs and pilot plants. We have dairy technology at IIT Kharagpur and it is also well known with respect to teaching staff and facilities provided.

If you want to go abroad and do some hard core research, there are university in USA, Australia, Canada, Netherlands, Singapore and in New Zealand which offers top of the education in food science. If you want to know more about food science you can visit IFT website. IFT stands for Institute of Food Technologist, it is a worldwide association of food technologist across the globe and it strives in developing and spreading awareness on food science and technology.

I encourage those people who have interest in developing food or working in food industry or those who want to do research in food science to take up the undergraduate degree program in well-known universities.

Some of the useful websites

<http://www.ift.org/community/students/graduate-directory.aspx>

<http://www.ictmumbai.edu.in/>

<http://www.iitkgp.ac.in/>

<http://www.cftri.com/>

<http://www.afsti.in/afsti-home.html>

## Career in the Outsource industry

by Mithun Biswas, Bangalore

What?? Why a call center job?? Is this what you want to do after being a graduate?? These were the words of my dad. Doctor, engineer, attorney, financial advisor, MBA, anything but a career in a contact/call center? Parents would lie or hide the news that their child has got a call center job? Parents would like to give away their daughters to a any man who would have a 9-5 job than a man who works in a contact center? No growth in contact centers?

Being open to listen to people, understanding what they need, connecting to their situation, power to solve their issue temporarily or permanently over the phone, power to connect to them on a personal level, empathizing with them, all these are done over the phone. On the contrary, the same gestures or services are missing when u speak face to face.

Doesn't it give you a boost to be with people who have good communication skills, who can connect very easily, who make sense and really know what they talking about? It gives me tremendous peace and pride to be associated with such people all the time where I don't have to work hard to be in sync with them.



Extremely proud and grateful to be a part of such an international organization. To grow as a team leader is an experience so exciting and challenging which feels no less than an adrenaline rush every day when my team puts on their weapons (headset) and ready to tackle any stones thrown by our customers, combining with an attitude to help and guide them for a continuous strong and growing relationship

On contrary, job in a contact/call center is as challenging and interesting as any other job one would want it to be.

One needs to have good communication skills, good understanding of how it works and last but not the least common sense. That is it!!

Night shift in a contact/call center job is taken for granted. It depends on the customers a process caters to. Nevertheless most youngsters get into this field easily due to the education or the soft skills they possess. This makes it easy for them to get badly influenced, but I have seen youngsters getting influenced badly in colleges and institutions. Some people even commit suicide.

Getting a job in a contact center has opened doors of employment to so many people. There are families running on call center salaries today. Today people don't mind taking calls as they feel it's an effective and competitive job with not much of effort. It's a better earning than freelancing or home based jobs. There are doctors engineers lawyers who prefer to work in a call center as they find it interesting.

### **Integrated Digital Marketing – A must have presence for all businesses**

By Amita Kini



Gone are the days when businesses were happy and successful with an ad in print media, an article in a magazine or journal relevant to their industry segment, participating in a couple of industry related exhibition and a colourful website!

Whilst this may sound very relevant and current even now for many, the truth is no business can dream of growing fast and reaching out quickly to their target audience without an effective digital marketing campaign.

According to globally acknowledged digital marketing consultant Ajay S Kini, 2015 will be the year when over 65% of all businesses, including small and medium enterprises, allocate 60% and more of their marketing & sales budget to digital marketing.

So what is this Digital Marketing?

Again, to quote Ajay S Kini – “Digital Marketing is nothing but having a planned strategy with well defined success metrics to position your organisation and its products, create awareness, engage existing as well as potential customers, address and resolve questions and grievances, attract talent and put up relevant information instantaneously on a 24x7 basis on the world wide web through your website, blog, social media and email at half the cost that traditional marketing and sales incurred”

And when you have all these inter-linked and actively reciprocating it is called Integrated Digital Marketing or IDM.

Would you still like to stay out of IDM and commit organisational hara-kiri? Wait no longer and get a planned 1 year and 3 years IDM strategy in place ASAP. How to go about?

Upgrade your website. In fact upgrade every 6 months. Incorporate the latest web trends, put up better images of your products, people, work-places and customer testimonials. And yes, content is still King!

Next, move on to an effective SEO and Ad-words campaign to bring your site up there on the organic search listings. Remember, today nobody scrolls down more than once, leave aside going even to the 2nd page.

Now move on to blogging – preferably on your own web-site or get on to WordPress, amongst the most popular and easy to use. Put out fresh yet relevant content regularly to engage your target audience. Remember, original content is always best. But, in case you do take inspiration and ideas from the internet acknowledge the source or person.

So far so good! Now, get a nice page on facebook and start posting relevant information in a story telling format with good, clean images. Again, images should be original. If downloading, then only do those which are free to use by checking through the advanced options on licensing/terms of use. Story-telling format is one where you convey information about your organisation, its products and its features, your star employees etc. in a series of posts (usually 3 to 9 since any longer loses your audience's focus and recall) coupled with complementary images.

Although, Google+ is behind facebook it is strongly recommended as a) it still helps in better google search and ranking to some extent and b) you can integrate your gmail, photos, calendar, YouTube, Drive and search on the Google platform seamlessly. Also, Hangouts is good for a short online meeting to get your point across quickly irrespective of group members' location.



LinkedIn is a professional network that helps connect with professionals in your field of activity or to relevant professionals in industries you sell to. Technical information exchange is also a huge activity. Attracting good talent and building up your HR image is a powerful opportunity you should not miss.

Twitter helps in putting out short messages that leads interested people to your website or blog for details. Current trends and handles are not to be missed and one should stay updated on this. Usually, a customer grievance or compliment nowadays comes up first as a tweet. Be sure to respond either way fast.

Get on to YouTube and upload, yes, from how to use your product to simple maintenance and repairs of your product to powerful customer testimonials to your office employee engagement videos.

Product photos, factory and work area photos that show sophisticated machines, systems or quality values, your key employees or other initiatives can be brought to life through crisp, clear and compact original photos on Pinterest. "A picture conveys a thousand words" actually gets understood and appreciated here.

Now, make relevant groups with shared interests on WhatsApp and really let them know what's up at your organisation! Similar customers, product group employees, people working together on a project, vendors, logistics handling chain...the list is endless.

Join Glassdoor to keep tabs on what your organisation's image is amongst your ex and current employees and potential future employees. It's a great place to see through a glass door and know what is happening in the corporate corridors in a transparent way. Take corrective and preventive action for adverse feelings put up by ex or current employees and feed your organisational values and benefits to attract talent.

Finally, get all this across with a well thought out email campaign that makes everyone on your list aware of your IDM. Yes, a list is important to everyone, personally and professionally. Since, these are people whom you would like to interact and engage with. Get their contact details, especially email ids and reach out since information overload is very much a hazard today and missing out your message is common. This risk applies to your email too; hence do not be surprised if you get ignored in spite of all this.

Do not forget to use words relevant to your organisation, products and common industry parlance since keywords are important everywhere on the internet. There is no such thing as a free lunch! Once you see visits increasing to your website, leads generation on the up-swing and increasing response to your recruitment campaigns start spending a part of your budget on IDM. Move on to paid ads, pay-per-click and premium membership. It definitely pays in the long run.

The day is already upon us when we keep in touch amongst our friends through fb and WhatsApp rather than personal visits and telephone. Colleagues at work email each other for a coffee at the canteen. YouTube videos announce family additions and celebrations or product launches and new office/factory openings.

Make hay whilst the Sun shines and successfully exploit the benefits of IDM. After all the IT industry and Internet has a reputation of becoming obsolete fast, sometimes as quickly as 6 months. Who knows what's next!

*Amita Kini heads the Multi-media activities at A.KINI & Co*

## **Career in Social Media**

**By : Aditya Rao**



**Name:** Aditya Rao

**Occupation** – Assistant Manager – Social Media – Digital Law & Kenneth | Saatchi & Saatchi

### **Who Am I?**

My name is Aditya Rao, I hold a Bachelors of Management Studies degree with specialization in Marketing. I currently work as Assistant Manager of the Social Media department of Digital Law & Kenneth | Saatchi & Saatchi. Funny thing is I never had affiliation / background knowledge about this field until 5 years ago. I loved exploring & am very passionate about extreme metal music and this is frankly how I discovered my flair for this industry.

### **What Do I Do?**

5 years ago if someone came up to you and told you that you could make money off Facebook, Twitter or YouTube would you believe it? Neither did I. Fast forward to today, I strategize and execute campaigns across brands who would be the last people you expect to see on such platforms.

To put things into perspective, as of April 2015, Facebook has 1.44 Billion active users while Twitter has over 270 million. Imagine what a brand can do if they could share knowledge about their products to these many people? This is where I step in, me and my team thinks of innovative ways of communicating and engaging with an existing or potential customer base. We make sure that you as user feel that you are talking to a person rather than a corporate entity online. We make sure that the brand remains fresh & relevant in people's minds by having fun and creating interesting campaigns.

### **What's In It as a Career?**

To start with you need to develop a habit to read a LOT. The world of Social Media is constantly evolving and it is important to stay updated. Being updated with what the



When you start off, you will be expected to execute basic content and learn the ropes of the trade, as you progress in your career, your role will be more strategy driven. Overall the field of Social Media is dynamic & creative. The downsides of this career are that there are no fixed hours you could end working a regular 9-6 shift one day only to spend the next two days in office. So if communication is your strongest asset and you have a flair for creativity, this is the ideal field of work for you.



## **GOWD SARASWAT BRAHMAN SABHA MUMBAI**

101, Shreenidhi, Opp. Bank of Baroda, 76 Bhau Daji Road,  
Matunga (C.Rly), Mumbai – 400019. Tel : 24081499  
E-mail : [gsbsabha@gmail.com](mailto:gsbsabha@gmail.com). Web Site : [www.gsbsabhamumbai.org](http://www.gsbsabhamumbai.org)

### **INTRODUCTION:**

The G.S.B. Sabha, Mumbai, was established in the year 1934. Over the past 81 years, the Sabha has been dutifully meeting its objectives of providing a socio-cultural platform to the members of the GSB community in Mumbai. The Sabha has strived to be of service to the G.S.B. Community by conducting constructive activities to this end.

Our mix of social, cultural and charitable initiatives and programmes are tailored to meet the needs of various sections of our community.

### **OUR CHARITABLE ACTIVITIES**

Over the years, the Sabha has initiated various schemes for welfare of the community. In each of these schemes, the Sabha only acts as a facilitator, by collecting funds and scrupulously ensuring that the collected funds reach the intended beneficiaries. You can also help the Sabha by contributing to these funds, for which you can contact the Sabha or any of its Managing Committee members.

The Details of the Schemes are as under

#### **VIDYANIDHI FUND**

This Fund is used to disburse educational assistance to the needy members of our Community. Assistance is given to school students from Std I to X, undergraduate and graduate college students and students pursuing post graduate/professional courses. Students from Mumbai, Thane District and Navi Mumbai are eligible to receive this assistance. The details of assistance given in 2014-2015 are as under:



	Total No. of students	Amount (Rs.)
School students	122	1,52,700
College students	111	1,66,500
Professional students	30	75,000
<b>Total</b>	<b>263</b>	<b>3,94,200</b>

Applications for assistance are received at the start of the academic year, i.e. around June- July each year. The Managing Committee scrutinizes and ensures that the applications meet the defined criteria, especially in relation to family income. Assistance is given by issuing cheques and is usually done in July-August to coincide with the academic year start.

#### **DESTITUTE SENIOR CITIZENS WELFARE FUND**

This Fund was launched in 2006 for the welfare of needy senior citizens of our Community. The assistance is given in terms of quarterly financial disbursement, which is currently Rs. 1500/- per quarter per beneficiary. A total of 26 beneficiaries were provided assistance of Rs. 1,21,900/- from this Fund during the year 2014-2015.

#### **MEDICAL AID FUND**

This Fund was launched during the Gudi Padv Sneh Milan programme of 2009. The Managing Committee has framed guidelines for scrutiny of applications and selection of beneficiaries. Disbursements range from Rs. 5,000/- to Rs. 1,00,000/- depending on nature of ailment. During the Financial Year, 2014-2015, approx Rs. 4 lacs was disbursed from this Fund.

#### **GSB SENIOR CITIZEN MEDICAL WELFARE FUND**

A very generous donation of Rs.50 Lacs by Shri Gulpur Dattanand Bhat, in memory of his late wife Smt. Shanta Bhat, enabled the Sabha to launch this Fund. The fund is one-of-its-kind, dedicated to meet the domiciliary medical expenses of economically weak senior citizens of our Community. Most of these senior citizens are taking some medicines on a daily basis to mitigate against ailments such as Blood Pressure, asthma, diabetes etc. These medicines which are to be taken on a daily basis are a financial drain for these economically needy senior citizens. The Sabha processes the same and reimburses the cost to the beneficiary, to the extent of sanctioned limit. A total of 23 beneficiaries were provided assistance of Rs. 1,60,567/- from this Fund during the year 2014-2015.

#### **M.S.MARRIAGE ASSISTANCE FUND**

The Mahila Shakha Committee of the Sabha manages a Marriage Assistance Fund from which marriage assistance is given to the needy members of our Community. Five families availed the benefit in 2014-2015 and a total amount of Rs. One lakh was disbursed to them.

#### **MANAGING COMMITTEE MEMBERS**

The Managing Committee of the Sabha is responsible for the day-to-day administration of the Sabha's affairs. The Managing Committee, elects the office bearers, i.e., President, Vice-Presidents (3), Secretaries (3), and Treasurers (3) from amongst its Members. Nominations to the Managing Committee are invited from Members of the Sabha at every Annual General Meeting. In addition, the Managing Committee may co-opt one or more Member/s on the Committee.

The details of the Managing Committee of the Sabha for 2015-2016 are as under:

#### **PRESIDENT**



**Smt. Sudha G.Pai**

#### **VICE PRESIDENTS**



**Shri S. G. Pai**



**Smt. Shantari N. N. N. N.**



## SOME MOMENTS FROM THE WORKSHOP PEPPY

