

**SUBJECT: Communication Skills**

**Dear Students**

**KINDLY NOTE: UNIT I , UNIT IV will be updated soon...**

IDOL Study Material

## **Unit II**

### **Chapter IV: Writing Business messages and Documents**

#### **Content:**

- 4.1 Objectives**
- 4.2 Introduction**
- 4.3 Business correspondence**
  - 4.3.1 Importance of Business communication**
  - 4.3.2 Principles of writing business letters**
  - 4.3.3 Kinds of business letters**
  - 4.3.4 Components of business letters**
  - 4.3.5 Formats of business letters**
- 4.4 Instructions**
  - 4.4.1 What are instructions**
  - 4.4.2 How to write instruction**
  - 4.4.3 Basics of writing instructions**
  - 4.4.4 Tips for writing effective instructions**
    - 4.4.1 What are instructions**
    - 4.4.2 How to write instructions**
    - 4.4.3 Basics of writing instructions**
    - 4.4.4 Tips for writing effective instructions**
    - 4.4.5 Conclusion**
- 4.5 Business Reports**
  - 4.5.1 Introduction**
  - 4.5.2 Characteristics**
  - 4.5.3 Significance**
  - 4.5.4 Stages involved in writing of reports**
  - 4.5.5 Formats of reports**
  - 4.5.6 Sample reports**
- 4.6 Proposals**
  - 4.6.1 Proposals defined**
  - 4.6.2 Categories**
  - 4.6.3 Requisites**
  - 4.6.4 Structure**
  - 4.6.5 Sample proposal**
- 4.7 Summary**
- 4.8 Exercise.**

## 4.1 Objectives:

- ❖ After studying this unit, you will be able to:
- ❖ Understand the need, functions, and kinds of letters, know how to write effective business letters, get acquainted with the components of business letters, write business letters using different formats.
- ❖ To know what report writing is, understand and equip the art of report writing and learn the various steps involved in report writing.

## 4.2 Introduction

Every business organization, whether small or big, needs to maintain contact with people inside the organization and outside the organization to run the business. Inside the organization with the people working for the organization and outside with the customers, suppliers, government officials, and policy makers etc. They need to rely on certain methodologies to network with people. These methods can be either letters, e-mails, information in form of reports or a suggestion or persuasion in form of proposal or performing day to day activities by receiving instructions.

## 4.3 Nature and function of Business correspondence

Business correspondence is basically, exchange of information in a written format mostly letters, for the process of business activities. It uses formats that are widely accepted universally, and can also be used for future reference in business settings. It helps in remaining in contact with people. Furthermore, letters are still preferred means for professional communication.

A business letter is a written document through which companies correspond with their customers, clients, shareholders, suppliers, and other organizations. The complete style of the letter relies on the relation between the parties involved. This letter is written to inform, congratulate, request, order, enquire, and so on, and usually sent through post or couriers.

### 4.3.1 Importance of Business correspondence

- Business-related information conveyed through letters can serve as a permanent record of information.
- Letters make a lasting impression in the mind of reader because it stays with him.
- They are economical and can be reached at any place, even on to the places where there is no mobile network or towers.
- It is used to build goodwill of the organization.
- A letter signed by authority is a proof of what is said in it, it makes it valuable and can be treated as legal document.

### 4.3.2 Principles of writing business letters

A business letter should capture the attention of the reader and encourage him/her to consider the message with a sense of acceptance. The best way to do so is by empathizing with your recipient and writing the letter.

While writing a business letter, it is vital to understand the reader's provision and make changes accordingly. To avoid poorly written correspondence, it is crucial to follow 7Cs of business Correspondence and they are as follow:

- (1) Clarity

**To be clear in expression one has to be clear in thought first.**

Clearly stating your point with the use of a simple expression can help the reader understand your purpose. Avoid using ambiguous words, jargon, slangs, long sentences as it can create misunderstandings to the reader. The prime motive here is to convey the right meaning in the given context. Basically, a business letter should contain one single idea or piece of information, broken up into small distinct paragraphs. For example: Instead of 'purchase, residence, and release' replace it with 'buy, house and free'.

**(2) Conciseness**

Conciseness makes a letter readable and interesting. Here, maximum information is transmitted in minimum words. Unnecessary details, redundant words, tautology i.e. same idea with different words should be eliminated for example:

*Verbose: As advised in our correspondence.*

*Clear and concise: As stated in our letter.*

*Verbose: Enclosed herewith please find.*

*Clear and Concise: Enclosed.*

**(3) Completeness**

Incomplete letters keep the receiver guessing or making wrong choices or decisions. A complete letter conveyed with all facts can bring expected results from the receiver. Eliminate using abstract expressions, ambiguous words & phrases. Once you complete your letter, proofreading can help you to ensure the accuracy of grammatical usage and spellings.

Try to answer 5 Ws who, what, when, where and why.

**(4) Concreteness**

A business letter should be specific, definite, unambiguous, and vivid. Using correct facts and figures can make the letter concrete. Necessary details should be specifically mentioned, in addition to choose of words that create a powerful impact.

For example:

- This material is feather-light. (Vague)
- This material weigh 5gms. (Concrete)
- This dress is very inexpensive. (Vague)
- The price of this dress is rupees 1500. (Concrete)

**(5) Correctness**

Correctness stands for addressing your reader in an appropriate manner. Inquiring and collecting authentic information before drafting the letter will ensure the transmission of correct information. A letter should be written keeping in mind grammatical precision i.e. correct usage, appropriate punctuations, and no spelling errors with clear and concise content. Inaccurate statements, facts, and typographical errors should be avoided. In addition, Format, style of presentation, and addressing people according to their designation should be taken care of.

**(6) Courtesy**

In correspondence, showing courtesy and respect towards the recipient is a very important principle. Unpleasant information can be conveyed with courteous words showing consideration towards recipients. Courtesy is one of the most natural and economic means of creating goodwill in the recipients. Mostly, letter is written by the reader's point of view. Courtesy can be shown by replying promptly and attending complaints or requests immediately. Usage of words like 'please' or 'thank you' can get you a favorable response.

For example: "We are glad to note that", "We regret to inform you" etc.

#### (7) Consideration

Consideration helps in promoting business and building goodwill. It also means to emphasize positive and pleasant facts. While writing a letter, it is very important to consider the reader's interest. It should explain the reason for refusal, acceptance, etc.

#### 4.3.3 Kinds of Business letters:

- Enquiries and replies.
- Orders and their execution.
- Credit and status enquiry
- Complaints and adjustments.
- Collection letters.
- Circular letters.
- Sales letters.
- Bank correspondence.
- Insurance correspondence.
- Import- Export correspondence.
- Agency correspondence.
- Application letters.
- Interview letters references testimonials letters of appointment confirmation promotion retrenchment resignation.
- The correspondence of a company secretary.
- Correspondence with state and central government.
- Letters to the press.

#### 4.3.4 Components of a business letter.

In formal letters, structure, layout, and form play a very important role. When writing the letter, the content should be organized in the correct manner. The following are components used in formal letters.

- *Heading-* It is also called Head Address or Letterhead. The heading contains information related to the organization name and complete postal address along with Email address, Telephone Numbers and fax numbers with web address  
*e.g.*

The Supreme Industries Limited K1 to K4, K8 and K9, Ghirongi Industrial Area Malanpur, Distt. Bhind Madhya Pradesh 477116 0736-45263788, 45632100, 4532100(Fax) <a href="http://www.sil.com">www.sil.com</a>
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- *The Date* – It indicates the date, month, and the year on which letter is written. Dateline is aligned to the extreme right side or left side of the margin on the basis of format chosen.

Dateline can be presented as:

May 3, 2020

- *Inside address* – This is the complete address of the recipient of the letter or it can also address a department or job title. A courtesy title should be added in front of the recipient's name.

The Manager (Human Resource)  
Reliance Industries Limited  
Koparkhairane  
Thane Belapur Road  
Navi Mumbai

- *Reference Line (optional)* – This indicates details like letter number, department from where the letter is being sent, year etc. if you are writing a reply, place the corresponding reference number first and then yours. The reference number helps you locate the letter's future reference.

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- *Attention line (optional)* - it is used to draw the attention of a particular person or a particular department to ensure quick and prompt action. It is written as follow:

Attention: Dr. N.K Roy

- *Salutation* – it is used to greet the receiver of the letter. It usually begins with the word 'Dear' followed by name or surname and comma or colon can be used after the salutation.  
For example, Dear Dr Joshi,
- *Subject line* – Subject line offers the motive of the letter. Also helps the recipient to know what exactly the letter is about.

- *Body* – it communicates business information or the intent of the letter. Use only necessary words that convey the reason for writing the letter. Body has three parts. Introductory para, Main Message, and Closing para.

e.g.:

- **The first paragraph** -Introduction and Statement of the purpose
- The middle paragraph **contains further details about the main subject.**
- The Closing para: polite closing, expression or appreciation for assistance (even in advance) and/or statement of follow-up intentions, expected actions.
- Complimentary close – This is a courteous way of ending the let
- Terms like,” *Yours sincerely*” is the ideal one.
- *Signature block* – This is a mandatory part of the letter, without a signature block the letter is useless. Signature block indicates the signed name of the letter’s writer, with the designation. It is positioned just below the complimentary close.
- *Enclosures/ attachments*- It offers the documents that are attached to the letter. Here, the type of document and its specifications are also mentioned.  
Encl.: marksheets 10<sup>th</sup> and 12<sup>th</sup>

#### 4.3.5 The layout of a Business Letter.

Basically, layout refers to the arrangement of text and graphics. The basic parts of a business letter remain the same but variation in layouts changes. It also depends on what policy the company may adopt or an individual may choose to use a particular format which suits his purpose. The commonly used formats are:

- a. Complete block format
- b. Modified format
- c. Semi block format

a. Complete Block Format

In full block business letters, every component of the letter i.e. heading, address, salutation, signature, identification, enclosures are aligned to the left. Paragraphs beginning are unintended that are not spaced, open punctuation is followed which means end punctuation marks are omitted in each element except for salutation, complimentary close, message.

<b>Heading</b> ----- ----- -----
<b>Date</b> -----
<b>Reference No.</b> -----
<b>Inside address</b> ----- ----- -----
<b>Subject</b> -----
<b>Salutation</b> -----
<b>Opening para</b> ----- -----
<b>Main message</b> ----- -----
<b>Closing para</b> ----- -----
<b>Complimentary close</b> ----
<b>Signature</b> -----
<b>Enclosure</b> -----
<b>Ref.Ini.</b>



- Modified Block Format.

Here, the positioning of heading, complimentary close, and signature block are aligned to the right side of the margin. Paragraphs beginning are not spaced and mixed punctuation is followed. The appearance of a modified block form is more balanced and traditional.

<b>Heading</b> -----	
-----	
-----	
	<b>Date</b> -----
<b>Reference No.</b> -----	
<b>Inside address</b> -----	
-----	
-----	
<b>Subject</b> -----	
<b>Salutation</b> -----	
<b>Opening para</b> -----	
-----	<b>Main message</b> ---
-----	
-----	
<b>Closing para</b> -----	
-----	
	<b>Complimentary close</b> ----
	<b>Signature</b> -----
<b>Enclosure</b> -----	
<b>Ref.Ini.</b>	

- Semi- Block format.

The semi-block format is the combination of block and indented form. Heading, date, complimentary close, and signature block are aligned towards the right side of the margin. The body of the letter is in an indented form with paragraphs and mixed punctuation is followed.

	<b>Heading</b> ----- ----- -----	
		<b>Date</b> -----
<b>Reference No.</b> -----		
<b>Inside address</b> ----- ----- -----		
	<b>Subject</b> -----	
<b>Salutation</b> -----		
	<b>Opening para</b> -----	
	-----	<b>Main</b>
	<b>message</b> -----	
	-----	
	<b>Closing para</b> -----	
	-----	
		<b>Complimentary close</b> ----
		<b>Signature</b> -----
<b>Enclosure</b> -----		
<b>Ref.Ini.</b>		

## 4.2 Writing Instructions

### 4.4.1 What are instructions?

Imagine cooking for the first time, teaching drawing for the first time or even riding a bike for the first time. How did you do that, who helped you do that, who guided you through that process. The answer can vary from person to person but the medium of how they did remain the same. Someone had instructed them or if someone did not instruct them. Surely, they had read instructions from somewhere. The rate of getting success in that particular task is directly dependent on how clear the instructions were given or how clear they were understood by the other end and accordingly performed.

### 4.4.2 How to write instructions?

Instructions are generally directions through writing. They are guidance to the audience who is going to refer to perform certain tasks. The instructions must be clear and the writing must be easy enough for them to get it right on the first attempt. The attention of the reader must be carried till the end of the set.

If the instructions are lengthy or long then number them so that the reader will not get confused about the sequence of performing the task. Using pictorial representation is also a great way of making instructions to the point. The pictures are a universal medium of communication. It is recommended that if the tasks are to be performed internationally that it is advisable to use pictures more. They are more convenient for everyone irrespective of the language.

### 4.4.3 Basics of writing instructions:

- **Title**  
Remember title is a very important part of any form of writing. The reader must be clear on the task or why they are reading these sequences. The title must deliver it accurately and precisely without taking much space.
- **Information**  
Provide enough information regarding the topic, So the in and out of the topic is clearly understandable. Every bare minimum must be mentioned so the reader doesn't have to realize in the middle of the process that they have to stop the process.
- **Conditions**  
The basic requirements, tool required, technology needed or anything or everything that needs to be informed ahead should be clearly mentioned. This helps the readers get ready in advance.
- **Sequence**  
The sequence of performing the activity must be clear and concise. The readers must clearly need what to perform next. Do not even miss a very small word or use the verbs properly. The language used must be very easy and as less complex as possible.
- **Safety**  
Notes or warnings must be clearly written with special font or underline. The readers must know the risk of performing the particular step if there is any step like this at all.

- End

The end results of the task must be clearly stated or if at all any other result possible also must be mentioned with proper explanation. The chances of achieving this result and why one could have achieved this. Also, what could have gone wrong must also be clearly written.

#### 4.4.4 Tips for writing instructions more effectively:

- a. The sentences must be short and easy going. The first words of the sentences should be written smartly. So as to keep the reader engaged.
- b. Be specific about what you want to deliver. One sentence must deliver only one specific instruction.
- c. Avoid jargons, use technical if needed
- d. Give a proper explanation for example if you think this set of instructions is confusing or complex to perform.
- e. Do not omit even a single small step or anything which is even obvious. State everything from your end.

Understand the targeted audience who you are writing instructions for and why are you writing this. Never complicate it, as guidance needs to be as easy as possible. For instance:

#### **How to make a cup of tea?**

**Ingredients:**

- Indian Tea
- Sugar
- Container /utensil
- Tea strainer
- Milk

**Recipe:**

1. Turn on the stove and keep a container over it.
2. Add one cup of water to it.
3. Boil it down to half
4. Add half tablespoon tea and sugar to it.
5. After it starts boiling, add milk to it.
6. Wait for it to boil all over again.
7. Now, take a cup and put a tea strainer over it.
8. Filter your tea and enjoy your evening.

**Note:**

For strong color add more tea to the mixture and for more sweetness add more sugar.

**Caution:**

*At any point, do not touch the container and if you do not know how to control the stove. Do it under adult supervision.*

#### 4.4.5 Conclusion

Whatever you have written in the terms of the instructions, try to perform them. Call any individual from your targeted audience and ask someone to perform the very same activity/task and see how they are performing it. Try to see what part is hard to guide and which is hard to guide. Refine it again and try this technique till the instructions are as clear as water for someone totally doing it for the first time. Improvise till you think it is sufficient enough.

The writing is short and sweet. It prepares you beforehand with requirements. Subtly, guides you for the entire process. Less points makes it easier for you to read and enact them. The note makes you aware of the significant changes that can be done. You give a possibility of choice. Later, the caution avoids the chances of unforeseen accidents.

## 4.5 Business reports.

### 4.5.1 Introduction.

- What are reports?

*A report is a statement of the results of an investigation or of any matter on which definite information is required.* (Oxford English dictionary)

Formal reports differ with organization and it is written in professional, technical and business context. Reports are a highly structured form of writing, followed by conventions for readers to easily understand the purpose of the report and know about new findings.

- Definitions.

Reports are written to inform about subject matter in short, sharp and concise documents for a particular purpose and audience. Reports present facts about the situation, project or process and analyze the issue in detail. Following are some definitions:

“A report is a communication from someone who has information for someone who wants to use that information”- C.A. Brown.

“A report is any written or oral communication in which according to the nature and purpose of the report, the reporter presents a collection of facts or a number of alternate propositions, states his conclusion and (if called upon to do so) submits his recommendations” - M.C Shukla and S.S Gulshan.

### 4.5.2 Characteristics of a Good Report.

- A formal piece of writing.
- Written in an organized and objective manner.
- Contains relevant information.
- A factual account.
- Written for specific audience.
- Written with a specific purpose.
- Easy to understand language.
- Record findings and recommend actions.

### 4.5.3 Significance of reports

Reports help professional achieve the following things:

1. Report is a basic management tool, so it helps to plan, acquire, execute, coordinate, organize, manage and evaluate business activities in an effective way.
2. It facilitates the flow of information to ensure smooth conduction of tasks so as to meet challenges successfully.
3. It enables the authorities to make timely decisions.
4. It creates awareness among shareholders or investors regarding the market position of the company.

### 4.5.4 Types of report.

1. On the basis of communication, the report can be **oral or written**
  - a. Oral reports present the information orally and face to face.  
Example: Accident report
  - b. Written reports are when information presented in writing  
Example: Project report, Progress report
2. On the basis of function report can be **informational or analytical**
  - a. In an informational report, the data is presented objectively without analysis or interpretation.  
Examples: Seminar reports, conference reports.
  - b. Analytical report has the analysis and interpretation of presented data which is helpful in decision making. It is also known as investigative report.  
Example: Project report, survey report, feasibility report, Market research report.
3. On the basis of periodicity, a report can be called as a **routine or special report**.
  - a. Routine report presents routine information  
Example: Weekly production report, Monthly sales report, annual report
  - b. Special report presents specific information related to a single condition, situation, problem or occasion
  - c. Example: Inquiry report, Research report, Thesis or Dissertation

The purpose of a report varies because not every field is the same and requires a formal structure and careful planning followed by presenting the material in a logical manner in addition with clear and concise language. Following are the categories where reports are used on a large basis.

- Technical reports
- Recommendation reports
- Annual reports
- Auditor's reports
- Census reports
- Feasibility reports
- Progress reports
- Budget reports
- Appraisal reports
- Workplace reports
- Inspection reports
- Military reports.
- Policy reports.

#### 4.5.5 Stages involved in writing of a report

Basically, the report's format depends upon the purpose of the report and its intended readers, according to which layout is decided. The following stages are involved in writing a report:

1. Define the objective and audience – Before writing a report, you should first clearly mention the objective for preparing the report. The purpose of the report should offer the overall intent of creating the report and define the audience of the report.
2. Gather the necessary information- Collect all the necessary information and make a list of the sources you are taking information for, as it will help for future purpose and also to make the list of references.
3. Analyze the information – Analyzing the information and careful planning requires you to write clear and concise content. Breaking down the task of writing the report into various parts can make your task easier. While planning the report, work with a sensible time scale, check and revise the content once you are done with the report.
4. Organize the information - Your report should have central ideas and keywords related to it. The ideas you state in the report should connect to each other. Highlight the points if necessary and arrange your main heading in a logical order. Every heading, subheading you mention in the report should be in a sequence, organized manner.
5. Write the report - Keeping in mind all the above-mentioned points, you can start writing your own report. While writing the report avoid using jargons, unnecessary words, grammatical mistakes, to-the-point content i.e. short and concrete.

#### 4.5.6 Formats for writing report.

1. Letter format
2. Memorandum format
3. Letter-text combination format

The letter format is used in case of brief and informal reports.

Its main parts are:

1. Heading;
2. Date;
3. Address;
4. Salutation;
5. Body;
6. Complimentary close;
7. Signature.

The body of the letter can be divided into the following parts:

- **Introduction:** Here the writer states the problem.
- **Findings:** Here the findings of the investigation are presented.
- **Recommendation:** After the findings, recommendations are given in the last paragraph of the body. (Refer components of a business letter page no.4 to 6 for better understanding)



- Memorandum format
- To follow the memorandum form is a simple way of presenting the report. Here the formalities are not maintained. The date is mentioned at the top, it is followed by the name of the receiver, the name of the writer, and the subject of the report. Next follows the actual text and the conclusion.

Memorandum	
To: Mr.....	January 01, 2021
From:.....	
Subject:.....	
Here is the report on.....	
Findings	
Solution	

- Organisation of Letter- text combination format  
Long reports are usually organized in the letter text combination form. A report presented in this format includes three major parts.
  - a. Front matter consists of title page, letter of authorization, letter of transmittal, Table of contents and executive summary
  - b. Main matter consists of introduction, research methodologies, presentation of facts, analysis of facts, results and recommendations (optional)
  - c. Back matter has reference list, bibliography, table of figures or illustrations, appendices

**Title page** – It should provide precise indication of the title of report. followed by to whom it is prepared for, by whom it is prepared and date of submission.

<p><u>'Light water Nuclear Reactors'</u></p> <p>Prepared for, National Atomic research Centre,</p> <p><b>Prepared by</b> Mr. David A. McMurrey Energy research Consultants, Inc. Austin, Texas May 9, 2020</p>
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- **Letter of authorization:** This is a letter through which a person or a team of members is authorized to work on a project and submit the report with proper findings.

- **Letter of Transmittal**- Formal report often includes cover letter by the name of letter of transmittal which provides personalized introduction to your document. It includes Reason for writing the report, how and what did you find. Through this letter you can thank all who helped in writing report. Address the letter of transmittal to a particular person. Use separate letters, each personally addressed, if you are distributing many copies.
- **Table of Content** – This section acts as a map of the report. It should include headings with page numbers. Tab the sub section and sub-sub sections for clarity.
- **Abstract or summary** - Summary/abstract is a short synopsis of the important ideas, observations, problems and conclusion contained in your report. Use the clear language to highlight main points as appeared in your report. It should be concise and informative. Abstract/ summary should be written after you completed working on your report.

Main matter takes the 85% of the entire report. It includes a detailed discussion of report. It should offer the objective, scope of report, outline of enquiry method, brief history of subject matter, and suggestions for future development.

- **Introduction**- It contains origin, purpose, scope and background of the title or hypothesis of the report.
- **Methodology** – Here, you write about methods you used to conduct your inquiry. No complex or twisted words/phrases should be used, it should be simple to understand.
- **Results or findings** – Present fact or findings that are useful, important or necessary for your readers. You can present your findings/result through tables, graphs, pie charts, bar charts, and diagrams for quick and better understanding.
- **Discussion** – in this part you analyze the information and interpret the results by explaining its importance. You identify and suggest new findings, and also outline the problems you encountered.
- **Conclusion and recommendation** – in this section, all the main issues of the report are drawn together and consist of a list of recommendation in separate sections.
- **References** – The work cited in the text is credited into this section. Reference list is located at the end of the report. This list includes Author's name and initials, Date of publications, title of book, paper or journal publisher, place of publication, page number, detail of the journal volume in which the article appeared. These points should be mentioned very clearly, and it should be listed in alphabetical order. Select one of the standard ways to cite references.
- **Bibliography**--If the report is based on extensive research, the works consulted by the writer are given in the bibliography. It may also include the work recommended for further studies.
- **Table of figures or illustrations**- A table of figures list the figure label, figure captions and page number of each illustration.
- **Appendices** – it contains supplemental material or additional information regarding report which is not essential in main findings but other users might find beneficial. It includes details of interview questions, statistical dates, glossary of terms etc.

IDOL Study Material

## 4.6 Business Proposals

### 4.6.1 Introduction

Into an era of globalization and rapid advancement of business, sustained improvement is a necessity. To bring about improvements or changes it is essential to constantly review the existing situation and ways of effective changes. Most of the time the suggested changes are put forward in the form of proposals.

According to Dictionary.com, “Proposal is the act of offering or suggesting something for acceptance, adoption or performance”.

Collins Dictionary suggests “A proposal is a plan or an idea, often a formal or written one which is suggested for people to think about and decide upon”. So, any properly conceived idea, service project or plan, whether theoretical or practical in nature, put forward for action or implementation is a proposal.

### 4.6.2 Types of Proposals

- Solicited and Unsolicited.
  - **Solicited Proposals** are those proposals where a writer follows the prescribed format for the offering his ideas or suggestions or schemes.
  - **Unsolicited Proposals** are those where the writer takes the initiative to design the format for the submission of proposal.

### 4.6.3 Requisites of effective proposals

Proposal is based on **AIDA plan**.

**A** is **attention** is caught towards what is being proposed

**I** is **Interest** is created by pointing out how the plan would be executed

**D** is **desire** is generated to accept by highlighting the benefits or advantages that would accrue and finally and impulse for **action** is induced by persuasive reasoning.  
(persuasion is an art of influencing people to accept willingly and Idea, a position or a course of action)

### 4.6.4 Instructions for writing effective Proposal.

- Specify the scope clearly.
- Be realistic in your estimate of time, money, material and personnel required.
- Establish your credentials for accomplishing the task.
- Highlight the benefits that would accrue to the customer.
- keep the proposal short and precise.
- Use easy to understand language.
- Ensure that the presentation and layout are neat and attractive.

### 4.6.5 Structure of proposal.

1. **Title page:** This page acts as a cover of the proposal and contains the following information.

- a. Title of the proposal
- b. Name and designation of the proposer
- c. Name of the organization to which he belongs and
- d. Month and year of submission of proposal

These four items are separated by the space and stand out clearly on page.

- 2. **Table of content:** This is given when the proposal is long running into 15 or more pages. It contains headings and subheadings with page number
- 3. **Executive summary:** This part summarizes the entire proposal. Many readers need to have a preview of the proposal before beginning to go through the details. Sometimes a summary is circulated independently for comments among the reviewers. so, it should be self-contained. In fact, the entire proposal is condensed and given under the same subheading as those in the main body. This is where you talk about the main takeaways.
- 4. **Statement of the purpose:** This part states the purpose to which the proposal addresses itself. To establish the need, you may sometimes have to give a brief background or history in terms of the work already done and its adequacy in the present circumstances. This section weaves around a problem for which a solution is proposed.
- 5. **Objectives:** To what extent your proposal is going to serve the purpose or bring the change, should be clearly specified in this part the objectives may be listed as stated in terms of short term and long-term goals.
- 6. **Business plan (procedure):** This describes how the proposal would address the purpose, stated earlier. Methods used to collect statistical data for the project, plan of action, sequence of activities, time line Show the clear picture of phases of activities (this shows adequate planning and preparation for various activities equipment, facilities, products and personnel are required).
- 7. **Budget or cost estimate:** This section is mandatory for all proposals. It is customary to include the budget justification section in paragraph form or tabular chart. Estimates should be realistic and complete. This section also discusses the billing procedure and legal handlings.
- 8. **Conclusion:** This section of the proposal provides a formal opportunity to re-emphasize and persuade the recipient that you have all the resources in terms of material expertise and enthusiasm to accomplish the project. No new ideas should be added here. This section should be very brief, maybe one paragraph.

<https://images.template.net/wp-content/uploads/2015/08/New-Business-Proposal-Format-Download.pdf>

Exercise:

1. The formal greeting with which a business letter begins is called \_\_\_\_\_
2. Reports sent at regular, specified intervals in the usual routine of business are called .....reports.
3. An analytical report also be called an..... report.
4. Write short notes on the following.
  - a) The letterhead
  - b) Complimentary close
  - c) Courtesy
  - d) Conciseness
  - e) Your attitude
5. What is the need for typing the inside address?
6. Describe with illustrations different parts of letter.
7. In business letters courtesy and clarity are as important as conciseness and completeness.
8. Why is a written report preferred to an oral report.
9. Mention at least four important characteristics of a good report
10. How do you define a proposal?
11. Briefly describe the format of the long proposal
12. Prepare a proposal for the consideration of Principal, Government Boys college for designing software for online admission.
13. Differentiate between solicited and unsolicited proposal
14. Write the instructions for getting a demand draft from bank.

## **Unit II: Writing Business Messages and Documents**

### **Chapter V: Career Building and Resume Writing**

#### **Contents**

##### **5.1 Objective**

##### **5.2 Introduction**

##### **5.3 Career building**

##### **5.4 Resume Writing**

###### **5.4.1 Structure of Resume**

###### **5.4.2 Resume formats**

###### **5.4.3 To do and not to do**

###### **5.4.4 Resume example**

##### **5.5 Cover page**

###### **5.5.1 example of cover page for students**

##### **5.6 Links for better understanding**

#### **5.1 Objective**

After studying this unit you will be able to:

- Understand the concept of career building
- Designing of Resume and cover letter

#### **5.2 Introduction**

Career is the most important part of one's life. The planning of an entire life depends on the path one chooses to build his/her career. It is not only to earn the bread and butter but it is also for gaining a reputation in the society above all it is for mental satisfaction of the human being where he feels needed in the world and serving the society. Career is not a choice that you have to make but rather a choice you would want to make. The decision is going to make up 50 percent of your life. It is a choice that is very important. To choose a correct career there is much more than just looking at the salary. You need to create a mind map in order to have a good career. Step by step you need to complete small tasks that keep you on track. The task that you do must add to the quality of your resume. Anything you do should be notable in your resume. You need to know what resume is more

impactful and formal. A cover page is also an add-on. The knowledge of how to use it properly is really useful. Below in the unit all of the above requirements are mentioned in detail.

### **5.3 Career building**

Growing up we have always wondered on the topic what we want to become or what we want to do? Even after completing our entire education we are not satisfied with our work. There could be a whole bunch of reasons for getting the education that may be of your choice or maybe not. The only lesson we need today is to choose to do what we love. The simple reason why we are not happy with our job is we never properly pondered enough on the choices we made or never mustered up the courage to do what we love. So, there are few things that we must clearly think about before choosing a career or while changing a career.

- Research
- Develop
- Set
- Plan
- Change
- Prepare

The following points are explained in detail below:

#### Research:

To make a decision you must understand what are the options presented to you. What are the options that are present in your locality and keep up with the trend. The type of job you want to do, do a broad research and come down to which part you would like to specialise in.

Always consider your future while considering anything else. The growth in that career, will it be as important as it is today? In the future, will your education have that much value or not?

If you have a dream company, start reading about it. Make sure it offers the exact role that you want to work.

Keep on attending the seminars related to it. Today, due to the advancement of technology there is nothing that is not available on the internet. So, research as much as you can before making a concrete decision.

Try to have practical experience while doing internships. Know what exactly is present in it for you. Do internships, part-times or volunteering, so that you can have more exposure to what you do.

#### Develop

Learn to write about what you want to do and make a course path for yourself. Nobody knows what you want more than yourself. Do not let the other negative factors differ you from your



path. Make sure you know what exactly is your aim in life. Whatever you do is exactly the same that you wished for.

Make a checklist and keep it updated. Consider all the minor and major details like from accommodation to the where would you like to be settled. Will all the cost be covered in it? There can be a number of possibilities with that plan, be open to all those and try to keep it posted.

#### Set:

Make milestones so as to know how far you are with your plan. Have monthly and yearly plans by your side. Choose the correct type of education for yourself, Choose your first job properly. Also find the job that adds to your experience and career growth.

Every occupation needs a particular requirement and degree. There are special training and certifications that you need to fulfill your plan accordingly.

Always remember that opportunities can be found across the world. So, think that you will have to move and be prepared in those terms as well. It is advised not to spend your entire life in one organisation. Try to change it every 4 or 5 years. Always take up the training offered by your employer. Keep on enhancing your skills. Rewards and evaluation of an organisation is also an important way to promote your career.

#### Change:

Change in career will always be uncomfortable but necessary for your growth. Career change is a risk that one has to take to reach the heights of your career. It is recommended that you take a calculated risk, as much as the change is inevitable does not guarantee that it will be in your favour.

Compare and contrast, even if the money is the same. Ask yourself will this help you in further journey or do you have more chances of going higher than where you are currently working.

Mental health is also a very important influencer. If the environment is stressing you more than it should or you are not happy. Change can be considered a blessing too.

#### Prepare:

Every step regarding career needs to be prepared and mapped properly. The main reason to work must always be kept in mind. You need to prepare yourself with your own morals and rules. You need to learn to be flexible but set a limit to that.

When giving new interviews, always be ready with necessary accessories and requirements.

When leaving a job for whatever reason you must resign with appropriate reasons and bid a farewell nicely. Leave the grudges there and take away the good from there. Keep in check with your accomplishments. Celebrate every single win in the journey of your career. Provide proper notice and in advance when shall you leave.

## 5.4 The Resume

A résumé is a career document that records your employment history, education, training details, highlights skills, experiences, talents, and achievements. It formally introduces you to the prospective employer. AIDA (Attention, Interest, Desire & action), the same marketing principle is applied to resumes as well.

Firstly, your resume catches the attention, if proper keywords, format, and structure are used. Secondly, the resume should create interest, which can be achieved by showing your unique ability as a candidate and your benefits like a product. Then, your resume should stir the desire i.e. it should convey what exactly you want. And lastly, an action which can be achieved via phone call, if you have met all the requirements of the employer.

### 5.4.1 Resume structure

The resume creates the first impression of you, in front of your employer, therefore, the structure should reflect your style.

- 1 Heading** - “Where to reach” is the foremost information in the resume. It should have your full name, current address, phone number, and email address.
- 2 Job/ career objective** - Mention clearly your career objective, as it makes it easy for recruiters to classify what kind of job you are looking for. If you are not sure or want to leave your options open forgo the career objective.
- 3 Work experience/ employment history** - Start with current or most recent employment and go backward. If you have no relevant experience you can write first about education and then work experience.
- 4 Education** – Start with the highest degree that you hold with the mention of the institution, college, school. Write about your specialization, diploma, certificates received, and marks obtained.
- 5 Honors** – If you have three or more awards you can mention them under the heading of Honors. You can also mention scholarships, awards, and condemnation.

**6 Activities** – Write about the extracurricular activities you took part in like clubs (like drama club, dance club, etc.) It can reflect your personality.

**7 Certificates & license** – If you have relevant certification or license, make sure to write it down under this heading.

**8 Patents & publications - Include** patent registration and books/ paper published if they are pertinent to the job.

**9 Professional membership** – Professional membership with professional bodies, trade association demonstrates your commitment towards continuous change & constant upgrade. Mention this membership under this heading.

**10 Testimonials/ endorsement** – Here, you can include positive reviews, thank you letters from customer condemnation letter, recommendation letters etc.

**11 Special skills** – Mention any special skills you may have and is relevant to the job and describe how these skills can enhance your performance towards your job.

**12 Personal information** – It includes hobbies and interests that will help you to perform on the job. Apart from this, include basic information like gender, age, and marital status, if these are requested by the company.

**13 References** – References allow the recruiters to verify the above information. If the information is fully accurate, he may trust you with the job. Give references only if references ask for it. Make sure the references are accurate with name and designation. Select the person who can vouch for you.

### 5.4.2 Resume format

#### The chronological Format

The chronological format of your resume requires you to enlist all your details in reverse chronological order i.e. your most recent work and then going backward. Here, the focus lies on work experience. This type of resume is highly recommended when you apply for a position in the same field, and it shows the growth and steadiness with no time gap in between your employment.

## **The Functional Format**

Applicable skills are highlighted in this kind of resume. Thus, shifting the focus from your recent employment to relevant skills. This kind of resume is mostly used when you are switching the field, or you have a diverse experience range or you are returning to the field after a long period of time.

## **The Achievement Format**

Here you place an achievement statement in your resume. An achievement addendum allows you to showcase your personal story with more details where you talk about problem, solution, result, action & accomplishment. Using an active voice with action words, and describing your achievements can let your resume stand out of the box.

## **The Hybrid Format**

When you combine chronological order with functional order it typically leads to a hybrid format. It combines your experience and skill sets. The hybrid format is recommended when you have varied and unrelated work experience, short working history, or you want to highlight certain internships.

### **5.4.3 To-Do & Not-To-Do.**

- a. To-Do** - When you write down the information be sure that you write honest information with relevant details. Offer the description of the job you are looking for and use an action verb. If writing facts provide evidence. Write everything in a proper format. And lastly, proofread your resume.
- b. Not-To-Do** – Never start your sentences with ‘I’. Limit the use of jargon, and do not exaggerate any fact. Don’t capitalize every word in the resume, only the necessary one.

## **Instructions for effective Resume**

1. Always use white colour background for drafting a resume.
2. Set one inch margin on all four sides.
3. Use 14 font sizes for heading and 12 for text.
4. Stick to one font style. Use single or 1.15 line spacing.
5. Divide your resume into various sections like contact details, Resume summary, work experience, education, skills and achievements.

6. Make your resume as long as it requires to be.
7. Photos to be pasted on resume only when asked by the employer.

#### **5.4.4 Resume example:**

IDOL Study Material

Your name

Expertise

Phone no.

Linked in details

E mail: [xyz@email.com](mailto:xyz@email.com)

### SUMMARY

Passionate and focused Marketing Executive with three years of experience carving out new markets that quickly develop a desire for products ed by a sharp team.

### EDUCATION

Year	Degree	College details
------	--------	-----------------

### EXPERIENCE

Year	Name of organisation	Job profile	Key achievements
------	----------------------	-------------	------------------

### SKILLS

1
2
3

### References

Designation	Contact details	Time for communication
-------------	-----------------	------------------------

### Interests/Additional information

Certified.....

Member of.....

### Personal Information

Date of birth

Permanent address

## 5.5 Uncovering the cover letters.

The cover letter introduces you to the prospective employer and compels him to buy your service. A cover letter is not the mirror image of the resume. Paragraphs are used with highlighted content which is most relevant to the job profile and provides substantial information to back up these claims. Furthermore, it is important that you don't email the same cover letter to different companies simultaneously. Downloading or copying the cover letter through the internet is not the best option. Cover letters are written in complete block format (Refer business letter formats)

Five hallmarks define cover letter:

1. Strong personality
2. High energy
3. Relevant information.
4. Moderately informal
5. Interesting to read.

### 5.5.1 Cover Letter Example for student

**XYZ**

**B.Sc. IT student**

**Mr. ABC**

**Human Resource Manager**

**Auckland Software consultancy Ltd.**

**Road No. 12 CAW Crossway**

**MNOP**

**India**

**Dear Mr.ABC**

I am writing to express my interest in your Software consultancy firm. I learned about your firm through a friend of mine who completed his Internship from your organisation last year. I have immense interest in software development and gaining knowledge from a reputed organisation like yours will definitely help me to establish myself well in the software industry.

I am in the third year of my graduation and took software development as my elective. I have experience of working in a software company for 8 months. After my graduation i would like to get experience from an established organisation like yours and serve the clients with satisfaction.

I have completed an online course on “Public speaking” and “Effective Communication” to master my communication skills. Kindly look into my resume for academic and other details.

I look forward to working as an intern in your firm.

**Thank you**

**Yours truly**



## 5.6 Links for better understanding of Cover letter and resume

<https://www.grammarly.com/blog/write-cover-letter/>

<https://resume.io/app/create-resume>

<https://www.thebalancecareers.com/job-resumes-4161923>

## 5.7 Summary:

The learnings from this unit are much more important and must be thoroughly understood. The choice of career you want to pursue is an important decision. Please make sure you have read enough and researched it. Then later there are points that you need to keep while making large changes in your career. To present yourself formally, you need a resume. The resume outline is given in detail. Not many people are aware but there are different types of resume. There are very common mistakes that a lot of people make in their resume and they miss their chance. The cover letter helps you to get the employers attention. The format of the cover letter is mentioned and an outline is stated.

## 5.7 Exercise:

Define a cover letter.

Prepare a detailed resume, a one page profile and a cover letter for software developer/ software consultants profile.

## **Unit II:**

### **Writing Business Messages and Documents**

#### **Chapter VI: Developing Communication Skills for Business**

##### **Contents**

##### **6.1 Objective**

##### **6.2 Introduction**

##### **6.3 Effective listening**

###### **6.3.1 Process**

###### **6.3.2 Advantages**

###### **6.3.3 Strategies**

###### **6.3.4 Outcomes**

##### **6.4 Business Presentation and Public Speaking**

###### **6.4.1 Format of the presentation.**

###### **6.4.2 Essentials for a presentation**

###### **6.4.3 Key points Public Speaking**

##### **6.5 Conversations**

##### **6.6 Interviews**

###### **6.6.1 Types of questions**

###### **6.6.2 Clothing**

###### **6.6.3 Mannerism**

##### **6.7 Summary**

##### **6.8 Exercises**

## 6.1 Objectives:

After studying this unit you will be able to:

1. understand the basics of effective listening.
2. know the format of the presentation.
3. Get acquainted with essentials for public speaking.
4. How to hold good conversations.
5. Ways to ace your Interview.

## 6.2 Introduction

Communication is an art of speaking. An individual must understand that communication is a very important of many professions. Speaking in english and communicating well are two entirely different concepts. English is simply a language whereas communication is an art. There is a misconception that it is important to speak english in order to have good communication. You can master communication even in your regional language. English can be learnt later. Communication has much more to it than just speaking. Communication accounts for your body language, gestures and postures while you deliver. How elegantly and effectively you deliver the content is also a kind to be considered while considering the communication skill. Communication can be improved with continuous rehearsing but there are alot of factors. Listening is amongst the most underrated skills learnt which eventually helps a lot in improving your communication. Listening gradually leads to improvement of your public speaking. The more you listen, the more you can speak. The more clarity you have on what to deliver and how to do it. The same helps in having better conversations. When you have knowledge regarding subjects, speaking comes more easily. Alongside improving the speaking skills you will see a drastic change in your interview skills also. All the above techniques are stated in detail below:

## 6.3 Effective listening

Listening can be recognized as the commotion to clearly understand what has been spoken by the speaker. Hearing and Listening are two sides of the same coin. People often tend to mix up the meaning of both words. Hearing is merely listening without understanding what the speaker is trying to convey.

Listening is visibly different from hearing. Listening is like the basic foundation in becoming a good communicator. Hearing does not need a reason whereas this might not be the same for listening. Listening is generally supported by a solid reason. Listening in general increases your grasping and interpretation sense. Hearing and listening may seem like a similar thing but it is not. Hearing is an action that happens unknowingly but listening it's rather a planned action. You have to hear and understand for it to be concluded as listening. Listening is an underrated skill. People may think it's a natural talent but it's not.

Listening requires as much practice as any other skill like writing or acting. People tend to believe that listening comes naturally or is a part of a person's personality. There is no such thing, listening like any other skill is learned and should be practiced to succeed.

### **6.3.1 Process of Listening**

In order to be a good listener, it is necessary to understand the various stages of listening. These are:

1. *The Selecting Stage:* The listener selects the only one that seems important at that point in time and into a message.
2. *The Interpreting Stage:* The listener is mostly trying to understand what the speaker is trying to say.
3. *The Evaluating Stage:* This is mainly the stage where the listener draws the inference from what the speaker tried to convey to the audience. The evidence, facts and figures are considered. The speakers share their experiences, emotions and beliefs.
4. *The Responding Stage:* This stage generally involves the views of the speakers and sharing the thoughts of the listener with the speaker. This stage determines whether the listener understood the speaker or not.
5. *The Memory Stage:* This is the final stage of listening. Effective listening helps listeners remember whatever information has been delivered by the speaker. The sign of a good speaker is to help its listener carry as much as they can. People tend to remember more about what they see rather than what they hear.

### **6.3.2 Advantages of Listening :**

Listening to other people is the easiest way of earning knowledge without paying a cent. It helps you and people around you. It becomes a simple way of bonding with people around you. If you attentively listen to each other you can understand that there's a lot more to learn. Attentive listening prevents arguments. The more you listen the more you understand their point of view. That's why they say "you have two ears and one mouth".

We listen to

- a) gather as much as information as possible
- b) come to a conclusion or reach a point that satisfies people.
- c) learn from others' experiences.

Why should one listen carefully?

Sometimes a person misses the real meaning by only listening to the facts and figures and deciphering it wrong. A person should try to talk as less as possible because when you try to speak you are not exactly listening to the speaker but trying to string out what you want to say. Selective listening of a person tends to create a lot of problems. They will pick up only what they want to and ignore the rest. Some people refuse to accept the others perception of the world. When we do something that we disagree with we become a lot more rigid and we don't focus on what is in front of us. Judging the speaker by their actions and not listening to them. Being only present there to find out mistakes is also a reason for having poor listening skills. What a speaker wears, what kind of brand they wear are not the point of which the listener should worry about.

### **6.3.3 Strategies for effective listening**

Sometimes we are so stuck up on facts that we do not pay attention to what exactly the speaker wants to convey. Our understanding of what the speaker wants to say varies from what actually could have been the point of discussion. So, how should we listen? Here are some strategies :

#### **1) Aim for the conversation.**

A listener should always know why they are listening to their conversation. They must be clear on what they are trying to achieve out of this. The listener is usually looking for knowledge from the speaker. We may notice that mostly a speaker speaks from their experience and the listener tries to learn as much as they can. Sometimes the speaking listening relationship is extended to the office and can be seen between employer and employee or mentor and mentee. The better the speaking and listening bond is, the better their relationship is. The personal relationships also flourish if people could just learn to listen more and speak less. Good conversations are always a mood lifter. The conversation may not necessarily be about both parties speaking. Good motivating words to brighten your day too. The same way if you can say a few good words to someone else then their day can be good as well. So it's always important to know why a conversation is being held in the first place.

#### **2) Be Mindful**

Talking and listening go in turns. A smart listener always knows what they are speaking and when they are speaking. So it's a skill to know where you are supposed to be speaking and where you need to let a person speak their point first. Unless you are too sure that it has to be said, prefer not speaking. A good listener should listen as much as they can.

### 3) Try to be attentive

The more you hear properly, the easier it is to inculcate the habit of listening. Being attentive while listening makes you aware of your surroundings and it helps you in connecting with the speaker. Try to keep yourself to a minimum and try to not exert yourself too much in the room where you are supposed to be listening. Exerting yourself at the start, you may not be able to form the bond between the listener and the speaker. At any circumstances do not interrupt the speaker, which can change the flow of conversation which they initially planned before starting there.

### 4) One work at a time

Try to do one thing at a time. When you are listening to a person, at that moment just listen. Do not do anything else. You may think that you are smart enough to hide but your non-verbal actions give you away. So, try to be physically and mentally present along with the speaker. This helps with the confidence of the speaker and he becomes more committed to the listener.

## **6.3.4 Outcomes of effective listening.**

A person can gather a lot of knowledge just by listening clearly. Teamwork becomes easier when you have good listeners. Showing keen interest and listening to people can solve a lot of problems. Conflicts are less and are easier to solve if people listen to each other for understanding and not just for a comeback. There are a lot of things that can be avoided if people would just listen to each other and not be unreasonable.

## 6.4 Business Presentation and Public speaking.

Business presentation.

Business presentation is a formal exchange of ideas between two parties irrespective of the field they belong to. The best way to conduct a business presentation. The most formal of exchanging ideas and views. The ideas should be beneficial to both parties.

The most important part of the presentation is how you present your ideas. The presentation and your explanation must sync to give your best. It would be great if you a prototype or any solid example for what you just presented. If it's a complex process make sure you do something to make it easier to understand. The goal must be clear here. You are trying to sell your idea and you must do it gracefully. You have to prove yourself to sell your service/idea to your audience.

### 6.4.1 The outline of the presentation.

Outline of presentation differs from purpose to purpose. The presentation will have an outline based on what kind of presentation it is. The slides might change according to the situation and hence there is no specific format for presentation. An example is given for a Business Presentation.

General guidelines for business presentations

Introduction

Company overview

Description of products and services to be offered.

Presentation of your product, service, or system prototype.

Present a Strategy Canvas illustrating how your product/service works.

What is the size of the market you intend to enter?

Industry analysis

Description of current and potential competitors

Marketing strategy

Operations strategy

Forecasts and financials

What do your projections show for sales, profit, expense, growth, and investment?

Capital requirements over the next 3 years.

Stage of development and the implementation plan

How much venture capital funding do you need?

Summary

#### **6.4.2 Essentials for a presentation**

##### **1) Knowledge**

You must know your content thoroughly. You should know all the little details of the idea which you are trying to sell. Your only power at that moment is your ability to communicate. You have to maintain a good vibe while doing the presentation.

##### **2) Be yourself.**

One of the most important things that is often neglected is being comfortable. You have to be comfortable with your skin. Not everyone is confident to stand in front of the audience, so practice beforehand. Take the posture in which you are most comfortable. Decide whether you need a microphone or not.

##### **3) Start strong**

You have your audience's attention for a little while and you have to make an impression that will decide whether you are worth listening to or not. So start the presentation with a bang and make them sit tight.

##### **4) Interact**

Sometimes you have to keep your audience on their toes, so you have to talk to them.



Talking isn't compulsory but you need to make sure that they get exactly what you are trying to sell. You can also ask for their opinion or ask them if they agree with you or not.

#### 5) Use visuals.

People tend to remember what they see longer than what they hear. Use visuals or statistics wherever necessary. Try not to stuff your presentation with all the lines and paragraphs. You have to send your point across the audience, you can get creative as you want to.

As much your non-verbal communication holds the importance to impress the audience. Your verbal ability to communicate plays a key role in determining how successful you deliver a presentation. Being able to communicate is generally referred to as public speaking. Public speaking plays an essential role. Your skills play an important role in deciding the rate at which your career flourishes. Public speaking is a skill that is a must in the ongoing era. It is a skill that can be learned, improvised, and expertise to a certain level.

Key points for public speaking:

- Planning
- Form
- Deliver

Let's explore public speaking in detail:

#### Planning

Some people are blessed with the talent that they can start anywhere and can deliver beautifully. The others may not be as blessed but they can improve with the help of proper guidance. The first basic step for public speaking is planning. You should always write down what you want to say. Always write what you want to say just in case you forget or you feel like adding a point anywhere, you will remember where it is supposed to be added. Writing the speech ahead saves a lot of time and confusion. It's an effective way to prepare for any kind of public speaking. Public speaking is based on how good you deliver and what you deliver.

Every public speaking depends on the event. You must know what kind of event and what type of people will be present in the audience. Time also plays a major role in deciding what kind of speaking should be done. In the morning the audience is more energetic and by the night the mood shifts. So accordingly you should know what should be delivered to keep them with you. You should blend in the situation. For example, if something has happened before whether it is negative or positive, if possible try to balance the mood so that it does not affect your performance. The time, duration, the flow of your speech depends upon the event's nature. The humor is inappropriate

at places.

You should beforehand know what kind of audience you will be facing and in a similar way shape the flow of your speaking. Your audience can be anyone, some may help your career or otherwise. So you have to be respectful of all that depending on what kind of audience you deliver to. You must also be clear of your purpose. What are you trying to deliver there? if you are not sure for yourself then it may confuse you later. If you are trying to influence whom you want to influence and how you want to do. You should know what your aim for this speaking is. You should know that your idea must be solid and whatever you speak should be relatable. Nothing should be off-topic for the audience. What you want to deliver to the audience must be as clear as the sky. There is no option of being obscure while speaking.

Information that you use while speaking should be true and verified. Try to assume as little as possible, assumptions make your base of speaking weakly. You may need comparisons, figures and statistics of other parties. Sometimes you may need to remember large figures and all. You should collect all the information and then list them down. Read it again and again unless you think you have included all the necessary things.

## Form

After planning comes forming the structure for your material that has been spoken. A well-structured material will always help you keep you away from wandering. You will know which part should be emphasized and which should not be. A point should not take up a lot of time and a proper explanation should be delivered after saying something complex. All this can be managed well when you know in which form you are going to deliver your part.

Generally, every way of speaking can be categorized into 3 parts namely introduction, main content and summary or conclusion. The introduction should be sharp enough to grab all the attention and should contain what you are going to present, so it's like giving a preview of what you will be speaking for a few minutes ahead. Introduction in a simple way is a virtual handshake in the speaking world. When you meet someone for the first time, how do you introduce yourself in the real world? The same way you have to introduce yourself to the people present in front of you. After this the introduction usually depends upon the type of speaking, it can be a question or it can also be a quote. Try to make a smooth transition into the main context. Only you should be aware of this transition.

The main context must contain all the necessary details related to your idea and lastly, you conclude the topic properly. There are many ways in which you can choose the flow of your speaking. There are mainly four patterns in which the main context can be formed:

**Chronological:** Arranging whatever you are going to say in a manner that is relevant. It is written

sequence wise, like how the events have occurred. An example is storytelling. Every event of the story is interrelated. If you don't go according to the story then you will not understand the story.

Categorical: You divide your speaking into different parts. You divide the topic into parts and subparts. It is very easy and hence the most adopted pattern for beginners. It is also easy to remember as it is divided into parts.

Cause and effect: Another way of expressing your ideas. This can only be used when there is a cause and the cause leads to an effect. The changes or the impact of the cause is the main reason this pattern is used.

Problem-solution: It is usually used when you have a problem and you need to find the solution or when you have a possible solution for the same. There can be many solutions to a single problem but we need to find the best out of it and hence the pattern.

These are the patterns in which you can design your context. Always try to stick to the main idea and use only four to five important points. Just because you can speak a lot on the topic doesn't mean you have to. Try to say less but more meaningful. Try to create a link between each of your points and show a smooth transformation.

After all the information has been given to the audience there comes a point where you have to revise all the important points and end your speaking. So, conclude your views one by one. Mostly the one you want your audience to remember, or to think about it. Try not to end your time in haste. Add something nice so that they can remember it for a little longer, humor works too. There can be questions at the end. So, keep your keep and try to answer the question as politely as possible. The questions can annoy you hence, do not show that on your face. Don't spend too much time on one question. Try to answer all the questions asked.

## Deliver

The most difficult and most important part of public speaking. For being a speaker skills are as important as the message you are trying to convey. The way you represent your idea has equal value as what your idea is. The values, actions and attitudes contained are equally important. When delivering face to face a lot of things matter. Your clothes, the way you stand, your expressions, even your cologne. So, make sure to clean up well before going anywhere to present anything.

There are different types of speaking,

- 1) From notes
- 2) Impromptu

- 3) From memory
- 4) From a manuscript.

Notes :

Notes can vary from an outline, cards to written references on pen and paper. This is a very well written and rehearsed way of speaking. You speak what you have already planned and known to you. Also, you have objects to help you. You can practice this beforehand and deliver gracefully. Since you know what you will be delivering you can have confidence and control over yourself. You have the freedom to choose the language that you are going to deliver in.

Impromptu

Impromptu is like sudden, unexpected talks that you have to deliver in a short period and you don't have time to rehearse or prepare for the speaking. Sometimes it's like someone calls you up and asks you to say a few words. At that, you don't even have a small time to prepare. So at that time, your speaking experience comes in handy. Try to recall everything you know about the very same topic and mentally think which should be said and which should not. Think of what is expected of you. Anything relevant is good.

Memory

Out of all the ways, this is the hardest way of delivering. Unless you are a professional, we suggest not to use this mode. Everything is memorized and so it is hard to maintain eye contact with the audience. You become less free and most of the time of your mind goes in remembering the learned. Some speakers fail to keep the audience with them as their body language doesn't cooperate with their voice.

Manuscript

This perhaps can be called reading magnificently because you cannot paraphrase the important documents or laws which you abide by. It's just simply reading the past or the present effectively. If you read the important documents in your way, it might change the interpretation of the same. Reading an amendment by the supreme court can be categorized as the above delivery.

## 6.5 Conversations:

Conversations are a very common part of human life. They happen often and not pondered upon. You may find that conversations are probably the only way we can communicate properly. The basic difference between communication and a conversation is that conversation needs to be two-way. A comment, chat, and messaging can also be considered as long as replies are given. From getting up from bed to coming to our bed, we hold up numerous conversations. The conversations can be mainly classified into two types:

Casual conversation

Business conversation

Casual conversation:

Casual conversations are the conversation that do not follow any rules. This communication simply means to freely communicate. You can use any language, any kind of humor. In short, there are no rules or regulations for this type of conversation. The conversation which you have with your friend and family is known as casual conversation.

Business conversations:

The business conversations are the building blocks of the economy. Deals of millions are signed through these conversations. Business conversations are a very important part of the organisation. Business conversations are very formal and systematic. These conversations are held for the commercial benefit of the organization. Sharing information between the workers of an organization is also considered as a business conversation.

In business conversation you intend to conduct the conversations that should be pretty clear. The goal you want to achieve from having this conversation must be achieved. Always write the notes that you need to speak or cover in these conversations. Be prepared with the bullet points, so that you can be in control of that conversation. Always have an active internet connection just in case you need any data for your reference. Introduce yourself confidently and get to know about the people in conversations too. Refer all the members of the conversations as Mr. XYZ. It is advisable not to use first names in these conversations. As it is a conversation make sure it is a two-way conversation. Try not to sound too monologue. Listen attentively to how they are reacting to your conversation. It's natural to be nervous while making a conversation with important delegates but do not let your emotions take over you. Sound as professional as you can and try to avoid slang or jargon. Always be thankful at the end of the conversation.

## 6.6 Interviews

An interview is just a questionnaire between two people or more than two. Usually, the person who came to give an interview is known as an interviewee and the one who takes the interview is called an interviewer. The interviewer can be a group of people or a single person. The interview is usually conducted in a room without any interference. Earlier interviews used to be face to face but as we have seen there is a lot of advancement in the technology. So, Nowadays the interviews may be conducted online. Through telephonic conversations or even video conferencing.

There are many types of interviews but we will only focus on business-related interviews. The business-related interviews are mostly job interviews or inhouse promotion interviews. Both the interviews are the same except the fact that the job interviews are the basic ones. The job interviews are mostly to evaluate your education and assess your skills. These interviews are generally conducted to test your personality, process of thinking, and your teamwork spirit. The promotional interviews check how much you have contributed to the organizational benefit.

### **6.6.1 Types of questions**

An interview is like a conversation that decides which path your career takes. The questions can be anything. You can expect that they can ask you anything from professionals to private life. There are usually 6 types of questions:

- 1) Open
- 2) Closed
- 3) Probing
- 4) Reflective

#### **Open Questions:**

These questions are generally the conversation starters. These are asked to know about you. The more you can answer the better. They may also ask you about the area you expertise in. You have to be as smooth as possible. Explain everything that your resume tends to claim. They may ask questions that are like “How do you rate the relevance of your branch/trade in today’s world?”. You have to explain why you studied that particular branch. Also, there can be basic questions like How did you happen to come about this job ?. What prompted you to apply for this job?. Why do you consider yourself suitable for this job?

#### **Closed Questions.**

These questions are usually one line or yes-no answers. You don't have to explain yourself. The answers have to be as accurate as possible. The questions are mostly related to the branch. Any

technical term can be questioned or related to your final year project. The thought or the reason why you choose to do it. Your graduation year and percentage are possible questions.

#### Probing Questions:

Questions like these are usually asked to test how smart you are in real life. It can be related to your branch or not. It could be your views on the ongoing external political affairs or any general knowledge question. It can be about sharing your thoughts on a particular topic.

#### Reflective Questions:

These are the questions that are asking about your opinions. Usually, here your thoughts are asked. What you believe in or follow or why do you think this is right?. These questions explain your morale and beliefs.

### 6.6.2 Clothing

In an interview how you present yourself matters the most. You have to sell yourself out there. Your appearance had to do a lot of it with that. How you walk, talk, and carry yourself is very important.

#### Clothing for men:

Shirts: a good quality, white button-down or white classic collar preferred. Most importantly, make sure the shirt is ironed properly.

Suits: dark blue, grey, brown, or very muted pin-stripes. A good-quality woven blend of natural fibers looks professional. Suits should be properly tailored and freshly dry-cleaned.

Shoes: highly polished slip-on or lace dress shoes in black, brown, or cordovan. Dark socks.

Facial hair: no beards; mustaches are a possible negative. If you must, make sure it is neatly trimmed.

Jewellery: no chains, bands, or necklaces showing. No rings other than wedding rings or college rings. No earrings (if you normally wear one, take it out.)

#### Clothing for women:

Dresses, suits: conservative business suit or dress of a natural or woven-blend fabric in a soft colour complementing your skin and hair colour -- blue, navy, grey, beige, tan or brown. Skirt length should be at least to the bottom of the knee.

Blouses: simple style, white or soft colours. Avoid very frilly styles and low-cut necklines.

Shoes: sensible shoes; polished pumps or medium heels in a colour that matches your outfit.

Purse: (optional) small or medium-size in a colour that goes with your outfit.

Jewellery: simple, minimal. One set of earrings only. No more than one ring on each hand.

### **Mannerism:**

#### **1) First impressions:**

When you go for interviews your first impression must be the best. As they say “the first impression is the last”. You may have an excellent academic record but if you fail to create a good first impression at first, it might cost you a great deal. Introduce yourself properly with proper posture. Be calm yet firm with your voice. Always sit straight.

Be confident

There may be moments in the interview where you may think it is not going well. Keep your head high and try to answer as truthfully as you can. Sometimes the organization only needs good character candidates and they purposely make it hard for them. They are checking how truthful and honest a person you are.

#### **2) Speak less**

Always try to answer in fewer words yet gracefully. Some questions are predictable, some are not. So, make your answers short and yet convey whatever you wish to. Be polite and try to avoid being silent during job interviews.

#### **3) Resume**

Your resume is like your choice of the weapon before going to war. So wisely design it and always be honest in your resumes. The resume should have a standard format. Please mention the skills you have, so that your employer trusts you the first time you meet them. Lying on a resume won't send you anywhere.

## **6.7 Summary**



## 6.8 Question Bank

- Q1) Differentiate between hearing and listening?
- Q2) State the process of listening?
- Q3) How should you strategize your listening?
- Q4) Give an outline for a business presentation?
- Q5) What are the essentials for a presentation?
- Q6) Describe the key points of public speaking?
- Q7) State the types of speaking?
- Q8) Differentiate between casual and business conversations?
- Q9) State the types of questions asked in an interview?
- Q10) Define proper clothing for men and women during an interview?
- Q11) Explain basic mannerisms to be shown during an interview?

IDOL Study Material

Unit III  
**Developing Oral Communications skills for Business**  
Chapter VII  
**Meetings, Conferences & Group Discussions**

*Content Structure*

- 7.1 Objectives
- 7.2 Introduction
- 7.3 **Meetings**
  - 7.3.1 Introduction
  - 7.3.2 Defining “Meeting”
  - 7.3.3 Purpose of meetings
  - 7.3.4 Significance of meetings in professional communication
  - 7.3.5 Conducting a business meeting
- 7.4 **Conferences**
  - 7.4.1 Gearing Up
  - 7.4.2 Purpose of Conferences
  - 7.4.3 Significance of conferences in professional communication
  - 7.4.4 Conducting a business conference
- 7.5 **Group Discussions**
  - 7.5.1 Gearing Up
  - 7.5.2 Significance of group discussion in professional communication
  - 7.5.3 Holding group discussions
  - 7.5.4 Self - check your progress
- 7.6 Summary
- 7.7 Exercise

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**7.1 OBJECTIVES**

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- To understand the nature and significance of meeting, conferences and group discussions in professional communication.
- To acquaint oneself with the process of effectively planning and conducting meetings, conferences and group discussion in the professional context
- To acquire rudimentary linguistic skills necessary for professional communication in meetings, conferences and group discussions.

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## 7.2 INTRODUCTION

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Dear student,

Welcome to Unit III of this course. In the earlier units we studied

- The factors that make communication effective,
- The significance of non-verbal, cross cultural and technology enabled
- communication in business,
- How to write business messages and documents, and
- How to develop oral communication skills for business through effective listening, business presentations and public speaking, conversations and interviews.

In this unit we will continue to explore oral communication skills required in a professional set up. The unit is divided into three chapters for the purpose of convenience.

- In the present chapter, that is, Chapter Seven we will focus on three significant communicative situations in business, namely, **Meetings**, **Conferences** and **Group Discussions**. We will understand the nature, features and functions of these speech events with the help of illustrations and activities.
- In the next chapter, we will explore the role and function of team presentations and team briefings and how these can be made effective.
- In Chapter Nine, we will understand communication needs that are specific to business and how communication across functional areas can be made effective.

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## 7.3 MEETINGS

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### 7.3.1 Introduction

Do you think meetings are a waste of time, money and energy? Do you think a surprise and instant meeting is an effective way of professional communication? Do you think meetings are conducted only give instructions and information? Do you think that you do not really require any specific skill in attending or conducting meeting? If your answer to these questions is YES, then you have certainly fallen prey to a common misconception about the business meetings. It, therefore, is necessary to understand the nature, significance and process of meeting for better professional communication.



Source: <http://clipart-library.com/meeting-pictures-cartoon.html>

After your formal training, you may either join an organisation as an employee or start your own business. The professional communication will require you to hold and/or attend meetings. In either case, it is important that you understand the basic structure and purpose of a meeting and key phrases and expressions related to the meetings.

### 7.3.2 Defining “meeting”

Let us see some definitions of “meeting” and find out common elements in these definitions. If you look up Oxford dictionary, you may come across the definition of meeting as “*an organized occasion when a number of people come together in order to discuss or decide something*”.

Another definition is “*an assembly of people for a particular purpose, especially for formal discussion*”.

Jasmine Kim (2019) defines a business meeting as “*a gathering of two or more people for the purpose of making decisions or discussing company objectives and operations*”.

According to Meeting and Convention Planners (2009) a meeting is a gathering of two or more people that has been convened for the purpose of achieving a common goal through verbal interaction, such as sharing information or reaching an agreement.

Looking at the above definitions we can say that a business meeting is a kind of group communication with a specific purpose such as presenting information, discussing specific issues, coming to a resolution, making decision or creating a specific plan.

### 7.3.3 Purpose of meeting:

Let us now look at some of the general objectives in arranging meetings.

- Meetings are arranged for the purpose of informing various issues of the organisation to its stakeholders. In this communication information flows from speaker to the audiences in one way direction.

- Sometimes the organisation needs to make some negotiations with members inside or outside the organisation. Here, the flow of communication is two way.
- Meetings are also arranged to find solution to complex or critical issues of the organisation. Members in such meetings have diverse skills and experience which they use to indicate possible solutions to a problem.
- Decision making is an important objective of arranging meeting. It may involve various regular and specific professional affairs.
- Sometimes meetings are arranged to share information and to interact with the members outside the organisational set up, such as consumers, suppliers, distributors or financiers. This kind of interaction is very important for the survival of any professional organisation.
- Government or non-government organisations arrange various meetings as a legal requirement. For instance, private firm mandatorily requires arranging statutory meeting such as board meeting, within a specific period in a year.

#### 7.3.4 Significance of meetings in professional communication

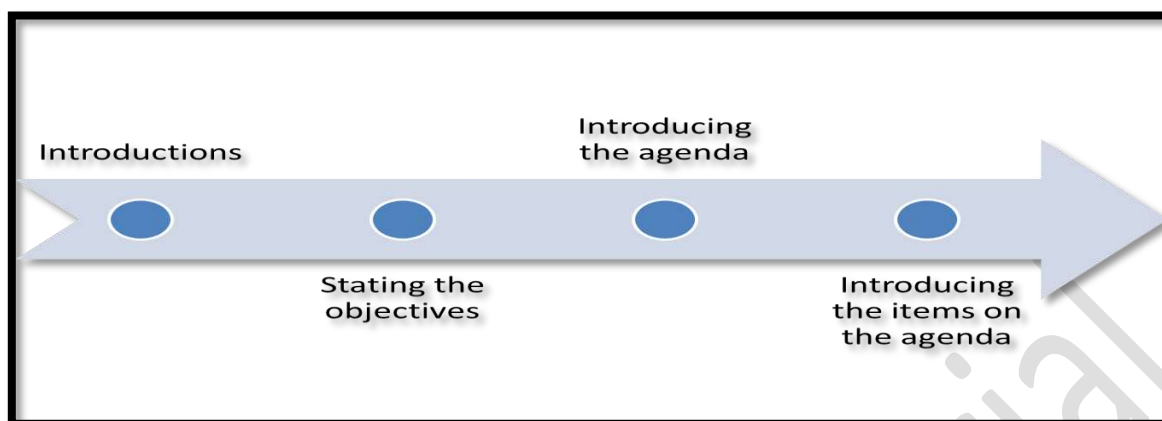
Imagine that you are at a work place where you only receive instructions about your work. How would you feel if you are not invited to share your views, ideas and opinions? How would you feel if your suggestions are not asked for in making certain decisions?

You will surely not consider such a work culture as encouraging. This is why 'meeting' as a communicative event becomes important at workplace. Once you are in a professional set up, you will notice that meetings are vitally important. They are an important tool that helps people in a set up feel included and trusted. It makes them feel important team members as well as gives them a chance to contribute to the success of the organisation. Compared to one on one conversation, meeting is a group communication and requires you to have the ability to present your ideas, views or specific information or reciprocate to that of others in an effective way.

#### 7.3.5 Conducting a business meeting

You must note that mere conducting meeting regularly does not guarantee success. If you do Google search, you may come across reports and articles that inform you that a lot of meetings are ineffective. You will realise that the affectivity of meetings depends on how the meetings are conducted or how you perform in these meetings among other things. We

will, now, see how you can smoothly start and close a meeting by following an order and using formal expressions.



Starting a meeting

#### A. Introductions:

Many times we conduct business meetings with new clients and partners. It is necessary that you introduce yourself and others appropriately. The following are some examples of formal and informal expressions.

Introducing yourself:

- *Let me introduce myself. Ajay Solanki.* (Formal)
- *I would like to introduce myself. I am Rohini Kale.* (Formal)
- *Hi, my name is Peter D'Souza.* (Informal)
- *I am Aziz/ Aayesha.* (Informal)

Introducing others

- *Please join me welcoming Mr. Sarag Yadav.* (Formal)
- *It is a pleasure to welcome Ms. Sandhya Nair.* (Formal)
- *"Let's go around the table and introduce ourselves, Ravi, would you like to start?"*
- *Have you met Mr. Anant Singh?* (Informal)

Replying to an introduction

It is necessary that you reply to a formal or informal introduction.

- *Thank you. Nice to meet you.* (Formal)
- *I am delighted/ pleased to meet you.* (Formal)
- *Lovely to meet you.* (Informal)
- *How are you?* (Informal)

- **Introducing yourself**
- **Introducing others**
- **Replying to an introduction**

## B. Reviewing past business

Some there are follow-up meetings. In such cases, it is necessary to review the earlier business. If you are the secretary of the meeting, you need to do it immediately after introductions. Some useful expressions are as follows.

- *To begin with, I would like to quickly go through the minutes of our last meeting.*
- *First, let's go over the report from the last meeting, which was held on 28 August 2020.*
- *Here are the minutes from our last meeting, which was held on 28 August 2020.*

## C. Stating the objectives (useful expressions)

- We are here today to discuss...
- I would like to ensure that we discuss/take up...
- This meeting has been called in order to...
- The purpose of today's meeting is to ...

## D. Introducing the agenda

- Have you received a copy of the agenda?
- Let me share the agenda of this meeting. There are 10 items. First..., second...
- Shall we take the points in this order? First...
- If everyone agrees, I would like to go in the following order.

## E. Interrupting politely

Sometimes, we speak over someone accidentally or we feel like adding something to what is being said. It is necessary that we do it politely. Expressions such as

- *"Sorry, but just to clarify...."*
- *"Sorry, I did not quite hear that, do you mind saying it again?"*
- *"That is an excellent point, Aniket (person's name), do you think it would be a good idea to add another point as well?"*

## F. Asking Questions

Any business meeting is a two way communication. To keep the flow of the meeting all members contribute by sharing their views and sometimes by asking questions. There are many ways in which questions may be asked during the meeting. When asking someone for clarification, you may say

- *"Could you explain how ...?"* or
- *"I do not fully understand what you mean. Could you explain it in other words?"*

**A. Reviewing past business**

**B. Stating the objectives**

**C. Introducing the agenda**

**D. Interrupting politely**

**E. Asking Questions**

**F. Concluding a meeting**



In case you are leading the meeting and you wish to encourage responses/feedback, you may ask,

- *“Are there any questions?”*
- *“What do you think about this...?”* or
- *“Would anyone like to add to this point?”*

#### G. Concluding a meeting

The meeting should end by briefly going over the key issues discussed or action points again. The conclusion should make sure that the individuals present in the meeting leave with a clear idea about the next steps. Phrases such as “to wrap up”, “to sum up”, “to recap”, “action points” are useful in ending a meeting. It is considered polite to thank the audience for attending the meeting. The following are some useful expressions to conclude the meeting.

- “Let’s summarize what we have discussed and agreed upon”.
- “Before we end the meeting, let me summarize the main points”.
- “To sum up what we have discussed...”
- “This brings us to the end of the presentation/meeting. Thank you very much for attending the meeting”.
- I wish to thank you all for taking time out of your busy schedules to be here today. to thank you all for taking time out of your busy schedules to be here today.

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## 7.4 Conferences

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### 7.4.1 Gearing Up

Like business meetings, business conferences are an important channel of professional communication. First we will understand the meaning of a conference and then we will see

**What is a Conference?**

its significance in professional communication. A Conference is generally understood as a meeting of several people to discuss a particular topic. It is often confused with a convention. A convention

is larger than a conference; it is a gathering of delegates representing several groups. A conference is a meeting, often lasting a few days, which is organized on a particular subject or to bring together people who have a common interest.

At a conference, innovative ideas are thrown about and new information is exchanged among experts.

### 7.4.2 Types and Purpose of Conferences

There can be different types of conferences depending on the purpose. The following are a few major types of conferences.

- An academic conference is a gathering of scientists or academicians, where research findings are presented or a workshop is conducted.
- A business conference is held for people working in the same company or industry. They come together to discuss new trends and opportunities pertaining to the business
- A trade conference takes place on a larger scale. Besides businessmen, there are members of the public who come to network with vendors and made new connections. Such a conference consists of workshops and white paper presentations.

Most academic and business conferences have one or more keynote speakers who will deliver the keynote speech. The speakers chosen are eminent personalities in the related field and their presence is meant to attract more people to attend the conference.

Let us talk about the business conference and main aims of such conferences. A business conference is held for people working in the same company or industry. In essence, a business conference is a gathering of two or more people to discuss ideas, goals and objectives that concern the workplace. They come together to discuss new trends and opportunities pertaining to the business.



Source: <https://media.istockphoto.com>

Business conference provides a platform for business professionals and other stakeholders from all around the world to come together to juxtapose ideas on, for example how to exploit business in a specific region or area such as agriculture, health, engineering. A business conference may consist of networking sessions, exhibitions, trade transactions, keynote speeches, paper & business proposal presentations, panel discussions etc. If you are in charge of running a conference, you may be required to come up with icebreakers for the attendees or to take notes, at the conference.

#### 7.4.3 Significance of conferences in professional communication

You may have a question in mind, “What Conferences Accomplish?” **John Mott**, one of the founders of the Student Volunteer Movement, which sent thousands of college students to world missions in the late 19th and early 20th centuries, said this:

“If I had to do it all over again, I would have had more conferences because at conferences more critical decisions are made than at any other place.”

This view of John Mott indicates the significance of conferences. In other words, conferences are facilitators of change. We get time to bond with others professionally; besides, conferences provide opportunities

#### 7.4.4 How to prepare for better performance at a Conference

Planning ahead is one of the most important things you can do to prepare for better performance at a conference.

1. Take some time before the conference begins to set goals, plan your agenda, and make a list of people you want to meet while you're there. You'll feel more prepared, go into it with increased confidence, and find value in experiences you may have otherwise overlooked.
2. Create a schedule, and plan to leave your comfort zone. Once you know your goals for attending the conference, you can start making a plan for what you'll do while you're there.
3. Prepare your elevator pitch, and plan to ask unique questions

Everyone's go-to question when meeting new people at conferences is "What do you do?"

##### AN ELEVATOR PITCH

That's why it's important to be prepared with an elevator pitch: a quick explanation of who you are, what you do, and why the person you're talking to should be interested. Your elevator pitch doesn't need to be

fancy. Just make sure you cover the basics: your name, your role, and where you work. Then let the person know why you're there and what you hope to accomplish. Put together, it might sound something like this:

*"Hi, I'm Renita. I'm a product manager at XYZ in Mumbai."*

It is possible that you meet someone who might ask you why you came to the conference.

You must be prepared to respond to it with confidence. A response such as

*"I traveled here because I wanted to attend the workshop on swift development and find out how other companies handle web accessibility standards",* helps you build a positive self-image.

It is better if you develop the habit of practicing your elevator pitch. Also you must go into the conference prepared with a list of original and important questions to ask. This will help you stand out and generate longer conversations. Moreover, make a point to plan your questions around your goals for the conference. For example, if your goal is to find a new job, you might ask manager questions such as:

*"What impresses you the most when interviewing new candidates?"*

If your goal is to learn new strategies, you might ask:

*"Has any strategy you've employed surprised you with its success?"*

If your goal is to prospect, ask:

*"What's the biggest challenge your department is facing right now?"*

Remember that it is not always easy to come up with creative questions spontaneously. Hence, you should plan well in advance. This will give you an easier time striking up meaningful conversations with the people you meet at the conference.

#### 4. Present to your team

When you are a part of an organization and attend a conference, you need to communicate what you learned to your team after you return. You must present to your team the highlights of a business conference. Many experts believe that this will help you not only in sharing the information to your coworkers, but the accountability it requires will help you think more critically about what you heard and how it applies to you and the people you work with.

#### 7.4.5 Etiquettes for business conferences

It is necessary that one follows certain etiquettes while attending business conferences.

- 1) Prepare yourself ahead of time. You need to have a strong agenda for your conference.
- 2) Introduce yourself and familiarize all other people in the conference. For instance:  
*"Hi Kiran. This is Aziz from Miraj Technology."*  
*[Make a point to pause to allow others to greet you].*
- 3) It's important for you to be loud and clear when you are putting forward your points.
- 4) You must ensure that you plan your speaking order ahead of time:
- 5) Do not save your questions for the last. Ask right questions at right time and correct information at the right time.

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## 7.5 Group Discussions

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### 7.5.1 Gearing Up:

Group discussion is an important activity in academic, business and administrative spheres. Let us now discuss the definition, structure and significance of group discussion in professional communication. So the first question is, “what is Group Discussion?”

#### **What is Group Discussion?**

In general, it is defined as a form of systematic and purposeful oral process characterized by the formal and structured exchange of views on a particular topic, issue, problem or situation for developing information and understanding essential for decision making or problem solving.

Here the exchange of ideas, thoughts and feelings take place through oral communication. The exchange of ideas takes place in a systematic and structured way. The participants sit facing each other almost in a semi-circle and express their views on the given topic/issue/problem.

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

Group Discussion involves a lot of group dynamics, that is, it involves both -person to person as well as group to group interactions. Every group member has to develop a goal oriented or group oriented interaction. A participant needs to be aware of needs of other group members and overall objectives of the discussion.

#### **Is a Group Discussion similar to a Debate?**

Debate is competitive in nature while group discussion is a co-operative group process. In a debate, a speaker can speak either ‘for’ the topic or ‘against’ the topic whereas in a group discussion, the speaker can express both. The final decision or result in a debate depends on voting while in a group discussion, the group reaches group consensus.

### 7.5.2 Significance of Group Discussion in professional communication

A general question is “*Why is group discussion an important activity at professional development?*” Group Discussion helps problem solving, decision making and personality assessment. Whether one is a student, a job seeker, a professional engineer or a company executive one needs effective group discussion skills. Students need to participate in

academic discussions, meetings, classroom sessions or selection GDs for admission to professional courses. A job-seeker may be required to face selection GDs as part of the selection process. Professionals have to participate in different meetings at the workplace. In all these situations, an ability to make a significant contribution to group deliberation and helping the group in the process of decision making is required.

The importance of group discussion has increased in recent times due to its increasing role as an effective tool in a) problem solving b) decision making c) personality assessment. In any situation of problem, the perceptions of different people are discussed, possible solutions are suggested. The best option is chosen by the group. While taking a decision, the matter is discussed, analyzed, interpreted and evaluated.

As a student training to be a professional, it helps you to train yourself to discuss and argue about the topic given, it helps you to express your views on serious subjects and in formal situations. It improves your thinking, listening and speaking skills. It also promotes your confidence level.

Group discussion is an effective tool in problem solving, decision making and personality assessment. Group discussion skills may ensure academic success, popularity and good admission or job offer. Thus it is important to be able to take part in a group discussion effectively and confidently. Participants should know how to speak with confidence, how to exhibit leadership skills and how to make the group achieve the goals.

According to experts, through a group discussion you can show

- How good you are at communicating with other
- How easily you behave and interact with the other group members
- How open minded you are
- How flexible or rigid you are in accepting the view- points of others in the group
- Your leadership skills
- Your analytical abilities
- Problem solving & critical thinking skills
- Time management skills
- Your skills at putting forth your ideas in an unbiased manner
- Social attitude and confidence.

### 7.5.3 Holding group discussions

A group discussion is not like a meeting. It is unstructured. There is neither a chairperson / secretary nor is any detailed agenda. The members gather to discuss a specific problem or

issue. Similarly, any member can give a preview of what points are likely to arise, provide an internal summary of the views expressed up to a point of time and summaries the discussion towards the end. However it is the binding on each member to ensure that the discussion proceeds smoothly in an orderly fashion, leading to the emergence of a solution, a common viewpoint or a course of action. Display of anger, emotion and excitement are not welcome in a group discussion.

The process of group discussion

Though we said earlier, that there is no specific structure to a group discussion, there is a certain process that makes it organized. This includes initiation, development and conclusion. Let us discuss it in a little more detail.

**Initiation:** There is a need for someone to initiate the group discussion. To put the topic into the right perspective is the initiator's responsibility. Hence it is advised that you should initiate a group discussion only when know the topic well.

**Development:** Main part where all the members express their viewpoints. May politely agree, disagree. Speaker should not be interrupted while speaking. Entire group must be addressed..

**Conclusion:** Generally, group discussion doesn't have a conclusion. However, the discussion is summarized. The summary must be brief. All important points should be covered. The focus should not be on the personal views alone. No new points must be stated here.



There are certain misconceptions about group discussion. Let us know more about it.

# Myth No.1: You should be aggressive

# Myth No.2: You should speak more.

# Myth No.3: You should speak in favor.

# Myth No.4: You should cut down your opponents.

# Myth No.5: You should make others agree to your point

# Myth No.6: You should be an individual Speaker.

# Myth No.7: You should project yourself in style.

Remember that these seven myths can block the chances of a smooth professional communication. Hence, you need to discard while participating in group discussion.

Let us take a look at the points that can make your contribution in any group discussion stand out.

# Rule No.1: Think before you speak.

# Rule No.2: Pick up hints from the discussion and judiciously add points that come to your mind with regards to the topic, in case you don't know much about the topic.

# Rule No.3: Back up your points with facts and figures if needed.

# Rule No.4: Be gentle and sure in your presentation of views.

# Rule No.5: Speak to-the-point and make sure that you do not repeat the points.

# Rule No.6: Be calm and composed while speaking.

# Rule No.7: Listen to others.

# Rule No.8: Have respectful attitude towards the viewpoints of others.

# Rule No.9: Maintain a body language that conveys your ease of behavior.

# Rule No.10: Intervene when necessary. Especially when the discussion may take a hostile turn, this can help in making the situation relaxed. This act of yours will show your leadership and problem solving skills.

## 7.6 Summary

Dear students, let us conclude now. In this chapter we studied three significant communicative situations in business, namely, **Meetings, Conferences** and **Group Discussions**. We understood the nature, features and functions of these speech events. We saw how to make use of appropriate expressions in various situations.



## 7.7 Exercise

1. What do you understand by business meeting? How is it important in professional communication?
2. Write a note on the use of appropriate language during a business meeting.
3. What are important elements of a business meeting? Briefly discuss each element.
4. What is a “conference”? Discuss different types of conference according to their purpose.
5. Discuss the significance of a ‘business conference’ in professional communication.
6. In what ways can one prepare for a better performance at a business conference?
7. What verbal and nonverbal etiquettes should one follow at a business conference? Explain with examples.
8. What is group discussion? How is it different from a debate?
9. What is the significance of group discussion in professional communication?
10. In what ways can you make your performance at a group discussion effective?
11. What are the popular myths about group discussion? Which rules can help you to avoid such myths?

## Chapter VIII

### TEAM PRESENTATIONS & TEAM BRIEFING

#### Chapter outline

- 8.1 Objectives
- 8.2 Introduction
- 8.3 **Team presentations:** Gearing up
- 8.4 Planning and executing a team presentation
- 8.5 Use of Language
- 8.6 Signposting in team presentation
- 8.7 Summary
- 8.8 Exercise
- 8.9 **Team briefings:** Gearing up
- 8.10 Organising a team briefing
- 8.11 Presenting/ managing the team briefing
- 8.12 Use of Language
- 8.13 Summary
- 8.14 Exercise

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#### 8.1 OBJECTIVES

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After studying this unit you will be able to:

- To introduce learners to the concepts of Team Presentations and Team Briefing.
- To familiarise them with the process of effectively planning and executing team presentations and team briefings.
- To develop effective communication and presentation skills so as to enable them to express confidently interpersonally as well as in large groups.

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#### 8.2 INTRODUCTION

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This chapter seeks to introduce you to the concepts of team presentation and team briefing and explain to them the skills and strategies for effective planning and execution of the same. Beginning with the meaning of these activities, the chapter introduces the learner to their structure, significance in the professional arena, the language used and strategies for planning, organisation and successful delivery of team presentations and team briefings.

The chapter also provides samples to enable better understanding and reinforcement of the same.

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### 8.3 TEAM PRESENTATIONS: GEARING UP

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#### 8.3.1 Knowing the ABC of Team Presentations (What is TP)

A group presentation or team presentation is a collaborative presenting effort in which a team of people seek out, report and explain information concerning a specific topic to an audience. The team members could be colleagues, start-up partners, classmates, etc. depending upon the nature and purpose of the presentation. Giving a group presentation requires all the participants to make decisions together, negotiate and share responsibilities, and collaborate symbiotically to research and develop a set of solutions to a research problem. Broadly, there are broad purposes that a group presentation serves:

- i) To inform,
- ii) To persuade, and
- iii) To build goodwill

#### 8.3.2 Significance of Team Presentations

*“A small group of thoughtful people could change the world. Indeed, it's the only thing that ever has.”*

-Margaret Mead

*Team presentations* are a significant aspect of all academic and business ventures today and the combined expertise of several individuals is becoming increasingly necessary in many vocational (those which are concerned with a specific occupation) and a vocational (those which are beyond a specific occupation) presentations. In academics, team presentations are commonly assigned to the learners as they combine the co-operative learning benefits of working in groups with the active learning benefits of speaking in front of an audience. Team presentations in business may range from a business team exchanging sales data, the research and development teams discussing business expansion ideas, to annual report presentations by the boards of directors. Even in the government, private, and public sectors there are several committees that participate in briefings, conference presentations, and other formal presentations. Therefore, it is, nowadays, becoming exceedingly common for group presentations to be requested,

created, and delivered in order to bring together the expertise of several people in a single presentation so as to promote efficiency and productivity.

### 8.3.3 Types of Team Presentations

#### i) Informational

This type of team presentation focuses on providing information about a specific topic and explaining it to the audience. The presenters share their expertise and exchange information.

#### ii) Instructional

Instructional group presentations are those that give instructions and explain detailed steps to help the audience about a new process, product or skill.

- **Informational**
- **Persuasive**
- **Instructional**
- **Goodwill**

#### iii) Persuasive

Persuasive team presentations are those where the presenters try to convince/ persuade an idea to the listener, specifically targeting their pain points. This type of presentations is commonly employed for start-ups or new projects.

#### iv) Goodwill

The purpose of goodwill team presentations is to build goodwill and maintain professional relationships.

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## 8.4 PLANNING AND EXECUTING A TEAM PRESENTATION

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### Step One: Before the Presentation

#### i) When to begin

Planning of the logistics should begin well in advance so as to allow sufficient time for brainstorming and development of mature and concrete ideas. Completing the basic yet crucial tasks involved in presenting a topic, such as division of duties, designation of a moderator, designing the slide templates etc., at an early stage helps to save time later and allows the team to focus solely on effectively delivering the presentation.

#### ii) Sharing the responsibility

Each member of the team should be assigned an equal role in preparation of the presentation and should be given same amount of information for presentation. The team must, however, unanimously elect a moderator to lead the presentation and decide what each team member will speak about depending upon their interests and capabilities. This

ensures that each member shares the responsibility for development of the outline and drafting of the content in their own section.

### iii) Organising the content

The presentation should be broadly organised in the following manner:

- Introduction: The presentation should begin with an introduction about the team, followed by a brief description of the topic along with its purpose, significance and limitations.
- The Body: This is the crucial part of any presentation and should provide detailed information and explanation to the audience about the topic.
- Conclusion: The conclusion must summarize the entire topic and state the goals and uses of the presentation. A conclusion should be designed such that it leaves the audience with a positive feeling about the presenters and their ideas/ opinions.

### iv) Developing the Content

While developing the content for each section of the presentation, the following points should be remembered:

- Sequence of the speakers
- Time to be allotted to each section and each speaker
- Use and content of the PowerPoint presentation or any other audio-visual aid.
- Person in-charge of the use of any technology

This exercise ensures that the narrative around each section of the presentation is in sync and flows smoothly. The team should then create a deadline for completing the work assigned to each team member.

### v) Rehearsing the Presentation

Group presentations face unique logistical challenges which are beyond merely developing the content of the presentation. Therefore, it is critical to practise the presentation as a group (along with the use of technology) in order to co- ordinate transitions and to identify and make any changes, if required. This also provides an opportunity to the team members to offer suggestions and constructive criticism, and helps them become more comfortable speaking in front of people.

## Step Two: During the Presentation

### i) Introduction

The presentation should begin with the moderator introducing the team by giving each member's name and a brief description of the topic. This sets the tone for the entire presentation and reflects team unity and professionalism.

ii) When the other team members are presenting

The team should remember that even if another member is engaging the presentation, the audience can observe everyone in the group. Therefore, it is imperative that each team member appears engaged and does not look bored or distracted while others are speaking. They should pay attention to each other and respond positively to the presenter using non-verbal cues, such as, nodding the head etc. so as to emphasize the points being made by the presenter.

iii) Speaker Transitions and Coordination

The team member who is presenting should position themselves in the foreground and the other members should stand a few steps behind. When the presenter is done speaking, s/he should step back and the next presenter should position themselves at the fore. This choreography allows the audience to know who the next speaker will be and ensures a smooth and co-ordination delivery throughout the presentation.

iv) Use of Visual/ Audio-Visual Aids

The use of slides or other multimedia aids should be planned and choreographed in advance. The team should coordinate who in the group handles the technology to avoid fumbling and confusion, and should have a plan in place for passing on the responsibility to someone else in the group, when it is that presenter's chance to deliver.

v) Conclusion

At the end of the presentation the moderator should step forward to conclude and thank the audience and ask if there are any questions. If the question is asked about a particular section of the presentation, s/he should politely delegate it to the team member who presented that part. The team should be courteous and close all their slides or other multimedia aids before stepping away.

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## 8.5 USE OF LANGUAGE

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Language used plays an important role in ensuring that the presentation is effective, engaging and easy to follow. Therefore, the following points should be kept in mind while developing the presentation content and its delivery:

- i) Use simple words and short sentences
- ii) Avoid the use of jargon unless you are certain the audience is familiar with it.
- iii) Talk about concrete facts rather than abstract ideas

- iv) Avoid the use of passive voice as use of verbs in the active voice is easier to understand and more impactful.

## 8.6 SIGNPOSTING IN TEAM PRESENTATION

Signpost language is the use of words and phrases that guides the audience through the presentation. The table below lists some useful expressions that can be used to signpost the different sections of the presentation:

Section of presentation	Signpost language
<b>Introducing the topic</b>	The subject/topic of my talk is ... I'm going to talk about ... My topic today is... My talk is concerned with ...
<b>Overview (outline of presentation)</b>	I'm going to divide this talk into four parts. There are a number of points I'd like to make. Basically/ Briefly, I have three things to say. I'd like to begin/start by ... Let's begin/start by ... First of all, I'll... ... and then I'll go on to ... Then/ Next ... Finally/ Lastly ...
<b>Finishing a section</b>	That's all I have to say about... We've looked at... So much for...
<b>Starting a new section</b>	Moving on now to ... Turning to... Let's turn now to ... The next issue/topic/area I'd like to focus on ... I'd like to expand/elaborate on ... Now we'll move on to... I'd like now to discuss...
<b>Analysing a point and giving recommendations</b>	Where does that lead us? Let's consider this in more detail... What does this mean for...?

	<p>Translated into real terms...</p> <p>Why is this important?</p> <p>The significance of this is...</p>
<b>Giving examples</b>	<p>For example,...</p> <p>A good example of this is...</p> <p>As an illustration,...</p> <p>To give you an example,...</p> <p>To illustrate this point...</p>
<b>Summarising and concluding</b>	<p>To sum up ...</p> <p>Right, let's sum up, shall we?</p> <p>Let's summarise briefly what we've looked at...</p> <p>If I can just sum up the main points...</p> <p>Finally, let me remind you of some of the issues we've covered...</p> <p>To conclude...</p> <p>In conclusion ...</p> <p>So, to remind you of what I've covered in this talk, ...</p> <p>Unfortunately, I seem to have run out of time, so I'll conclude very briefly by saying that .....</p> <p>I'd like now to recap...</p>
<b>Paraphrasing and clarifying</b>	<p>Simply put...</p> <p>In other words.....</p> <p>So what I'm saying is....</p> <p>To put it more simply....</p> <p>To put it another way....</p>
<b>Invitation to discuss / ask questions</b>	<p>I'm happy to answer any queries/ questions.</p> <p>Does anyone have any questions or comments?</p> <p>Please feel free to ask questions.</p> <p>If you would like me to elaborate on any point, please ask.</p> <p>Would you like to ask any questions?</p> <p>Any questions?</p>



- v) Use of appropriate non-verbal cues such as facial expressions, eye contact, and hand gestures etc. also impact the effectiveness and success of a presentation.

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## **8.7 SUMMARY**

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In this section you got introduced to the concept of team presentations and its significance in today's professional arena. Then you briefly got familiar with the types of team presentations. The section detailed you the process of effectively planning and executing a team presentation. Towards the end, you got information about the kind of language that makes a team presentation effective, engaging and easy to understand.

## **8.8 EXERCISE**

Form groups of three to four learners and ask them to create and deliver a presentation about a social media (Facebook, Twitter, music downloads, LinkedIn, Photosharing, etc.) for a start-up company.

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## **8.9 TEAM BRIEFINGS: GEARING UP**

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### **8.9.1 Knowing the ABC of Team Briefings**

Team briefing is a type of meeting in which the entire team and the manager come together in person with the purpose of sharing information, asking questions and providing feedback. Broadly speaking, the purpose of team briefing is two-fold:

- i) To circulate relevant and important information to all the team members in a timely, concise and clear manner.
- ii) To ensure that each team member understands the information provided so that appropriate action can be initiated.

Thus, team briefings are an efficient system that ensures upwards, downwards and horizontal communication in an organisation.

### **8.9.2 Significance of Team Briefing**

- I. Team briefing serves as a channel to communicate messages in a clear and concise manner and encourage open communication.
- II. It helps in preventing gossips and rumours from gaining credibility and curtails the grapevine thus, ensuring very little or no misunderstandings.

- III. It promotes vertical as well as horizontal communication in an organisation thus, ensuring its smooth functioning.
- IV. It helps the management identify, understand and address the problems, questions and suggestions of the team members thus, effectively providing regular feedback.
- V. It ensures that all team members are abreast about the policy decisions, performance, problems etc. of the organisation.
- VI. It develops unity amongst all levels of the organisation by promoting involvement and a shared sense of the vision and mission.

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## **8. 10 ORGANISING A TEAM BRIEFING**

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### **i) Setting the Briefing Calendar**

The manager/ individual responsible for organising and delivering the team briefing should first try to set a series of dates and the time for the briefing to be engaged periodically. This ensures that the team members are aware of the briefing dates and time well in advance and can mark them in their calendars. While setting the briefing calendar, the manager should aim for the date and time which would be convenient to most of the team members so as to ensure maximum attendance.

### **ii) Size of the Team**

The number of members in a team briefing should be between four and fifteen as larger groups hinder open communication.

### **iii) Venue**

Based upon the number of team members, arrangements essential to conduct the team briefing, convenience and accessibility, a suitable venue should be finalised.

### **iv) Agenda:**

A clearly worded agenda should be prepared for each team briefing.

### **vi) Publicising the Team Briefing Notice**

Once all the arrangements for the team briefing are in place, the members should be given the notice of the same well in advance to ensure maximum participation.

### **vii) Preparing the Brief**

The manager should ensure that s/he has sufficient time to prepare for the briefing, gain familiarity with the material, and prepare to answer anticipated questions and to provide relevant additional information if asked for.

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## **8.11 PRESENTING/ MANAGING THE TEAM BRIEFING**

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When the team briefing is underway, the manager should ensure the following procedure:

- i) Explain the purpose of the session to the members in clear and concise manner.
- ii) Take a note of the absent members
- iii) Discuss each item in the agenda systematically and allow the members to voice their opinions while ensuring that they do not ramble aimlessly.
- iv) Address all the questions and queries raised by the participants in a polite, clear and crisp manner.
- v) Encourage to the members to give their feedback and note down the important points.
- vi) Encourage each member to actively participate in the discussion and acknowledge all contributions.
- vii) Ensure that the briefing stays on track.
- viii) At the end of the briefing, summarise the entire session and remind the team of the date and time of the next briefing.

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## **8.12 Use of Language**

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Language plays an important role in ensuring that the team brief is effective, engaging and easy to understand. While executing a team briefing, the manager should keep in mind the following points:

- i) Use simple words and short sentences, and avoid the use of unfamiliar technicalities or excessive jargon.
- ii) Try to be informative, clear and concise. At times, a message may have to be repeated to make sure that all the members have understood it but, it should be done concisely.
- iii) Talk about concrete facts rather than abstract ideas and support your statements with valid reasons.
- iv) Use examples and instances that the members will relate to and keep the tone of the briefing fairly informal to efficiently engage the members and to keep them interested.
- v) Do not be patronising or overly apologetic. It makes the speaker appear nervous and may give the impression that s/he does not wholly agree with the statements being made.

- vi) Answer all questions calmly, maintaining direct eye contact and in a direct and positive manner.
- vii) Use appropriate non-verbal cues such as facial expressions, eye contact, hand gestures etc. to emphasize the points/ statements being made.

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#### **8. 14 SUMMARY**

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This section introduced you to the concept of team briefings and its significance in today's professional arena. You got familiar with the factors that go into organising team briefings. The section then detailed you the process of effectively planning and executing team briefings and concluded with providing the learner information about the kind of language that makes a group presentation effective, engaging and easy to understand.

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#### **8. 15 EXERCISE**

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1. What do you understand by 'Team Presentations'? In what ways are the team presentations significant in professional communication?
2. Write a note on types of team presentations.
3. Which are two major steps in team presentations? Discuss in details.
4. Write a note signposting in team presentations.
5. What is 'team briefing'? Why is it important in professional communication?
6. How does one organise team briefings?
7. Discuss ways of managing team briefing.
8. What kind of language should be used in team briefing?

## Chapter IX

### Communication across Functional Areas

#### Chapter outline

- 9.1 Objectives
- 9.2 Introduction
- 9.3 Functional areas in an organization
- 9.4 Role of oral communication across functional areas
- 9.5 Types of oral communication across functional areas
- 9.6 Effective oral communication for productive organisational outcome
- 9.7 Sample Situations
- 9.8 Summary
- 9.9 Exercise

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#### 9.1 OBJECTIVES

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After studying this unit you will be able to:

1. comprehend the concept of communication, functional areas in an organization, cross-functional team and the role of oral communication across these functional areas
2. recognize types of oral communication across functional areas
3. understand the use of oral communication across functional areas

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#### 9.2 INTRODUCTION

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Dear students, we do understand that communication is an art and systematic way of sharing thoughts, ideas, information, experiences, feelings, knowledge, data etc. A good or an effective communicator becomes successful in personal relationships and professional dealings.

You might run into the challenge of communicating in a cross-functional team if you work for a large organization. A cross-functional team is a group of employees from different functional areas working together. Some common functional areas are Management, Production, Marketing/Promotion, Public Relation, Human Resource Sales, Finance and Technology. That means you need to work and communicate with someone from Management, Production, Marketing/Promotion and Technology i.e. software development in the cross-functional team.

Hence, you must understand the shared concepts/ language used for the communication that is part of each functional area. The cross-training programmes among the team

members from different functional areas are useful for effective communication. For example, a software developer may not be interested in understanding conversion rates and process of sales, but in a cross-functional team s/he has to learn all these different concepts/terms as this shared language is an essential part of what makes these teams effective. Alternatively, it may be very hard for salespeople to learn about software. Thus, effective communication is much more needed.

You can make decisions quickly once you understand the shared language and communicate effectively. You must be able to ask questions, contribute to the group discussions so as to reach consensus. You must be at ease while sharing or receiving the information. In all, you must exhibit etiquettes (use of apt expressions, patience etc.) while communicating with other team members. You must be able to communicate and offer small training sessions whereby you being team member communicates some key concepts to the rest of the team.

These meaningful activities can help you for easier communication in different functional areas in an organization. The following functional areas in an organization are discussed subsequently.

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### **9.3 FUNCTIONAL AREAS IN AN ORGANIZATION**

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#### **9.3.1 Identifying of Functional Areas**

Students, as discussed earlier the Management, Production, Marketing/Promotion, Public reaction/relation, Human Resource etc. are few of the important functional areas in an organization. The discussion over these functional areas will enable you to identify the key people and explain their activities within the functional area. Further, you will understand the upward, downward, lateral communication that takes place within these functional areas.

Different functions within a business are performed and controlled by different parts of the business just as different functions in the human body are performed and regulated by different organs. The following are few aims for setting the functional areas. One of the reasons for separating business operations into functional areas is to allow each to operate within its area of expertise, thus building efficiency and effectiveness across the business as a whole. Each department carries out the tasks that relate to its particular area. The specific areas have responsibility for supporting specific types of aims and objectives, for example HR: human resources will be involved in arranging staff training activities. The key functional areas of a business discussed are the Management, Operations, Marketing, Accounting and Finance.

### 9.3.2 Management

The primary role of managers in business is to supervise other people's performance. S/He deals with Planning, Organizing, Controlling, Leading etc. Here, the communication (oral/written) with all the stakeholders plays very important role.

### 9.3.3 Operations

Operations is where inputs (factors of production) are converted to outputs (goods and services). The **operations manager** is responsible for overseeing the day-to-day business operations, which can encompass everything from ordering raw materials to scheduling workers to produce tangible goods. Hence, his/her communication (oral/written) plays very important role in achieving targets.

### 9.3.4 Marketing

Marketing is done in order to identify customers' needs, design products and services accordingly. It also includes promotion for goods/services and their delivery, pricing strategy in order to be competitive. Further, the production and distribution of publicity materials, such as catalogues or brochures is also responsibility of Marketing. Nowadays, the technology-driven communication (e.g., use of Web site, blogs, social media campaigns, etc.) is crucial for the marketing.

### 9.3.5 Accounting

Accountants help managers in making decisions about the provision of resources. This area maintains financial transactions and largely deals with costs, budgets, asset allocation, and performance appraisal etc. Most of the times written communication is preferred.

### 9.3.6 Finance

Although related to accounting, the finance function involves planning for, obtaining, and managing a company's funds. It deals with producing invoices, checking payments, recording received money, preparing the payroll and staff salaries, monitoring budgets, producing financial reports etc.

### 9.3.7 Human Resource

Human Resources deals with the advertising job vacancies and promotion opportunities, keeping records of all job applications and accordingly arranging interviews, arranging staff training and encouraging professional development, keeping records of grievances and disciplinary, carrying out company welfare policies, and in all maintaining the staff records.

Thus, you will find that constant and effective communication and cooperation is needed in all the functional areas in order to achieve its aims and objectives of business. The joint decisions have to be made among departments or in their staff to address key

issues/problems. Hence, the departmental links are very essential in functional areas. These links are established with effective communication. In view of this, the role of oral communication across functional areas is discussed.

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#### 9.4 ROLE OF ORAL COMMUNICATION ACROSS FUNCTIONAL AREAS

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As discussed earlier, the constant and effective communication is much more needed in all the functional areas of any business. The constant and effective communication among all the stakeholders of the business helps in the achievement of its aims and objectives.

The joint decisions have to be made among departments or in their staff to address key issues/problems. Hence, the departmental links are very essential in functional areas. These links are established with effective communication. In view of this, the role of oral communication across functional areas is discussed.

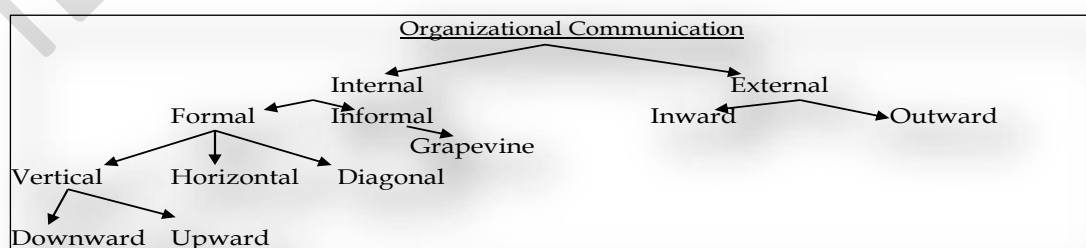
Students, you might have noticed that in any business Internal Communication is used for receiving/sending messages within the organization, keeping the employees well informed about day-to-day schedule/information regarding operations etc. This helps to build a sense of trust among the employees and further triggers their performance. Likewise, External Communication too is used in order to links the organization with outside world. Unlike internal communication, external communication flows outward. It addresses people outside the organization, like the prospective customers, competitors, public, press, media and the government. External communication can take place in various ways and through different channels. This really helps the organization to convey to other organizations of its status and ultimately helps in building public relations.

In all, the internal and external communication can prepared for competitive spirit and quality oriented performance for the betterment of the business. Now we will discuss important types of communication across functional areas.

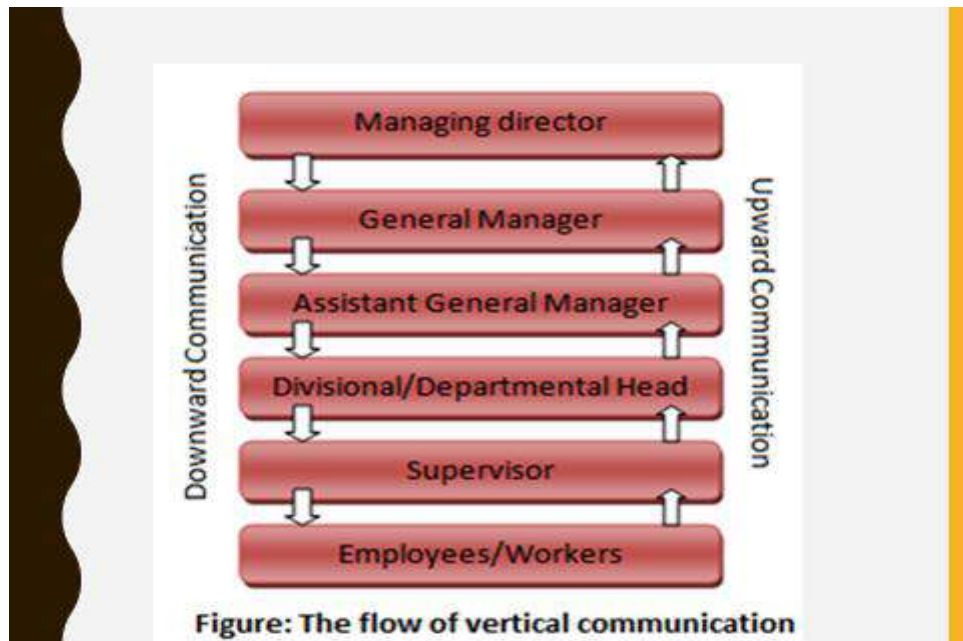
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#### 9.5 TYPES OF ORAL COMMUNICATION ACROSS FUNCTIONAL AREAS

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### 9.5.1 Upward Communication (Function area: Organization/Management)

Large organizations have different hierarchical levels or tiers. Banks, finance companies, insurance businesses, railways, and such other people-oriented organizations have typically a 3-tier or a 4-tier structure. The process of communication to be complete and effective should encompass all these levels and tiers. Upward communication is one which moves upward, i.e., from bottom to top levels in the hierarchy.

Any communication that moves from employees to supervisors, supervisors to managers, managers to executives, regional manager to general manager and so on, maybe categorized as upward communication. Similarly, communication from branches to regional offices, regional offices to zonal offices, zonal offices to head office are referred to as upward communication. Employee suggestions, market reports, performance reports, feedback on new products and requests for facilities or instructions are all examples of upward communication in the organizational context.

### 9.5.2. Downward Communication (Human Resource Management)

Downward communication moves from top to the bottom, i.e. from the CEO downwards. It travels through senior executives to junior level functionaries, from the controlling office to the branch, from the head of the division to the head of the unit. Corporate goals, business priorities, motivational letters, work-related instructions, newsletters, letters from the CEO/General Manager's desk are all typical examples of downward communication.

### **9.5.3 Formal Communication**

Towards ensuring communication on an on-going basis, organizations develop formal systems. Staff meetings, union-management meetings, branch managers' conferences, periodical sales review meetings and customer meets are examples of forums that facilitate formal communication. (This has been discussed in chapter I)

### **9.5.4 Lateral Communication (peer level)**

Lateral communication generally takes place in an organization and is neither upward nor downward. It proceeds in a horizontal manner and takes place among equals and at peer level. It may also be described as peer-level communication.

Any communication that takes place, orally or in writing, from one branch head to the other, from one division head to the other, from one group head to the other, maybe described as lateral communication. An important point worth noting in any such lateral communication is that there is not much difference in terms of the hierarchical levels or positions of the sender and the receiver.

### **9.5.5 External Communication (Functional area: Marketing and Promotion)**

Unlike internal communication, external communication flows outward. It addresses people outside the organization, like the prospective customers, competitors, public, press, media and the government. External communication can take place in various ways and through different channels.

Letters, notices, brochures, demonstrations, telephone calls, business meetings, press releases, press conferences, audio-visual presentations, publicity films product launch events and advertisements are all examples of external communication. It is important to note that the external agency or person targeted through such communication, quite often forms an image or impression based on such communication and it is, therefore, very necessary that adequate care is taken in making it clear, intelligible and appealing.

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## **9.6 EFFECTIVE ORAL COMMUNICATION FOR PRODUCTIVE ORGANISATIONAL OUTCOME**

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Effective Communication is significant for managers in the organizations so as to perform the basic functions of management, i.e., Planning, Organizing, Leading and Controlling.

Communication helps managers to perform their jobs and responsibilities. Communication serves as a foundation for planning. All the essential information must be communicated to the managers who in-turn must communicate the plans so as to implement them. Organizing also requires effective communication with others about their job task. Similarly

leaders as managers must communicate effectively with their subordinates so as to achieve the team goals. Controlling is not possible without written and oral communication.

Managers devote a great part of their time in communication. They generally devote approximately 6 hours per day in communicating. They spend great time on face to face or telephonic communication with their superiors, subordinates, colleagues, customers or suppliers. Managers also use Written Communication in form of letters, reports or memos wherever oral communication is not feasible.

Thus, we can say that “effective communication is a building block of successful organizations”. In other words, communication acts as organizational blood.

The importance of communication in an organization can be summarized as follows:

Communication promotes motivation by informing and clarifying the employees about the task to be done, the manner they are performing the task, and how to improve their performance if it is not up to the mark.

Communication is a source of information to the organizational members for decision-making process as it helps identifying and assessing alternative course of actions.

Communication also plays a crucial role in altering individual's attitudes, i.e., a well-informed individual will have better attitude than a less-informed individual. Organizational magazines, journals, meetings and various other forms of oral and written communication help in moulding employee's attitudes.

Communication also helps in socializing. In today's life the only presence of another individual fosters communication. It is also said that one cannot survive without communication.

As we discussed earlier, communication also assists in controlling process. It helps controlling organizational member's behaviour in various ways. There are various levels of hierarchy and certain principles and guidelines that employees must follow in an organization. They must comply with organizational policies, perform their job role efficiently and communicate any work problem and grievance to their superiors. Thus, communication helps in controlling function of management.

An effective and efficient communication system requires managerial proficiency in delivering and receiving messages. A manager must discover various barriers to communication analyse the reasons for their occurrence and take preventive steps to avoid those barriers. Thus, the primary responsibility of a manager is to develop and maintain an effective communication system in the organization.

Communication within a business can involve different types of employees and different functional parts of an organization. These patterns of communication are called **flows**, and

they are commonly classified according to the direction of interaction: downward, upward, horizontal, diagonal, external.

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## 9.7 SAMPLE SITUATIONS

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1. Try to visualise in what way you will communicate (while speaking)

- on telephone calls with consumer
- in business meetings with senior and with junior
- in press releases/press conferences about the launching of new product
- in audio-visual presentations made for other company to have shares

(Notice the level of formality, use of language/vocabulary, the context, expressions and etiquettes etc.)

2. Consider yourself as H R Manager and write down a dialogue in the way you will communicate with other Managers in business meeting. You must ponder over the following questions and accordingly write down the dialogue:

- How often do I get inputs from others?
  - Do I ask follow-up questions in the conversation?
  - Am I secretly bruised or defensive if the group responds enthusiastically to someone else's ideas over mine?
  - How happy are you with our work together?
  - How could I make your job easier?
  - Are you satisfied with my communication?
  - What's your management style?
  - How do you approach feedback?
  - What do you do in your role and how do you see our partnership working?
  - What ideas do you have for our team that we can work on together?
  - Does it affect the broader team?
  - Will process be affected?
  - Does it change how someone may allocate resources?
  - Would I want to be looped in if I were the other manager?
  - Have I given the other person the benefit of the doubt?
  - Have I Communicated directly?
  - Could you share your point of view?
  - What do you see as the root cause of this conflict?
  - What steps can we take together to ensure this doesn't happen again? Etc.
-

## 9.8 SUMMARY

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We are aware of the joint decisions that are made among departments to address key issues/problems. Hence, the departmental links are very essential in functional areas. These links are established with effective communication. Thus, the constant and effective communication is essential in all the functional areas of any business. The constant and effective communication among all the stakeholders of the business helps in the achievement of its aims and objectives.

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## 9.9 EXERCISE

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1. Visit any company/organization and list down the functional areas. Summarise the types of communication used by these functional areas.
2. Visit any company/organization and analyse the role of oral communication across the functional areas of the company/organisation. Suggest some measures/tips for effective communication for the company/organisation.
3. What do you understand by functional areas of organization? How does the functional area impact the nature of communication?
4. Discuss the types of oral communication across functional areas of organization.
5. What role does oral communication play across functional areas of organization?
6. Write notes on:
  - a) Functional Areas in an organization
  - b) Upward communication across functional areas in an organization
  - c) Downward communication across functional areas in an organization
  - d) Internal communication across functional areas in an organization
  - e) External communication across functional areas in an organization
- f) Lateral communication in an organization

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IDOL Study Material

## **UNIT V**

### **Chapter 13**

#### **PLANNING THE PRESENTATIONS**

##### **Structure**

##### 13.0 Objectives

##### 13.1 Introduction

##### 13.2 Planning: basic questions

##### 13.3 Brainstorming

###### 13.3.1 What is brainstorming?

###### 13.3.2 Kinds: Individual and Group

###### 13.3.3 Google Docs for Brainstorming

##### 13.4 Mind Maps

###### 13.4.1 What is a Mind Map?

###### 13.4.2 Illustrations

###### 13.4.3 Digital Mind Maps

##### 13.5 Concept Maps

###### 13.5.1 What is a Concept Map?

###### 13.5.2 Difference between a Mind Map and a Concept Map

###### 13.5.3 Illustrations

###### 13.5.4 Digital Concept Maps

##### 13.6 Let us Sum up

##### 13.7 Suggested Reading

##### 13.8 Web Resources

##### 13.9 Hints for Self-Check Exercises

##### **13.0 Objectives**

In this unit, you will learn about the first stage of a presentation i.e. planning. After reading this unit, you should be able to use some techniques in planning for your presentation. You will be able to:

- ✓ brainstorm your ideas
- ✓ draw a Mind Map
- ✓ create a Concept Map.



### 13.1 Introduction

In the previous chapters, you have already grasped the steps in Public Speaking and learnt the different techniques used in team presentations. Planning is the first step in making a successful presentation.

In this chapter, we will understand the basic questions involved in planning our presentations. Then, we will elaborate on some thinking tools in planning. Although there are many thinking tools, we will focus on three main tools - Brainstorming, Mind Maps and Concept Maps. The illustrations and self-assessment exercises will help you in increase your skills in using these three thinking tools.

### 13.2 Planning: Basic questions

Planning is an important part of any creative process. Begin by asking the basic questions – Why? Who? What? When? Where? Which? This is one way of brainstorming which is discussed in more details in the next section.

Why do you want to present?	State the purpose or goal.
Who is your audience?	Identify their commonalities and differences with respect to age, gender, background, status, qualifications, skills and knowledge, occupation, income, needs and expectations etc.
What is your topic?	Decide about the content you want to present. Be sure about the time available for making your presentation. Accordingly, list four or five aspects of the topic. Emphasize one or two aspects with suitable examples.
When is the presentation?	Confirm the day, date and time. Ask if there are other speakers. Get a brief idea about their topics. If possible, link your ideas with the ideas of those who speak before you. Linking will help in two ways. First, you can build on previous knowledge. Second, you can avoid repetitive ideas.
Where is the presentation?	Be familiar with the place/space/environment. Ask yourself: Is it formal or informal? Is it public/private? For instance, is it a classroom or meeting or seminar or conference or get-together of friends or relatives?
Which aids do you require?	Blackboard/Whiteboard, audio-visual aids like a mike, over-head projector or LCD projector or the internet
Other questions	Do you plan to provide hand-outs or weblinks, create quizzes or conduct polls or ask for feedback?

Planning a presentation is similar to creating a structure or script in three easy steps: tell them what you are going to tell them (introduction or opening) or agenda, tell them (body), tell them what you told them (conclusion or closing or summary).

### 13.3 Brainstorming

Brainstorming is a good tool in any planning process. In this section, we will offer a simple definition of brainstorming. Then we will understand the two kinds of brainstorming i.e.

individual and group brainstorming. We will also give a brief overview of using technology i.e. how to use a google document for brain-netting i.e. brainstorming via the internet.

### **13.3.1 What is brainstorming?**

Brainstorming is a visual thinking tool. It helps us in asking questions, in generating a number of diverse ideas and in solving problems in many different ways. Let us now understand the way we can use the brainstorming thinking tool individually and as a group.

### **13.3.2 Individual and Group Brainstorming**

Brainstorming can be done as an individual or group activity.

Begin with a simple, individual brainstorming exercise. You plan to present the next five-year plan of your life-goals. Take a paper and a pen and note down your individual goals for each year. Include the following broad areas – study goals, career goals, financial goals and others. Write down the time, money and efforts which may be required to achieve these goals. Keep improvising. Start in a linear way or create a simple Mind Map which has been elaborated in the next section. Let us now understand the steps involved in group brainstorming.

If you are planning a team presentation, then you will need to do group brainstorming. Recall the basic questions. Make a list of your friends who can join in the brainstorming session. Formulate the questions or issues you want to raise. Consult the members and fix the day, date, and venue. Ask them to reflect and prepare themselves for brainstorming. Create a fun-filled and relaxed atmosphere. Set the ground rules. Remember, your main aim is to pool all your creative ideas. You must gather a number of ideas and a wide range of ideas. So, keep out criticism. Sometimes, even an idea which may sound silly may have the potential to bring about a revolution. Can you recollect the story of the aeroplane? It was inspired by human being's thought of flying like a bird.

Participation is vital in group brainstorming. Therefore, be a facilitator. Your friends can raise their hands and you must permit each one to voice his/her idea, suggestion, comment, question or doubt. Write the ideas on the whiteboard for everyone to visualize. Finally, review or evaluate the ideas together. Classify the key points, arrange, rearrange and connect the topics and sub-topics. Decide on the examples to clarify your ideas. Put them in order – introduction, body and conclusion. Now, you are ready with a workable plan of your presentation.

Do you and your friends or group members find it difficult to arrange a face-to-face interaction? Then, go online and try using brain-netting. Today, there are varied platforms for meeting online.

### **13.3.3 Brain-Netting: Using Google Docs and Google Meet**

Brain-Netting, in simple words, is using your brains to network. It is brainstorming on the net. Go online and create a google doc which is freely available with a Gmail account. Note down your ideas. Create a link to the document. Choose the option – anyone with the link can view and edit document. Share it with your friends by sending them the link. Everyone can write down their ideas which can be tracked. This is another way of group brainstorming. Using such collaborative methods will result in multiple ideas and solutions.

Covid-19 has made online interactions and learning as the new normal. All of us have attended lectures, webinars and informal meetings using google meet, zoom, webex and many others. These platforms provide the option of recording the sessions including the attendance of the participants. Your collaboration can save time and effort as well as help in creating a permanent record for future reference.

### **Self - Check Exercise 1**

1. Do a simple SWOC analysis for yourself. Write down your strengths, weaknesses, opportunities and challenges.
2. Your IT class has been asked to create a video on environmental pollution. Brainstorm with your friends and plan a presentation using the framework of basic questions listed in 13.2.
3. Use a google document (send a link) and collaborate with your friends to plan a presentation on the topic – Using Bollywood Songs to motivate people.

## **13.4 Mind Maps**

In this section, we will define a Mind Map. Then, we will identify some of its applications, requirements and elements. Thereafter, we will look at digital Mind Mapping and some illustrations of Mind Maps.

### **13.4.1 What is a Mind Map?**

A Mind Map was devised as a study technique by Tony Buzan in 1970. A Mind Map is a form of visual communication. It is a diagram which helps you to arrange and link your ideas. It increases our concentration.

A Mind Map has many applications. It is used to generate ideas, brainstorm, take notes, organize information, study and memorize, plan and take decisions, and undertake a survey or research and prepare a chart of your plans – personal, professional, educational, career, family, business or organizational. It can help you to think clearly, learn quickly, recall instantly and communicate effectively. You will require a sheet of plain paper, a pencil or pen.

How to draw a Mind Map? It is easy. Radial thinking (and not linear thinking) is the main characteristic of a Mind Map. Place the main idea or topic in the centre of the page. Identify one or two keywords. Use curved lines to link the ideas. Add the sub-topics or secondary ideas as branches. Use smaller branches or lines to connect the sub-topics. Be creative and use coloured pencils or pens to make the Mind Map more attractive. Keep revising your Mind Map till your ideas can be visualized clearly.

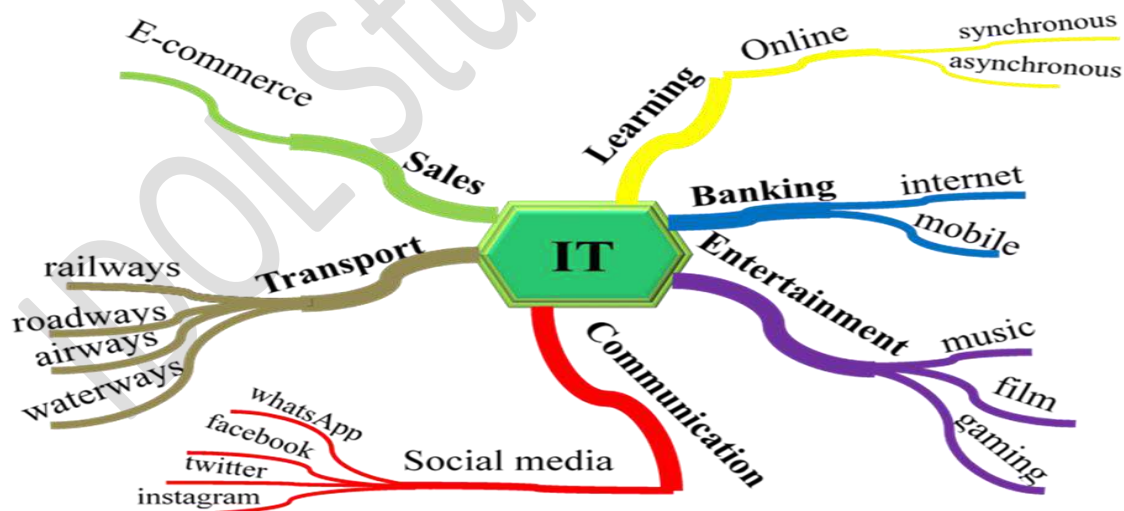
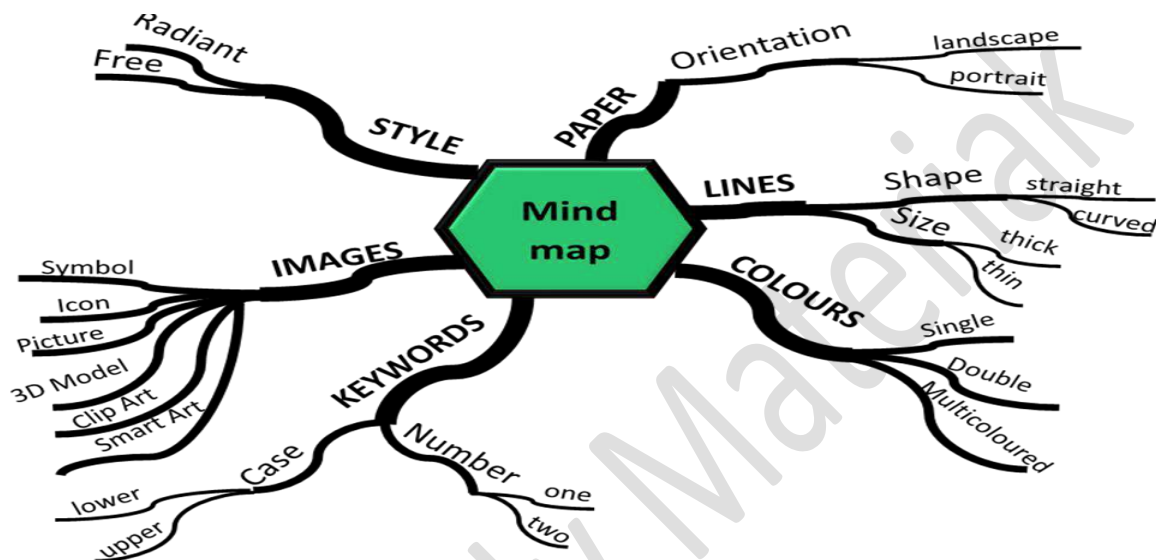
### **13.4.2 Digital Mind Mapping**

Mind Mapping can be done in the offline and online modes. Although a Mind Map is best done offline with paper and pen, you will find a number of free and open source Mind Map softwares. Some are free during a trial period while some are paid ones. Do check out the terms and conditions. Refer to the websites listed at the end of the unit. You will find softwares like lucidchart, mind42 and edraw which you can download and use for creating Mind Maps on a wide range of topics.

### **13.4.3 Illustrations**

In this section, we will present some examples of Mind Maps. Check out the Mind Map laws by visiting <https://www.tonybuzan.edu.sg/about/mind-maps/>. It lists the elements of a Mind Map. The central idea covers the Mind Map Laws. The secondary ideas are shown in capital letters with thick lines and keywords - paper, lines, colours, images, keywords and style. The thinner lines represent the additional links for secondary ideas.

Look at the two pictures which have been compiled and created on a power point slide. The first one covers the main elements of a Mind Map. The second one captures some of the impacts of information technology on our lives.



## Self -Check Exercise 2

The following Do-It-Yourself exercises on Mind Maps will help you to enhance your analytical, time management and financial management skills:

1. Draw a Mind Map with Mobile Apps as the central idea. The secondary ideas could be the size, benefits, drawbacks and dangers. Plan a presentation based on this Mind Map.
2. Time Management is an important skill. Recall how you spent your time last Sunday. Draw a Mind Map showing how you spent each hour from the time you woke up to the time you went to sleep. (See hints given at the end of the unit.)
3. Your Salary is Rs. 50000 per month. Draw a Mind Map to show your expenses and investments. (See hints given at the end of the unit.)

### **13.5 Concept Maps**

In this section, we will define a Concept Map and identify some of its applications and elements. Then, we will explain some key variations between a Mind Map and a Concept Map. We will also provide some examples of a Concept Map.

#### **13.5.1 What is a Concept Map?**

The technique of concept mapping or webbing was put forward by Dr. Joseph Novak. A Concept Map is similar to a Mind Map but it is more complex. A Concept Map can be used to show the inter-connections among multiple ideas. It has multiple uses: for explaining, brainstorming and organizing ideas, in analysing a complex problem and in finding solutions.

It is a graphical tool used to indicate the relations between concepts and ideas in a hierarchical manner. The fundamental elements include boxes or circles called as nodes, lines or arrows called as arcs and texts (one or two action words). There is a proposition i.e. a statement which describes and links two concepts.

So, how do we create a Concept Map? Narrow down the main idea and place it in an oval shape right at the top. Now write down a number of ideas or concepts which are linked to the main idea. Place them below the main concept. Make use of arrows to indicate the links between various concepts. Highlight the connections with the help of one or two action words or phrases. Place these action words next to the arrows. It must resemble a network.

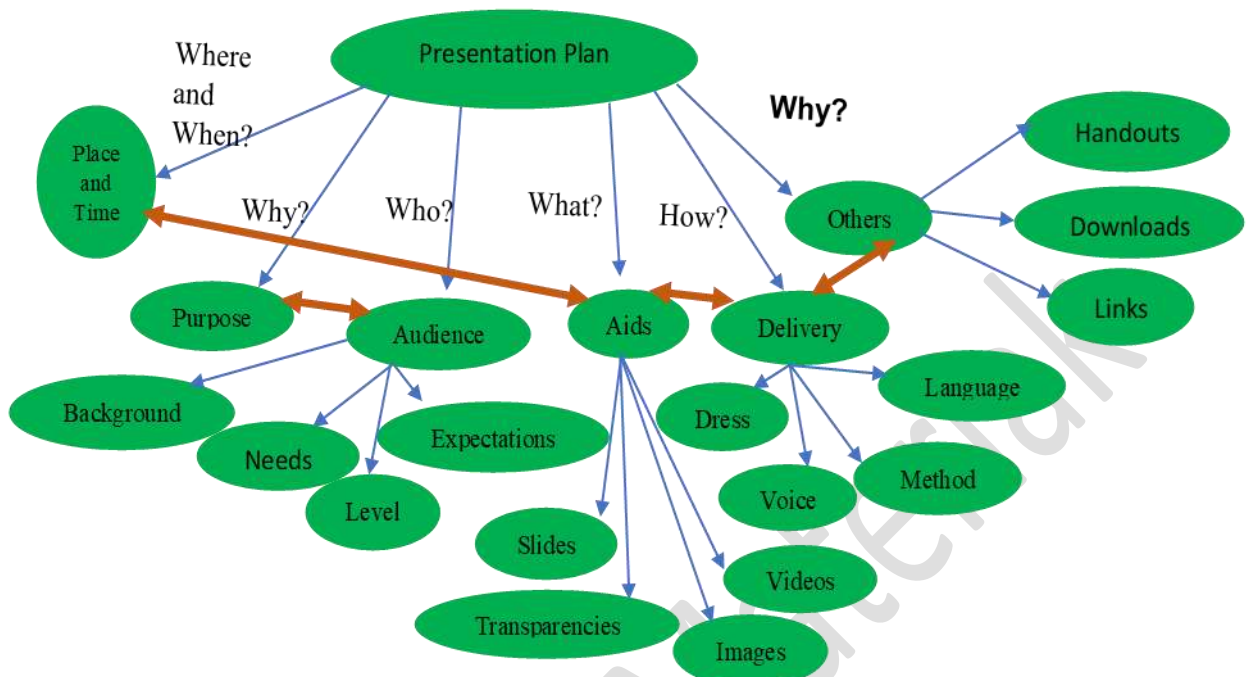
Before illustrating a Concept Map, let us examine the differences between a Mind Map and a Concept Map.

#### **13.5.2 Difference between a Mind Map and a Concept Map**

There are some similarities between a Mind Map and a Concept Map. For instance, both are useful in linking ideas and in brainstorming. However, there are some key differences. A Mind Map is used for merely for creative thinking with a single idea placed at the centre. But a Concept Map is used for finding solutions to problems. It consists of a hierarchical structure. It has multiple ideas which can be inter-connected by using one or more action verbs. A Mind Map is simple and can be drawn quickly but a Concept Map is complicated and time-consuming. Let us now look at an example of a Concept Map on planning a presentation.

#### **13.5.3 Illustrations**

Refer to the framework of basic questions in planning a presentation. The framework can be presented with a visual appeal in the form of the following Concept Map:



Go online and search for innumerable Concept Maps. Visit the following websites for more illustrations on Photosynthesis and Climate Change:

Photosynthesis <https://educationaltechnology.net/concept-maps-and-how-to-use-them/>

Climate Change [https://www.researchgate.net/figure/Composite-concept-map-of-causes-of-climate-change-as-well-as-positive-and-negative-fig2\\_280622724](https://www.researchgate.net/figure/Composite-concept-map-of-causes-of-climate-change-as-well-as-positive-and-negative-fig2_280622724)

### 13.5.4 Digital Concept Mapping

Concept Mapping can also be done in the offline and online modes. Do remember that creating a Mind Map and a Concept Map with a pen and paper is quicker.

However, using online digital tools to create a Concept Map enables us to explore and experiment with the many inbuilt options. We can go online and make use of three digital tools like CMap, Vue and Mindmesiter for preparing a Concept Map. There are also plenty of Youtube videos which will guide you in using these tools.

### Self-Check Exercise 3

1. The current pandemic has changed the way we learn or work. Create a Concept Map to show the impact of Covid, especially the learn and work-from-home scenario.
2. All of us have multiple goals and aspirations. Create a Concept Map indicating your multiple goals in life and show the connections amongst these goals.

### 13.6 Let us Sum up

In this chapter, we began by asking the basic questions involved in planning our presentations. Then, we laid out three thinking tools used in planning. We elaborated on the tools of Brainstorming, Mind Mapping and Concept Mapping with examples. The do-it-yourself self-check exercises, with hints provided at the end of the chapter, are aimed at sharpening our thinking skills.

You can now confidently move on to the next stage – Executing the Presentations.

### 13.7 Suggested Reading

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Novak, D. Joseph. (2010) Learning, Creating, and Using Knowledge. Concept Maps as Facilitative Tools in Schools and Corporations. First pub. 1998. NY: Routledge.

### 13.8 Web Resources

<https://businessstutspu.com/series/the-ultimate-guide-to-better-brainstorming-techniques-cms-1076>

<https://tonybuzan.com/>

<https://www.tonybuzan.edu.sg/about/mind-maps/>

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<https://www.youtube.com/watch?v=9Pzz6rDMd8c>

[https://www.youtube.com/watch?v=o2Js\\_9-ek7o](https://www.youtube.com/watch?v=o2Js_9-ek7o)

<https://www.youtube.com/watch?v=TXU9UKajpVM>

<https://www.youtube.com/watch?v=axZD1WMPRIo>

<https://www.youtube.com/watch?v=22YeW55POBs>

<https://www.youtube.com/watch?v=P0DBS-YbRc0>

<https://educationaltechnology.net/concept-maps-and-how-to-use-them/>

[https://www.researchgate.net/figure/Composite-concept-map-of-causes-of-climate-change-as-well-as-positive-and-negative\\_fig2\\_280622724](https://www.researchgate.net/figure/Composite-concept-map-of-causes-of-climate-change-as-well-as-positive-and-negative_fig2_280622724)

### 13.9 Hints for Self-Check Exercises

### **Self-Check Exercise 1 (Brainstorming)**

1. Doing a self-SWOC analysis is the first step in making future plans. For instance, are a good speaker? Are you afraid of speaking in front of the audience? Do you have all the capabilities except public speaking? What steps will you take to overcome the challenge (fear of speaking)?
2. Refer to the framework of basic questions (See 13.2). Brainstorm, distribute, collaborate, create the video, get feedback and revise.
3. Identify the songs with the help of your friends. Ask them which song motivated them and when and how did it motivate them. Make a list and present it.

### **Self-Check Exercise 2 (Mind Maps)**

1. Recall the different Mobile Apps that you have downloaded: Learning, Gaming, Payment gateways, Financial Management, Storage and others.
2. Time spent on personal hygiene (brushing, going to the toilet, bathing), breakfast, lunch and dinner time, helping mother in household work (cleaning the toilets and bathrooms, sweeping and mopping, washing utensils three or four times, washing clothes, cleaning your cupboards, going to the market for making purchases), taking a nap, recreation (exercise, sport, reading, singing, listening to music, watching television, watching movies on the mobile, playing mobile games or others). Be honest and record the actual activity.
3. Expenses - house rent, housing loan, educational loan, electricity, mobile, internet, restaurant, gas, grocery, vegetables, fruits and miscellaneous; Investments - Life Insurance, National Savings Certificate, Postal Savings, Chit Funds, Gold, Fixed Deposit, Recurring Deposits, Mutual Funds, Shares, Debentures etc.

### **Self-Check Exercise 3 (Concept Maps)**

1. You must have already started learning online. Likewise, your parents may be working from home. Go ahead and explore these situations to create your own unique Concept Maps. Cover areas like transport, electricity, internet, online and offline interactions and the overall home scenario.
2. All of us have multiple goals and aspirations. Create a Concept Map indicating your multiple goals in life and show the connections amongst these goals: Study, Career, Marriage and Family, Finance, Travel and others.



## **Chapter 14**

### **EXECUTING THE PRESENTATIONS**

#### Structure

#### 14.0 Objectives

#### 14.1 Introduction

#### 14.2 Execution Stage

#### 14.3 Chunking theory

#### 14.4 Creating Outlines and Using Templates

##### 14.4.1 Creating Outlines

##### 14.4.2 Using Templates

#### 14.5 Impress Stage: Visual Communication

##### 14.5.1 Adding Graphics

##### 14.5.2 Using fonts, colours, shapes and effects

##### 14.5.3 Using Design and Insert options

##### 14.5.4 Sequence, Transitions and Animations

#### 14.6 Let us Sum up

#### 14.7 Suggested Reading

#### 14.8 Web Resources

#### 14.9 Hints for Self-Check Exercises

### **14.0 Objectives**

After reading this chapter, you should be able to create your presentations.

After going through this chapter, you will be able to:

- ✓ break down complex information into simple chunks or bits
- ✓ make an outline of your presentation
- ✓ learn to use power point templates
- ✓ create visually appealing presentations.

### **14.1 Introduction**

In chapter 13, we described the steps and techniques of planning the presentation. In this chapter, you will learn how to execute your plans. You can present in an extempore manner (on the spot delivery) or plan it beforehand with the help of a power point presentation. The next section will deal with the execution stage of your presentation.

## **14.2 Executing Stage**

After the planning stage of your presentation, you must go on to the execution stage. This stage broadly consists of three steps. The first step deals with chunking (breaking down and grouping) the ideas. The second step comprises the building of a rough and workable outline. The final step involves the creation and use of power point templates to communicate your ideas or messages to your target audience.

## **14.3 Chunking theory**

Chunking is a simple process which aids our memory. First, we break down our information into little, manageable bits. Second, we group them in such a way that we can remember the information easily. Let us illustrate the process of chunking with examples from our daily lives.

How do you remember your friend's mobile number or your credit card number or Bank Account number? Recall! If a mobile number is 0011002200, then it can be remembered if we group them in twos – 00 11 00 22 00. Breaking down and grouping information is an effective way to remember. Do use and practice this method of chunking to memorise any kind of information.

After deciding on the topic and the information that you wish to transmit to your target audience, you should now make an outline of your presentation.

## **14.4 Creating Outlines and Using Templates**

### **14.4.1 Creating Outlines**

Creating an outline will help in deciding and organizing your ideas related to a particular topic. As you continue to build on your ideas, you can add or delete the sub-topics that you will cover in the presentation.

Imagine that you have to make a presentation on the topic Violence against Women (VAW), an important aspect of gender disparity. Given below is a bare outline that you can work on:

#### **Outline**

What is VAW? : UN Declaration

Forms of VAW: psychological, physical, sexual, financial, domestic, social, spiritual and criminal

Illustrations for each form of VAW (give data or facts from reports, link to relevant clippings of videos/advertisements/movies)

Causes of VAW (patriarchy)

Effects of VAW on women and society

How to end VAW?: Initiatives by the Government, Media and Citizens

You can use quotes, short stories, clippings from videos, describe a situation, present data or facts

## **Self-Check Exercises**

Create an outline for the following topics:

1. Barriers to Communication
2. Learning during the Corona Pandemic

### **14.4.2 Using Templates**

Power Point has many customizable templates. Learn to do them yourself and let your creative juices glow. Are you short of time? Then, head to the innumerable free websites and download the templates for free. Some may come with a watermark. Never mind, go ahead and use them. Do learn to attribute the sites for an artist always looks for recognition. If you are the one who is passionate about creating your own work, then follow the tips given in the next section to make your presentations visually appealing.

## **14.5 Visual Communication**

Visual communication refers to anything that we can see. For instance, it could be a text, an image, a graphic, colours, shapes, effects, fonts and sizes, patterns, designs, textures, SmartArt, ClipArt, 3 D models, pictures, photographs, paintings, colours, charts, maps, graphs and the list could go on. Just as spices add flavour and make the food tastier, visual communication techniques are beneficial in two ways. First, help in grabbing the attention of the audience. Second, they convert dry information into information which is appealing and attractive.

### **14.5.1 Adding Graphics**

In the context of power point presentations, graphic refers to any image or design used on the slides. Graphics have a great impact on the attention span of the audience. The insert option in a PPT is a very useful tool in this case. Go through the next sections and experiment with the numerous options available in your PPT.

### **14.5.2 Using fonts, colours, shapes and effects**

Use a font which can be easily read. Experiment with the font size, word art, themes, spacing and colours on the basis of your content. Colours add a visual appeal to your presentations. So, infuse colours to make your slides eye-catching. Use the shape option to construct varied patterns in the slide. Use the option of shape fill, shape outline and shape effect for additional impact. While using colours do try to make the shapes striking by means of the options of gradient, weight and dashes. Some of these are already available as Presets. If you like to be creative then try out the format shape option and let your imagination run wild.

### **14.5.4 Using Design and Insert options**

An interesting design on your presentation slide will increase the interest of the audience. You can use the Design option in your PPT or design the layout of your slide by means of the available options of colours, fonts, size, style, format, effects, paragraph spacing, page colour and border. Insert some beautiful pictures and lay them out in a creative manner or use the draw option to make your own designs. Do keep in mind that the design should be both balanced and appealing.

You can also insert shapes, icons, 3D models, pictures, ClipArt, SmartArt, charts, screenshots, audio and video recordings of your own or take them from online sources. When you take them from online sources, donot fail to cite your sources (give the address of the website) and attribute the original creators. Do you find this process of citation and attribution too time-consuming? Then, go to the free sites, for instance, Pixabay. This site allows you to download images, vectors, videos and illustrations for free. Download them and use them creatively in your presentations. Give the final touches to your presentation with options like sequence, transition and animation.

#### **14.5.5 Sequence, Transitions and Animations**

Put your slides in a proper sequence. Number them, if possible. However, if you are using techniques like hide slide or goto slide, then avoid putting a number. This will prevent confusion. The in-built transition effects and animation options add drama to your presentation when you move from one slide to the other.

Animate your slides to create a dramatic and lasting impression on the audience. You can simply refer to the innumerable Youtube sites to learn how to animate your slides. Learn to use the options like start on click, with previous, after previous, effect options, timings, formatting background, linking your slides and many more. Always remember that experimentation is the key. Creating visually appealing presentations calls for time and effort on the part of the presenter and it is a Do-It-Yourself Skill.

#### **14.6 Let us Sum up**

In this chapter, we elaborated on the second stage of presentations, namely, the execution stage. Herein, we explained the three steps: chunking ideas, creating outlines and using templates. Thereafter, we provided a brief overview of the varied options in visually enhancing the presentations. The do-it-yourself self-check exercises will enrich your critical skills with respect to outlining and your creative skills in preparing visually appealing presentations.

Now, you just need to work on the final stage of your presentation i.e. the performing stage which will let you understand the effectiveness of your presentation.

#### **14.7 Suggested Reading**

#### **14.8 Web Resources**

<https://pixabay.com>

<https://www.dummies.com/software/microsoft-office-for-mac/powerpoint-for-mac/how-to-insert-graphics-in-powerpoint/>

<https://www.all-ppt-templates.com>

<https://www.slideteam.net/blog/50-free-powerpoint-templates-for-powerpoint-presentations/>

#### **14.9 Hints for Self-Check Exercises**

1. Hint: Define a barrier; Kinds: Physical, Language, Socio-Psychological, Cross-Cultural and Organizational; and how to overcome the barriers?
2. Hint: Online Learning, Tools, Merits and Demerits and Impact of online learning

## **Chapter 15**

### **IMPRESSING THE AUDIENCE BY PERFORMING**

#### Structure

#### 15.0 Objectives

#### 15.1 Introduction

#### 15.2 Impress Stage: Performing

##### 15.2.1 Before the Presentation: Revising and Rehearsing

##### 15.2.2 During the Presentation: Enacting and delivering

##### 15.2.3 After the Presentation: Feedback and Improvement

#### 15.3 Let us Sum up

#### 15.4 Suggested Reading

### **15.0 Objectives**

In the previous chapters, we learnt about the two stages of a presentation: planning and executing. In this chapter, we will learn about the final stage i.e. impressing the target audience and performing before them. After reading this chapter, you should be able to confidently:

- ✓ make an effective presentation before your target audience.

### **15.1 Introduction**

In chapter 14, you learnt about the different steps involved in the execution stage of our presentation. In the chapter on Public Speaking, you also learnt about techniques like using body language and voice modulation. In this chapter, we will focus on the third and final stage of our presentation i.e. the impress stage.

### **15.2 Impress Stage: Performing**

Presenting your ideas in front of the target audience is similar to performing in the theatre. Remember, a theatre actor or actress memorises the dialogues, constantly revises and rehearses and is very attentive to audience responses. Similarly, you should have a clear picture of what you must do before, during and after the presentation. Go through the following sections which will help you to understand the various aspects of revising and rehearsing before the presentation, putting your best performance during the presentation and what you should do after the presentation.

#### **15.2.1 Before the Presentation: Revising and Rehearsing**

In a theatre performance, costume and rehearsal are important. Similarly, attending to your dress and appearance beforehand will boost your confidence and make you feel good. Dress should be professional or casual depending upon the context and the target audience. Dress in a professional manner to be on the safer side.

Plan, Prepare and rehearse well before the actual presentation. Try to state the main idea in a single sentence. Consider how you will approach the topic. You can prepare a draft of your entire presentation. Keep on revising the draft till you are satisfied. Pay attention to the structure of the content and take care to put the points in a logical sequence. Make brief notes on a notepad or your mobile or on slips of paper. These notes will make you feel more confident.

Rehearsal is significant before the actual delivery. So, try to refer to the points on the power point presentation and elaborate on those points. You can memorise, rehearse and deliver the presentation like an actor or actress in front of the mirror or any of your family members or an imaginary audience. If possible, try to video record your presentation. This will enable you to notice the pros and cons of your delivery. Two or three rehearsals will clear away all your stage fear and you can stand confidently in front of your target audience.

### **15.5 During the Presentation**

You must be conscious of four important aspects while making your presentation. First, learn to control your body language. Second, choose an appropriate language which is familiar to your audience. Third, take special care to modulate your voice and control your breathing. Fourth, use your PPT and notes effectively.

**Body Language** Stand while presenting your ideas. You will feel powerful. Maintain an erect and relaxed posture. Move your body effectively. Remain calm and maintain pleasant expressions on your face. Smiling and eye-contact are vital in keeping your audience interested in what you say. Establish eye-contact but keep moving your eyes to include everyone. Pay close attention to their non-verbal responses.

Avoid distracting the audience with unnecessary body movements like touching your face or nose or head or coughing or moving nervously on the platform or behind the podium. Avoid pointing fingers or any awkward mannerisms like fiddling with the pen, paper-weight or mobile or running your fingers through the hair etc. Use appropriate gestures to supplement your verbal communication.

**Language** Use a language that your audience is comfortable with. Avoid jargon or technical language. In the Indian context, since the audience comes from diverse backgrounds you can confidently be bilingual or multilingual. To be on the safer side, you can begin by asking if the audience is comfortable in two or more languages.

**Voice** Vocalics refers to the quality of voice. You must be audible and clear. Check if everyone can hear your voice. The magic lies in using your pleasant voice to create an impact. Unless you sound interesting, the audience will not be interested in what you are presenting. Pause frequently, maintain a friendly tone and use a pleasant pitch. Pronounce the words properly. Speak clearly and slowly. Practise the art of modulating your voice. Introduce variations in the speed of your delivery. When you want to emphasize a point, raise your voice.

**Presenter Mode:** Use the presenter mode so that you can refer to the additional information which cannot be seen by your audience. Relax! Even If you forget a point, you can always refer to your slides or notes.

Keep in mind that you cover the following points while rehearsing as well as making your actual presentation:

**Attractive Introduction:** Attract the attention of your audience. Use a quote, current news, an interesting story or anecdote to grab audience attention.

**Relevant illustrations and Repetitions:** Create interest by giving suitable illustrations to emphasize your points. You can do this by narrating your personal or professional or day-to-day life experiences. Repetition is the key to reinforcing the points. So, repeat the points to enable the audience to grasp your ideas and get across your message clearly.

**Engaging Interactions:** Keep the audience engaged with the help of constant interactions. How? Ask them about their opinions and interpretations about the topic. Encourage them to share their own personal experiences. Create a free and friendly atmosphere so that they can raise their doubts or queries and put forward their suggestions. Even if you cannot provide answers to their questions it is perfectly okay to admit that you donot know the answer. The audience will appreciate your honesty and perhaps their answers may enrich your own knowledge.

**Summing up:** Involve your audience and together you can sum up the ideas. But remember, the performance has not ended. You can now increase the participation of the audience with the tips given in the next section.

## 15.6 After the Presentation

Feedback from audience will prove to be an important aspect of your performance. It is a simple means of self-assessment. If the feedback is positive, it will boost your confidence. If the feedback is negative, it will indicate the weaknesses in your presentation and help you to improve your presentation skills. Either way, feedback reveals as to how successful or unsuccessful you were in putting across your message. In order to give finishing touches to your performance, use the following ten tips at the end of your presentation:

- ✓ distribute handouts, if any (take the help of a volunteer).
- ✓ share downloadable links, if any (keep all the links ready on your googledrive).
- ✓ provide your mobile number or email for future communication.
- ✓ suggest material for further reading (keep the list ready).
- ✓ thank your audience for listening patiently.
- ✓ get feedback in the form of questions, suggestions or comments.
- ✓ respond positively and honestly to their questions.
- ✓ clarify their doubts by elaborating or illustrating.
- ✓ appreciate and respect their suggestions.
- ✓ listen gracefully to their comments and criticism, if any.

**15.6 Let us Sum up :**In this unit, we began by mentioning that the impress stage is similar to a theatre performance. We learnt the steps involved in the presentation – before, during and after the presentation.

On a final reminder, making a presentation is a Do-it-yourself skill which can be sharpened only with constant practice. So, keep practising, polishing and performing!

## 15.7 Suggested Reading: