

January
2015

WK 1 002-363

FRIDAY

02

MANAGARIAL COMMUNICATION

09

→ Introduction.

10 Derived from the latin word "communis" which means common.

11 The act of sharing info., feelings & ideas is called communication.

12 "process of passing info. by one person to another" is called comm.

13 It may be oral, written or in any form

→ According to George Terry
"comm. is an exchange of facts, ideas, opinion or emotions by two or more persons"

→ It is a function which helps manager to communicate with each other as well as with e/ee within the Organisation

→ It helps in smooth flow of info. among managers working towards a common goal. the msg has to be clear & well understood.

→ The team member should know what there manager & team leader wants

NOTES

to ~~be~~ intence to comm

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→ Effective comm. enables the info. to flow in its desired form among managers, team leaders & their respective teams

→ IMPORTANCE

- Smooth working-: Manager co-ordinates the human & physical elements into efficient & working unit that achieve the common objective
- Max. output with Min. ~~ex~~ input-: Every org. aims at getting max production with Min cost, for this purpose it requires an effective comm. system.
- prompt Decision (quick)-: it helps in seeking the required info. by making meaningful decision & in the implementation of decision

04 SUNDAY • Building Human Relations-: it aims at developing healthy relation with all members who are connected with the firm directly or indirectly

NOTES • Job Satisfaction & high morale-: Morale is a human element that motivates a man to work w high spirit

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05

to fill the member of your Organisation.

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• Contact with external parties —: Contact with external parties like customers, retailer, wholesaler, agents, associations, other manufacturers, advertisers, suppliers, cy institutes etc are necessary to run the bus. properly

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• Basis of Managerial fun. —: No fun. of mgt is possible without comm. process (Planning, O, D cy C)

• Basic Needs —: In the modern world E/ers want people who can communicate effectively. no bus or govt can fun. properly without comm.

• Basis of life blood of an Org. —: from the higher mngt to lower staff, from internal to external activities Org. requires effective network of comm.

• Builds Goodwill —: Executives cy other member of Org. continue fast comm. cy obtain high Status among diff. Competitors

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NOTES

08 • Build Organizational Image —: you
09 ability to speak by with effectively
10 helps to be successful in dealing
11 with international bus. people this
12 ability promote the image of your
13 organization

12 • Motivation among Member —: it is
13 necessary to inform the active
14 member of their good performance
15 by the reward they are going to
16 receive this will work positively by
17 member will start work efficiently

forms of Comm.

16 There are diff. form of Comm. by which
17 the msg. can be transmitted

ORAL

Symbols/
Signs/
features

Comm.

written

object language

Space
Distance

Body language

Voice

Modulation

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07

1 Oral Comm. — It stems from mouth
09 msg in form of spoken form. the
use of position of words can
10 make diff in understanding the
intend of msg.

2 Written. — refers to the words that
12 are written by studied in form of
msg. It is in form of letters,
13 memos, reports etc. whenever msg
is transmitted in written format.
14 they acquire a formal structure. Simple
language is used for better interpretation

3. body language. — Refers to the transfer of
16 msg through signal sent by body.
body language in almost all situations
17 is involuntary. the receiver on most
occasions is able to grasp the signal
18 by moment as a collector's understanding
of the msg.

4 Space/distance — you maintain with
receiver or sender communicate the
nature of relationship b/w both.
a) → Zone that an individual

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NOTES

maintains. — 1 or 1 1/2 feet

imitald →

1 or 1 1/2 feet

4 approx

personal →

10-11 ft

5 Voice Modulation — Refers to the changes in voice by speech patterns.

10 Variations in voice modulation can communicate much about the feeling or attitude of the sender. Level of energy or pitch of speaking also communicates a msg.

12 6. Object language — Refers to the msg. communicated by the objects.

3 Ex — a respectable dress code or a brief case communicate a class

14 Object language allow precedence over oral comm. which either strengthens or negates the image

16 7 Picture/ symbols/ signs — they are used to add the content for easy understanding.

17 Complexity to the content may arise, if picture, symbol are not used properly.

18 It must be simple, conventional, lays or creative one.

Thus diff. form of comm are used to convey the msg with an appropriate media or channel to make more effective.

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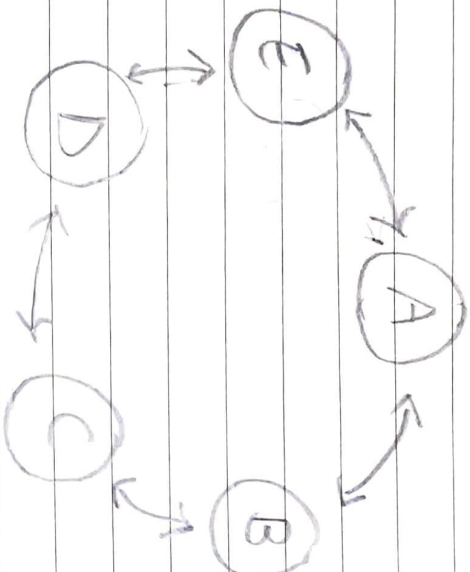
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4. Circle Network - it allows e/ee to interact with adjacent member but not further.



There is a vertical comm. b/w superior & sub-ordinate horizontal is only at lowest level.

5. All channels ~~for~~ it is least structured which enables each e/ee to communicate freely with others.



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all are equal as no one else formally or informally assumes a leading role

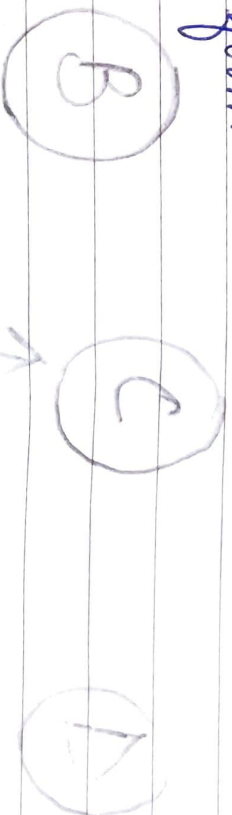
II Informal - not officially attached to the organization, social interaction, frequently tacit, non-formal

beside flow through formal network comm in an org. also travel in informal Network - (the Grapevine)
The informal Network is very active in all org. the diff. pattern are

1. Single Strand - it is the way in which most people are view in grapevine here the msg flows fast from one person to another along a single strand. comm is done in sequence



2. Gossip - in this one person passes info. to all other as one to many form



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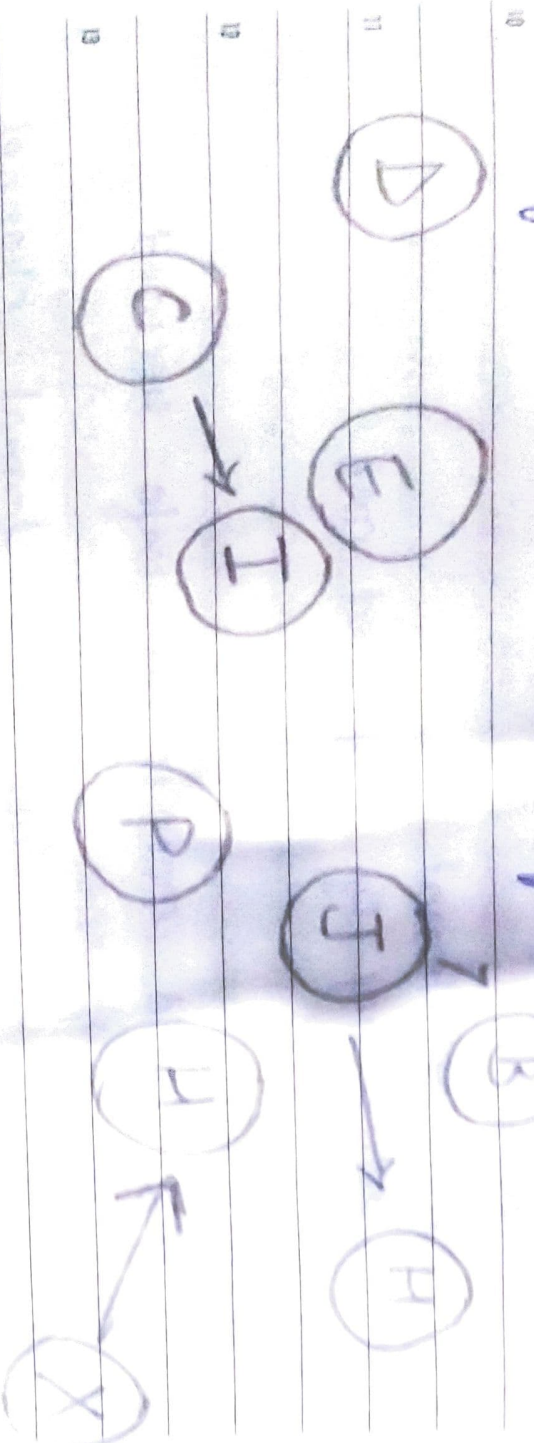
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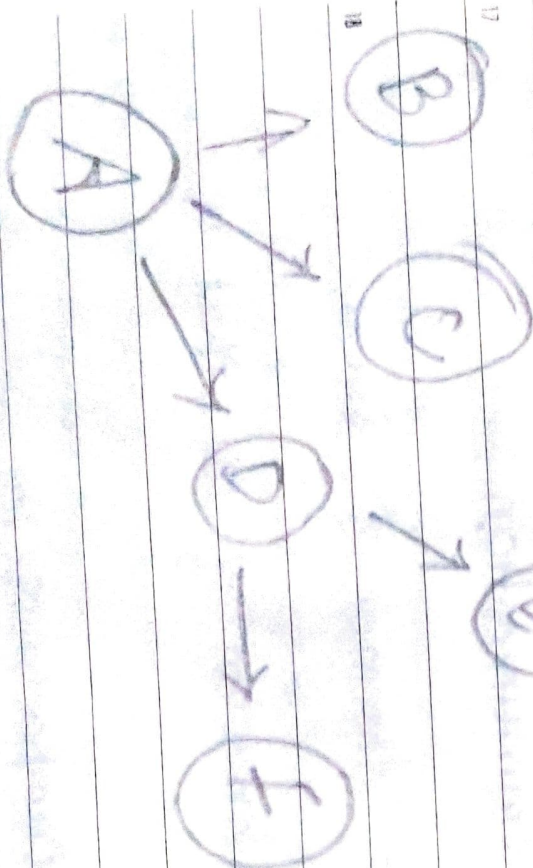
WEDNESDAY

14

3. Probability - in this form the info is passed by at random, no fix structure is found here.



4. Cluster - is the most popular form of quorum in which some people pass on info to select few others who trust each other.



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NOTES

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Body language is gesture decoding = if the verbal
 comm is not matching with the BL
 workers may get confused
 they goe but there are
 signs of anger on the face

e) Specialist language (Jargon) using Technical language may create barrier in understanding msg in same sense by spirit

2 Organisational Bauweise

- They originate in contradictory mgmt policies to many levels of mgmt on clash b/w line & staff officers
- Source may be formal, informal or grapevine

d) culture or climate -

- It influence the freedom, trust & interaction pattern among people in Organisation.
- people working take time to adapt themselves bottlenecks or inevitable in Organization.

b) Rules by Regulations — they may

- May be rigid or influence flow of info widely from one Org to other

c) • complexity in organizational structures :-
complex structure like

too many decision may not facilitate free flow of info

[illegible]

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28

- d) Inadequate facilities & opportunity -
- may not have comm. facility, equipment & mechanisms
 - conference, meeting, seminars etc also ~~influence~~ influence it.

- e) Lack of co-operation b/w Superior & Subordinate -
- may not be comfortable with each other which hinders comm.

3 Interpersonal (Superior - Subordinate) Barrier

- A) Emanating from Superior
- a. Shortage of time for l/ee.
 - b. Lack of Trust
 - c. Lack of consideration for l/ee's need
 - d. Wish to capture authority
 - e. Fear of losing power & control
 - f. Bypassing
 - g. Info. overload.

- B) Emanating from Subordinate.
- a. Lack of co-operation

- NOTE
- b) lack of proper channel.
 - c) no interest to communicate
 - d) poor relationship b/w Superior & Subordinate.

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e) fear of penalty.

4. psychological Barriers -

a) Selective perception - receiver may make own world of his own, decode msg as per his interest & expectations.

b) Halo effect - impression based on earlier encounter.

c) Status Relationship - it hinders comm process & affects effectiveness of comm.

d) poor Retention - 30% of info is lost in each Oral Transmission

e) inattention - preoccupied mind, reluctance in listening

f) undue impo of written words - leads to loss of info. written comm. often tells us what, not why?

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5 Other Bavarian.

09

A) cultural differences.

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eg. invitation dinner of 8 P.m may mean -
England 8.15 P.m, Greece 9.00-9.30 P.m
Germany 8.00 P.m Haupt, India - 9999

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B) physical Distraction - car noise, clutter of
type writer, poor lighting, fiddling
with pen, bad body posture etc.

13

C) style

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- linguistic accent (Linguistic accent)

- form of expression (idiom)

15

- level of drama.

- choice of brevity.

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- choice of discriminatory cy Non -
discriminatory comm. modes.

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- qualities of credibility cy charisma.

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d) Environment

→ external trans-receivers → delegating to
others the following.

- Typing
- Drawing
- reading etc.

No. of links in the chain

e) Circumstantial factors → ex speech
delivered by dinner

NOTES

gathering will be diff from that
at auditorium.

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Gateways in Comm.

- 09 In order to make bus. comm effective in practice an open door comm. policy should
10 be prepared & followed by manager at all level.
- 11 The Superior in the Organisation must create an atmosphere of confidence & Trust in
12 the Organization so that the credibility gap may be narrowed down
- 13

14 → Major efforts in this directions are :

1. plan the msg.
- 15 2. use proper language
3. Don't be evaluative
4. Give proper Orientation
5. Be an active ~~listener~~ listener
- 17 6. Have an unbiased attitude
7. Respond don't react.
- 18 8. Overcome bypassing.
9. Improve the Ambiance
10. Use proper ~~adequates~~ etiquette
11. Watch your language

the ~~misunderstanding~~ b/w them ~~understand~~ ~~each other~~
but

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II Non Verbal Comm

- It is an unspoken or unwritten message that uses body language
- It includes facial expression, gestures, eye contact, physical appearance etc.

→ Elements

I kinesics - • It is a word related to gestures, facial expression & eye contact

- one can express intimacy, love, hate, anger, affection, agreement through your eyes.
- face also conveys happiness, sadness, love & hatredness
- Gestures are used to call someone close, or instruct to go away.

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NOTES

07

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SATURDAY

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2) proxemics

09

- It is derived from 'proximity' which means nearness

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- Distance or closeness that we maintain among ourselves communicate definite msg.

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Intimate touching — 0.18 inch

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personal — close 1½ to 2½ ft
far 2½ to 4½ ft

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Social — close 4-7 ft
far 7-12 ft

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Public — close 12-25 ft
far 25 ft or greater

→ when you invade my space —

17

Reaction to an invasion of your space

18

- feel troubled
- get defensive
- become aggressive
- Retaliate.

08 SUNDAY

NOTES

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09

3 Haptics

- It is related to human touch
- Touch can communicate diff msg, it depends upon location, duration, intensity, frequency, instrument of touch
- Touch can communicate care, concern, anger or violence
- Aggressive touches such as hating or pushing

Body contact : accidental
Touch : Deliberate

Types of touch

- functional
- Social
- genial
- passionate

→ Kinds of touch depends upon various factors.

- 1) which part of body is touched (voluntary / involuntary)
- 2) How long touch lasted.
- 3) pressure used
- 4) Movement after contact
- 5) Mood while touching
- 6) Relation b/w two persons.

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4) Chronemics

• The study of how human beings communicate through their use of time

• In the professional world time is a valuable commodity

Ex when you are late for an appointment people react negatively

• if you arrive early you are considered either over eager or aggressive

Example

1. Stiff Hand Shake : Equality

2. Dead fish Handshake : weak character

3. Political Handshake (Double Hand)

4. palm down : Dominance

5. palm up : Submission

6. knuckles grinder : Aggression

7. fingertip grab : keep at considerable distance

8. Arm pulling : insecurity

9. upper Arm grip : Transmits feeling

10. Shoulder hold : penetrates intimate zone

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11

5) Body Languages.

- Body has its own language
- Body language skill is one of the essential quality of a professional

There are some imp. points to be remembered to be a master to a good body language

A. first impression

"first impression is last impression"

It takes just a quick glance, may be

3 seconds for someone to evaluate

you when you meet for the first time. In this short time other person forms an opinion about you based on your

- Appearance
- body language
- Demeanor
- Mannerisms
- Dress

B. Eye Contact

• Eye contact with audience creates intimacy.

- The speaker becomes a part of the audience for some moment
- Shift your vision in all direction with little pause

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NOTES

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→ Purpose of Eye-Contact

09

- Speaking info
- Showing Attention & Interest
- Inviting & Controlling Interaction
- Dominating Threatening, Influencing Others
- Providing feedback
- Revealing Attitude

12

13

→ Too much eye contact

- Dominance
- lack of respect
- Threat
- wish to insult

14

15

16

→ Too little eye contact

- Not paying attention
- impolite
- insincere
- Shy

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C

facial expression

- primary means of conveying social information among human.

- expression closely tied to emotions

NOTES

- A speaker must look pleasant & confident

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13

- 09
- Six facial expression
 - joy, surprise, fear, anger, Disgust
 - Sadness

10

→ Can face speak

11

- Happiness

- Sadness

12

- Displeasure

- Anger

13

- Fear

- Interest

14

d) Gesture

15

Visible bodily actions communicate particular msg.

16

Some common gesture

- Shoulder shrug : I don't know

- Puffed chest : pride or achievement

- Sucked stomach : I am not as fat as I look

- finger crossing : protection

→ Eyelid pulling : be alert

→ Nose tapping : mind ^{your} own bus.

→ ~~Hand~~ Thumbs up : best of luck

→ Hand clenched together : confident

→ palm in palm : authority

→ Hand gripping wrist : frustration

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APRIL

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16

unit - Listening

It is the ability to understand and respond effectively to oral communication. No communication process is complete without listening we spend near about

- 45% time listening
- 9% time waiting
- 30% time speaking
- 16% time reading

It is a process of receiving, interpreting reacting to a msg received from the speaker.

- Concept —
- listening is with mind
 - Hearing with senses
 - listening is conscious
 - An active process of eliciting info, ideas attitude & emotions
 - Interpersonal, oral exchange

Hearing v/s Listening.

- Hearing is solely dependend on the ears, is a physical act.
- Every one can hear without deliberate efforts, as hearing is merely the vibration of sound waves on ear drums

ON the other hand

- Listening require a Voluntary

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list

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attention and then making sense of what is heard.

- It requires conscious efforts to interpret the sound, words and its meaning to react to the msg.
- It also depends on the knowledge and attitudes to words the sender in the listening process.

Difference

Hearing

Listening

- It is an involuntary physical or bio-logical act.
- It is a conscious act.

There is no understanding appropriate responds

It involves hearing receiving, comprehending and responding appropriately.

Importance

1. Find out more info
2. Learn about people & how their mind works.
3. Improve relation with people
4. Raise morale of staff
5. Obtain suggestions & new ideas

NOTE

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- * 6. Discover why we perform as they do.
7. Helps with solving problem.

Types of Listening.

1. Active listening - The receiver absorbs whole to what is being said and makes attempt to verify all i.e. being said.
2. passive listening - where there is a physical presence but mentally absent listener is partly or entirely ignoring the msg. as well as the speaker.
3. Selective listening - listening to only a part of communication by ignoring unrelated or uninteresting info.
4. Empathetic listening - Receiver is able to understand the view point of speaker exactly the same as intended to.
5. Appreciate listening - This is for deriving pleasure or for entertainment
ex - We are listening to a Comedian Musician or entertainer.

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NOTES

a Comedian Musician or entertainer.

MARCH

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THURSDAY

6 Critical Listening - when the purpose is to accept or ~~high~~ reject the msg or to evaluate critically

7 Projective Listening - Broader View of the speaker is either ignored or given less or predominant place and limited view. It is also called negative listening.

8 Relationship listening - To help the individual or to improve the relationship among people

9 Comprehensive listening - It is required by students to listen to lectures to understand and comprehend the msg.

Advantages of listening

1 leads to positive attitude, cordial relations and better participation

2. It helps us to understand the customer better.

3 helps to build rapport with customer by gain his confidence

4. It increases productivity

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20

5. provide valuable info. for the purpose of decision making

→ How to improve listening skills:

1. Accept that listening is hard work
2. prepare to listen and have +ve attitude
3. keep an open mind & resist distractions
4. listen not only with your ears but also with your eyes.
5. Hold your tongue & delay judgement

→ Barriers/Problems

A * Physical barriers

- Noise
- Physical discomfort
- Physical distraction

B * Psychological barrier.

- Emotional
- Mind Set
- Anxiety
- Fear
- Age & attitude.

* C * Linguistic barrier

- Improper msg. decoding

NOTES

• Jargon.

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D*

Cultural barrier.

09

- Cultural difference

- Different Values

10

- Different Social norms

11

→ Why we don't listen better? (Barriers)

12

- Msg overload

- Pre-occupation

13

- External noise

- Effort

14

- Tired

- Rapid thought.

15

→ Guidelines to better listening.

16

- Ask Good Que

- para phrase

17

- emphasize

- Stop talking

18

- Eliminate distractions

- Do not give advice until asked

22 SUNDAY

- Show interest in the speaker by conversation

- Do not prompt the speaker

- Attend to non-verbal cues

- Give feedback.

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feedback

09 feedback is audience's response which enables
10 you to evaluate the effectiveness of your
11 msg.

12 One is constantly communicating back to
13 other thus, the return process is called
14 feedback. it is the final step in the
15 communication process. • It is a consequence
16 of performance. it tells both the source &
17 the receiver how their msg are being
18 interpreted.

• It is essential so as to know whether,
→ The recipient has understood the msg in
the same term as intended by the
Sender.

→ whether he agrees to that msg or not

• It enable us to evaluate the
effectiveness of our msg.

• It makes comm. meaningful.

• It is the end result of an idea
which makes comm. a continuous process.
if our audience doesn't understand what
we need, we can tell by the
response which then refine the msg
accordingly.

• The speaker must create an environ-
ment that encourages
feedback.

for ex → After explaining the
job to sub-ordinate he must ask
whether they have understood or not.

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TUESDAY

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He should ask que. like

"Do you understand?"

"Do you have any doubts?" etc.

At the same time he must allow his Subordinate to express their views also

Sometimes a feedback could be a non-verbal, smiles, sighs or other times it is oral. It can also be written like replying to email etc.

ORAL feedback

Oral - shouting, asking que, giving comment, replying to e-mail, writing comments

Importance of feedback

1. feedback makes comm. meaningful
2. It helps to plan what next is to be done or say.
3. feedback paves way
4. it sustains the comm. process.
5. It tells wheather comm. is making sense or not.
6. It completes the whole process by makes it continuous
7. it is a basis for measuring the effectiveness of comm.

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Types of feedback

1. Motivational feedback
2. Developmental feedback
3. Constructive feedback
4. Intrinsic feedback
5. Extrinsic feedback

Some other common type of feedback include

- Negative feedback
- Positive feedback
- Immediate feedback
- Delayed feedback
- Barrier of feedback

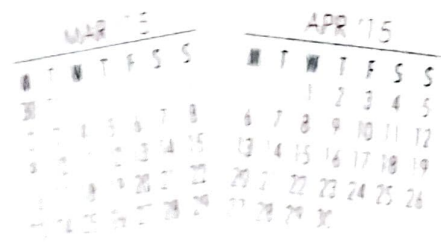
There may be several reasons why msg are not understood or you get inadequate feedback

It is imp. that both sender & receiver understand this barrier, so as to clarify & give proper feedback

1. Physical barrier often occurs in bus necessitating long distance comm. method without seeing

- reaction - language

NOTES - cultural barrier



2. Other barriers include
- Distractions
 - Stereotypes
 - Lack of confidence

Effective feedback

1. Listen to it carefully
2. Ask for it to be repeated if you did not hear it clearly
- * 3. Assume it is constructive until proven otherwise than consider by use those elements those are constructive
4. pause by think by responding
5. Ask for clarification by example
6. Accept it truly rather than dismissively
7. Ask for suggestion of ways you might modify or change your behaviour.
8. Respect by thank the person giving feedback.

Conclusion

- from the above info we can conclude that though the last but the most important key or principle to effective comm. is to obtain feedback from receiver.

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MAR 27 - 12:58:30 PM

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- feedback is the essential part of learning coz it is like constructive criticism.
- It helps us to see our strength & weakness we may not know exist.

TELEPHONIC MSG.

- Why is Telephone Etiquettes important?
- The objective of the call is met
 - Customers are happy with interaction
 - positive image is formed.
 - Shows professionalism.
 - Co.'s reputation is enhanced.
 - There is true word of mouth.

Pre-call preparation

→ Before the call:

- feel good about your work.
- Smile, sit upright.
- have a true attitude
- Make sure that the telephone is placed correctly
- Organize your desk that you have following handy namely a pen, paper pad, a glass of water

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SATURDAY

- call opening
- your voice is your first impression a customer gets of you
- The first 15 seconds of your conversation with customer
- your voice is your comm tool, hence keep it honed & polished at all time
- Voice will always convey your body language
- A good voice is clear, articulate, courteous & charming.

→ How should you sound when you open your call?

- warm & professional greeting
- Identify yourself
- Be enthusiastic

→ Converse with the customer

- Be respectful to the customer
- Be genuinely polite in your tone, let the customer hear politeness in your voice
- Be patient with your customer & do not sound rude, annoyed or abrupt
- feel good when you speak with customer
- Say please when appropriate

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May I or Could you instead of Can I

- Remember to maintain enthusiasm by excitement in your tone.

- Say Thank you when -
 - you get back to the customer for being on hold
 - "Thank you for being on hold"
 - The customer spells out his name
 - The customer compliments you

HOLD PROCEDURE

- follow appropriate hold procedure
 - Seek permission
 - Specify the duration
 - Explain the reason
 - Wait for the customer's response
 - Get back to the customer in the committed time frame

CALL CLOSURE

- Summarize what has been discussed
 - Ask if you can provide further assistance
 - End on a true note
- Eg. Have a nice day Sir

While closing the call -

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- Have a pleasant tone by be courteous
- Don't sound rushed
- pause at appropriate places

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WEDNESDAY

04

Ch- Public Speaking

It is the process of speaking to a group of people in a structured, deliberate manner intended to inform, influence or entertain the listeners.

It has several components ~~the~~ ~~substance~~ such as.

- Motivational Speaking.
- Leadership / personal development
- Business
- Customer Service
- Large group comm.
- Mass comm.

P-Speaking Skills

- Speaking is a natural mode of expression.
- Language or manner of our speech changes with the change in our audience.
- Speaking is not all a verbal activity.

Essential of Effective Speaking

- understandable
- pleasant voice
- preparation
- clarity
- Expression
- Taking main points to consideration

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NOTES Audio Visual aids must be
Supplemented with body language
Speaker must talk to audience by
to AV aids

12

THURSDAY

March

- b) in many oral comm story telling is relevant. cracking healthy jokes to ensure that atmosphere is healthy, are some ways to make comm more engaging.

→ Conclusion :-

- Complicated things can be made simple by creative technique
for eg - if the person is talking about disruptive innovation, it will be helpful if you show videos of how companies are doing it.
- At the end of the day, creativity is all about successfully connecting with the audience
- Thanks to the advent of technology it ~~because~~ becomes easier now.

→ Powerpoint

1 Outline

- Make your 1st or 2nd slide on Outline of your presentation
eg - previous slide.

NOTES

- follow the order of your Outline for the rest of presentation

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- Only place main points on the Outline Slide eg use the titles of each slide as main points

2

Slide Structure — Good

- use 1-2 slides per minute of your presentation
- write in point form not complete structure
- include 4-5 points per slide
- Avoid wordiness, use key words and phrases only

Slide Structure — Bad

- This page contains too many words for a presentation slide. It is not written in point form, making it difficult both for your audience to read & for you to present each point. Although there are exactly same no. of points on this slide as the previous slide, it looks much more complicated. In short, your audience will spend too much time on trying to read this paragraph instead of listening to you.

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Tips for good Slide Structure.

- Show one point at a time
 - will help audience concentrate on what you are saying.
 - will prevent audience from reading ahead
 - will help you, keep your presentation focussed.

- Do not use distracting animation.

- Do not go overload with audience.

- Be consistent with the animation that you use

3 fonts - Good (Arial, Times New Roman)

- use atleast 18 point font
- use different size font for main points
by secondary points

- This font is 24 point, the main font point is 28 point and title is 36 point.

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16

font - Bad

- if you use a small font, your audience will not be able to read what you have written.

- CAPITALIZE ONLY WHEN NECESSARY IT IS DIFFICULT TO READ

- Do not use a complicated font.

4 colour - Good.

- use a colour of font that contrast sharply with the background eg. Blue on white.

- use colour to the logic of your structure Ex - light blue title & dark blue text.

- use colour to emphasize a point - but only use this occasionally

colour - Bad

- using a font colour that does not contrast with the background colour is hard to read (yellow on white background)

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APR 11

17

TUESDAY
FEB 17
16 17

- using ^{too many} colours ^{for} decoration is distracting
- using a different colour for each point is unnecessary
- using a different colour for secondary point is also unnecessary
- Trying to be creative can also be bad

5 Background — Good

- use background such as this one that is attractive but simple.
- use background which are light
- use the same background consistently throughout your presentation

Background — Bad

- Avoid background that are distracting and difficult to read from

NOTES

- Always be consistent with background that you use

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WEDNESDAY

18

6

Graphs - Good.

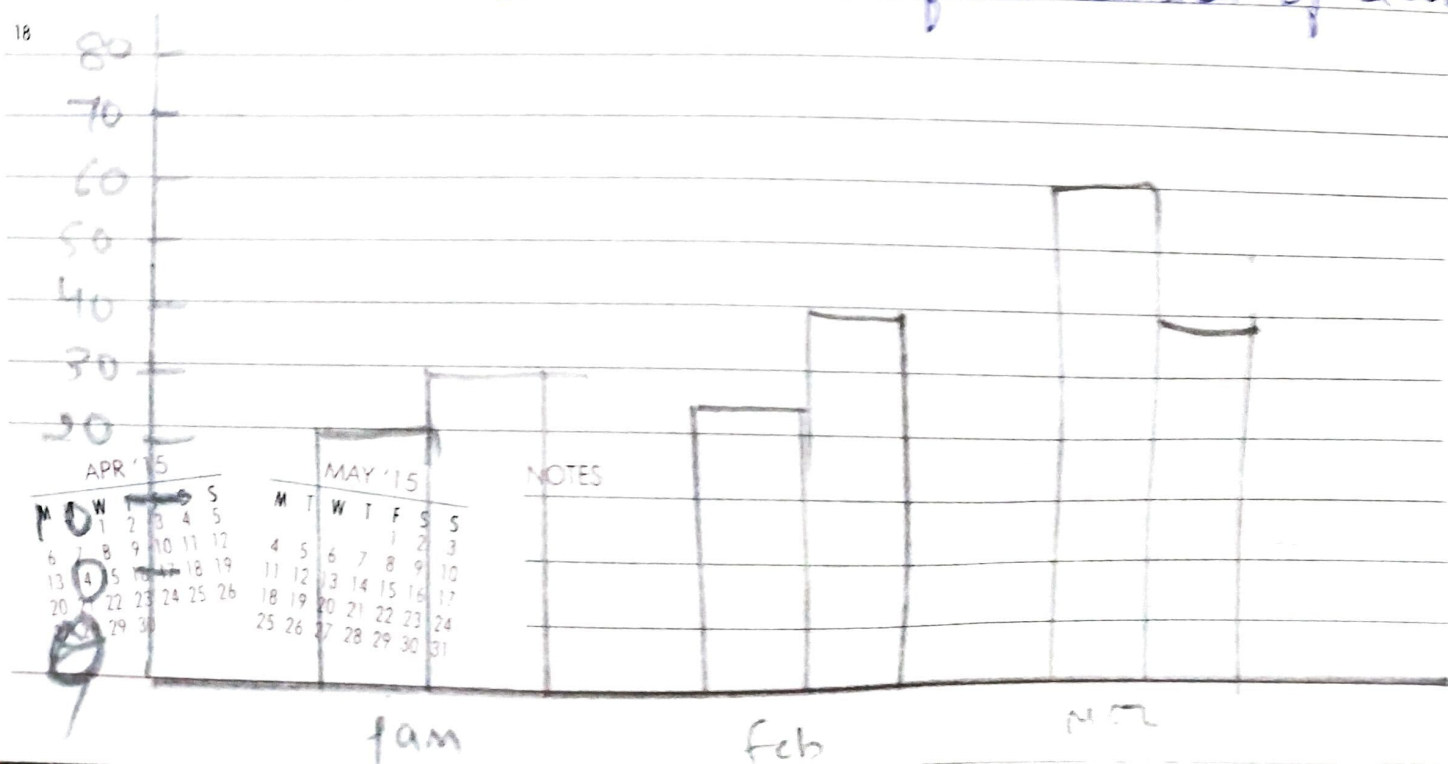
- use graphs rather than just charts and words
- Trends are easier to visualise in graph form
- Data in graph is easier to comprehend by relative than raw data
- Always title your graph.

Graph - Bad

	Jan.	Feb	March	April
Blue balls	2004	27.4	70	80.4
Red balls	3006	38.6	30.0	31.6

Graph - Good

Item sold in first Quarter of 2002



Graph - Bad

- Minor Grid lines are unnecessary
- fonts should not be too small
- Columns are illogical
- Title should not be missing
- Shading is often distracting

7 Spelling and Grammar.

- proof your slides for

a) Spelling mistakes

b) The use of repeated words

c) Grammatical errors you might have made

- If English is not your first language please have someone else check your presentation.

8 Conclusion.

- use an effective and closing - your audience is likely to remember your last words

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FRIDAY

- use a Conclusion Slide.

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21

MON 12 (08:00) 2015

SATURDAY

March

→ PERSUASIVE COMM

CONVINCENCE

2015

→ The term persuasion means to force someone for into something

- 10 here it means persuading others to understand what you are trying to communicate
- 11 in your way - it has one clear purpose get your reader to disputant, believe by act
- 12 in your favour. It is a way of convincing people - • To buy certain product • To believe something or to act a certain way • To agree with
- 14 a point of view
- 15 It is to get what you want.

→ Why Persuasion

- 16 • Understanding the process around you
- 17 • Achieving your goal
- 17 • depend yourself
- 18 • expose errors in many common assumption
- 22 SUNDAY Because it focuses on other person we need to have that other person fully in your sight when we write or speak.

- Comm will be most persuasive when we build the msg around the other person rather than ourselves

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23



Persuasive Strategy

- where the audience is aware of your desire for adoption or not, the likelihood of resistance suggests a persuasive strategy
- The audience will resist your idea or concept they may
- one should increase the frequency of contact should use functional appeal to overcome the resistance.

Thus type of strategy is used in addressing and public policy mngt.

Different type of Persuasive comm. (written)

- Circular letter.
- Sales letter
- News letter
- Publication Materials
- Notices
- Advertisement
- Invitation letter.
- Leaflet's letter

APRIL

NOTES

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THURSDAY

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2015

Do's

- 09 o Know your audience
- o Know your audience's attention
- o Get the message to the medium
- o Tailor the message to the medium
- o Convey the benefits.

Don'ts

- 12 o Never rely on great argument
- o Never make a hard sales pitch
- 13 o Never take an "all or nothing" stance
- o Don't believe you have one chance

Group Discussion

GD is a novel way to assess person's personality. It is both a technique by an art to judge the capacity of the person by his upness for the job.

Characteristics of GD

- o It is a discussion or exchange of views by thoughts among a group of person
- o The group will have members around 8-10 who will express their view ideas freely in a friendly manner on the given topic

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• The abilities of the members of the group
is measured on certain scale as

- a) Time limit
- b) skills
- c) knowledge

What is Tested / judged ?

- 1 ability to work in a team.
- 2 comm. skills.
- 3 reasoning ability.
- 4 Problem solving or critical thinking skills
- 5 leadership or decision making skills
- 6 Initiative
- 7 Assertiveness
- 8 flexibility
- 9 Creativity
- 10 your listening skill
- 11 your attitude or confidence.

Common Mistake in GD

- 1 outburst of emotion or anger.
- 2 Talking too much.
- 3 Egocentrism or showing off - fake figures or info.
- 4 grabbing attention (causes team desire to be first)
- 5 Nervousness

APRIL

APR 15

MAY 15

NOTES

6. No Eye Contact

7. Quality vs Quantity.

8. Addressing 1 or 2 person

9. Interrupting when session is on

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Tips for Successful GD

Do's

1. Speak pleasantly & politely to the group
2. Respect & recognize the contribution of every member (say show it with a nod or a smile)
3. Agree & acknowledge whatever you find interesting
4. Disagree politely because it's a discussion & not an argument!
5. Be firm & gracious (kind)
6. Do a mental revision of what you are going to say
7. Think of how you can best answer the question or contribute to the topic
8. Stick to the theme of the discussion & not wander into other discussion
9. Follow GD etiquettes when speaking

Don'ts

1. Loose your temper, its GD not argument
2. No one deaf here! do use a moderate tone & a medium pitch.
3. Gestures like finger pointing & table thumping can appear aggressive, so limit your body gestures

NOTES

FEB '15

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MAR '15

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March

2015

WK 14 089 276

MONDAY

30

4 Dominate the discussion. Confident
09 Speakers should allow the quieter a
chance to speak up / contribute.
10 5 Draw to much on personal
experience.

11 6 Interrupt when someone else is
speaking. wait for a speaker to
12 finish before you speak.

13 Remember the panelist are watching you
observing you.

14
15 Important points to remember.
(Success factors)

16 1) Comm. Skills - Listen by them talk, be
precise by clear by let other speak

17 2) Knowledge by Ideas - Lead consistently,
knowledge will make you confident
18 by commencing.

3) Capability to Co-ordinate by Lead - display
tactics, Skill have knowledge by
understanding on varied topics by
motivate by influence other

APR '15

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MAY '15

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NOTES

APRIL

01

WEDNESDAY

WEDNESDAY

Unit - II

Business letter

2015

April

Bus letter is a letter written in formal language to be used when writing from one bus Organisation to another, or for corresponding b/w such Org by their customers, client by other external parties.

used for diff purpose like

- placing order
- making inquiries
- making credit request
- requesting claim by adjustment
- apologize for a wrong to
- to convey goodwill etc

• Even today they are very useful coz it produces a permanent record they are confidential, formal by delivers persuasive well considered msg

• Style of letter depends on the relation - Shop b/w the parties concerned

Notes

MAR '15

APR '15

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Routine buss letter format

April

MAY 14 09:27:33

THURSDAY

02

2015

↓ 1-1.5 margin

your Name

Address

Address

Place

Date today

Re (to what this letter refers)

4 lines

Certified Mail

Personal

1 line

Recipient's Name

Company Name

Address

1 line

Attention (Recipient's Name)

1 line

Dear (Recipient's Name)

1 line

Subject

NOTES

1 line

Body

1 line

Complimentary

Close

MAY '15							JUN '15						
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03

WED 14 APR 2015

FRIDAY

April

1 line

Sincerely

4 lines - Signature

(your Name, title)

1 line

identification initial
enclosures (Numbers)

1 line

cc (Name for copy)
(Name for copy)

↑ 1-1.5 margin.

2015

April

2015

WK 16 106 259

THURSDAY

16

Resume (Curriculum Vitae)

- Resumes are the part of your job application letter.
- They are technical as well as marketing documents.
- present. past ~~of~~ performance^ to your prospective employers so that can assess your future potential.
- A prospective employer forms his first impression of you from the resume.
- A resume will not get you hire but it can put you on the shortlist of candidates to be considered.
- The people hiring have more application than they can handle therefore they look for way for narrowing down the candidates.
- if your resume is effective you have

NOTES

opened the door to possible employment.

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- It should present a biographical sketch which is objective, easily accessible & detailed
- Do not include entire history
- you can just give a more detailed information during interview
- Resume should contain following parts

I Appearance & Elements

- Any mistake or sloppiness could cost you the job raising doubts in an employer's mind
- Many candidates hire professional services to create them, as the design is complicated
- Remember the purpose is to get an interview
- It must be well organised so that vital information is ~~read~~ readily accessible

- It should reflect the professional image you want to create

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Topic

DATE

DATE

SATURDAY

18

- It should be
 - a) neat & error free
 - b) legible & avoid crowding
 - c) printed on good quality paper of A4 size
 - d) Reproduced on a high quality printer
- Never exceed 2 pages in length & 1 is usually better.
- Long resumes which are too hard to read can seem padded
- It may even prompt your disqualification early in the selection process
- Can be organised in more than one way
- Resumes are not autobiographies
- Purpose is to get an interview not to tell your life history

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NOTES

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II

personal Information.

- Include your name, address phone no mobile no. email ID website.
- proceed carefully and cautiously if employed
- list a personal Email address by cell number

III

Career / professional objective

- This element is optional but statement of professional objectives should be included in resume
- However if you decide to state your objective, make it effective by being as specific as possible about what you want.

IV

Academic qualification

- if you apply for a job when you are about to graduate, your educational qualification by experience are your highest selling points.

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April

2013

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- Employers are usually interested in learning about your
 - Academic Training
 - Degree earned
 - Major or Minor field of Study
 - Courses done
 - practical experience gained
- Begin with your most recent education and work backward
- list notable courses you have taken
- finally note any honours you have earned
- listing all your achievements in a separate section entitled awards or honours

2 Work Experience/Professional Skills

- List your jobs in chronological order.
- with the current or last one first
- include any part time / Summer internship or project done
- Each entry in this heading includes
 - the name of location where you have worked
 - job title / designation
 - Duration of your work
 - brief summary of the work

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VIII

References

- Include the phrase references available upon request
- Supply the names only when if you are asked.
- choose only three or four people who are familiar with your work and at a credible position
- Recommendation from high status people carry more weight.
- Do get permission before hand it over from people you list as reference.

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NOTES

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Bus. MEMO

09

A Memo is a document Typically used for comm. within a company. Memos can be as formal as a bus. letter. and used to present a report

It is an internal document that is —

- 12 a) Generally short
- b) focusses on single topic
- 13 c) reports info.
- d) Makes a request
- 14 e) recommends action.

It follows specific forms depending on the Organisation

16 Audience by purpose

- Memos have 2 fold purpose
 - 17 1 They bring attention to problem
 - 2 they solve problem.

18

- They inform the reader about new info like

- policy changes
- price increases
- persuading the reader to take action such as attend a meeting or change a production procedure.

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- Most effective when they connect the purpose of writer with interest & needs of the reader.
- Choose the audience wisely. Ensure that all of the people that the memo is addressed to need to read the memo.
- If it is an issue involving only one person do not send the memo to entire office.
- Material should not be too sensitive / Confidential, in such cases face to face interaction or phone call is better.
- When sent to small no. of people it is very effective.

FORMAT

- It follows general guideline of bus. writing
- one or two page long & should be single spaced
- skip a line b/w sentences
- It should be concise & easy to read.
- It is beneficial to use heading for summary & discussion segments
- heading should be short
- Ex - instead of using "Summary" try "New advertising recommendations"

01

FRIDAY

May
2018

- Major heading should be incorporated in your opening paragraph
- important point should be put into the list this will draw attention by help the audience to remember
- the segments should be allocated in the following manner:
- Header : $\frac{1}{8}$ of the Memo
 - opening, context of task : $\frac{1}{4}$ of Memo
 - Summary, discussion segment : $\frac{1}{2}$
 - closing segment, necessary attachment : $\frac{1}{8}$

→ PARTS OF A MEMO

I Heading Segment (follows General format)

TO : (header's name by job title)

FROM : (your name by job title)

DATE : (complete by current date)

SUB : (what memo is about, highlight it in some way)

		MEMO	
TO :			
FROM :			
DATE :			
SUB :			
Sub Matter			

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MONDAY

May
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TECHNICAL ARTICLE

- Technical Article are essential to all field of Science, technology, humanities or more as they add to existing knowledge or understanding of a particular topic on subject.
- It can be published in a professional journal or presented in seminar or conference is a challenging undertaking.
- Technical article presents a comm of accurate or objective analysis of facts finding inferences, recommendations or conclusion.

Types of Technical Article

Types	Description
Journal Article	Comm of technical info in a structured form as per the established pattern for article acceptable for publication in a particular journal.
Conference Paper	The written form of a technical presentation that the author has presented in a seminar, presentation or workshop.
Review Article	Evaluation or analysis of published work on a particular work.

May

2015

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2015
Research
Article

An objective description or discussion based on a research project or on small scale study.

Component/Elements/ parts of Technical Article (format)

Title	it indicates the content of Article
Author - by - line	identifies the author.
Abstract	briefly states what the article contains or summarises the essential info in this article.
Introduction	Introduces the reader to the topic or research work under discussion
Methodology	Describes the material or method used in the article.
Result	presents the finding of the investigation
Discussion	Presents an analytical discussion on the result of finding

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JUL '15
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Conclusion

It concludes the article by summarising the imp. highlight of the article

Appendices

contains supporting material

References

presents analytical discussion

WRITING STRATEGIES

Writing involves planning by organising to be effective the following steps have to be followed systematically

1. Define the problem : Author needs to analyse the problem i.e. the que arises - what problem is to be presented by discussed it helps in deciding approach, content by methodology

2. Analyse the purpose & why do I want to write the article ?
defining by analysing the purpose will help in making the article relevant by effective. I'm needs mention in Abstract.

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3. Make literature

in helps the to

4. Organise literature

develop idea

5. write article

section sub-

object la

6. Review

Order

81

7. write

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3. Make Literature Survey : this is to be informed about the latest research in the area of investigation. it helps to give theoretical foundation to the article.

4. Organise the info. - info. collected may be evaluated. Compared & interpreted. develop an Outline by choosing central idea, main idea, supporting idea by developing details.

5. write the first Draft - ensure that article is divided into manageable sections with appropriate heading & sub-heading. be focused on objectives & use simple direct language.

6. Review & Revise - rough draft should be reviewed, edited, & revised in order to improve quality of content. It involves editing = • Style, • Grammar • Spelling • punctuations

7. write the final Draft - following points should be taken care of

NOTES

- Clean para should be used.
- Appropriate key & technical words to be used.

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Telegram Services ended on 19th July 1947

SATURDAY

16

FORMAT

INDIAN POST AND TELEGRAPH

ADDRESS OF THE
ADDRESSEE

NAME —

ADDRESS —

TELEGRAPH NO —

MESSAGE

SENDER'S NAME AND
ADDRESS

(Not to be telegraphed)

USES

1. Telegrams are very popular by only the way to convey info. speedily over long distance.
2. confirm bus. dealings.
3. to create ~~new~~ binding legal documents.
4. Haulbringer of the news of death/birth of a family member.

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NOTES

Composing a Telegram

- 1 use min. no. of words while writing the address by msg
- 2 payment is made as per no. of words used
- 3 Sender's name by address is not paid for.
- 4 only Capital letters are to be used except in the column 'Not to be telegraphed'
- 5 punctuation marks are not to be used. write 'STOP' where a full stop is used.
- 6 Avoid using words like Mr. or Shri
- 7 write the msg briefly. do not worry about grammatical errors.
- 8 in the space marked 'Sender's name' you should write the name in one word
- 9 in case of official telegram, designation of sender by name of co. should be given
- 10 Numerals are not used ex for 10 PM you should write Ten night
- 11 no column should be left blank

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May 2015

TELEX

An international system of telegraphy with printed msg transmitted by received by teleprinter ~~but~~ using public telecommunication network

- the telex is the system or service of interconnected machine that were designed to automate the telegraphic process
- the telex service enable the transfer of written msg from one subscriber to another by direct dialing
- it combines both telephonic by writing a letter, it is much quicker than a letter or cheaper than trunk call services
- if the receiver is not present at the time of transmission then he will get msg neatly typed on teleprinter when he returns. he can then reply to it later.
- it can be used for banking inland as well as overseas telegram by getting in touch with central telegram office
- ~~the~~ it is extremely useful for large bus. houses, news agencies, stock exchange dealer etc they can transmit or receive msg at any time of day or night.

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WEDNESDAY

Latin wordFAX (facsimile)
make copyMay
2015

- It is a process of converting optical images into electrical signal for transmission over comm system (Phone line, internet etc)
- Very useful for transmitting visual material such as a. Charts b. Graphs c. Diagrams d. Illustration e. photograph f. Copies of art
- The document to be sent is
 - a) fed through Machine
 - b) electronically scanned
 - c) signals are transmitted
 - d) an identical copy is reproduced on blank sheet of paper

Principal

- Image convert into electrical signal by a Mechanical phenomena
- Signal convert to hard copy by a mechanical phenomenon.

Parts.

1. Image Scanner = converts the content.
2. Modem = Sends the img data over a phone line
3. printer = produces copy of document
4. phone line = receives signals into digital form.

NOTE:

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UNIT-4

REPORT WRITING

- A report is a presentation of facts & findings, usually as a basis for recommendation written as a specific leadership and probably intended to be kept as record.
- It is purely based on observation & analysis.
- A report gives an explanation of any circumstances.
- It discusses a particular problem in detail.
- Reports are required for judging the performance of various deptⁿ.
- A good report is always fact finding & not fault finding.
- It should be prepared in impartial manner. The writer of the report should be fair in their outlook & approach.

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Ma
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- making

1. formal / Informal
2. Statutory or Non Stat Statutory
Ex - Statutory = Audit report
Non Statutory = Recruitment Policy
3. Routine / Special report
4. Informative / Interpretative

15 → Stages in Report writing

- 1. understanding the report brief.
- understanding the purpose described in the report brief / instructions
- Consider who the report is for & why it is being written.
- understand all the instruction / Requirements & ask if anything is unclear.

- ## 2 Gathering & Selecting Information
- How much info. is needed depend on how much detail is required
 - read relevant literature to understand the issue
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- Assess its relevance to your report by select accordingly
- keep referring to report brief to help decide what is irrelevant info

3 Organizing your material.

- to decide what should be included by in what sequence.
- Group together points that are related i.e. Section or chapters.
- keep referring to report brief by but unrelated info.
- choose an order for material i.e. logical by easy to follow

4 Analysing your material

- Before writing first draft consider by make notes on the point using fact by evidence.
- what conclusions can be drawn from the material
- what are the limitation/ flaw in the evidence.
- Do certain pieces of evidence conflict with one another.
- Not enough to just present the info but we should relate it to the problem or inside issue

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JUL '15

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NOTES

5 Writing the report

- Begin to write the first draft of report write the Summary by content page at the end
- Aim for a writing style i.e Direct
- Chapters, sections by paragraph should be written with a clear structure



- The structure should be as follows
- Introduce main idea of the Chapter/ section/ paragraph
 - Explain by expand the idea defining any key terms
 - present relevant evidence to support your points
 - comment on each piece of evidence showing how it relates
 - Conclude by showing its importance

format parts of a report

- | | | | |
|---|--------------------------|-------------|----------|
| 1 | Title page | 10 | Appendix |
| 2 | Acknowledgement | | |
| 3 | Table of Content | | |
| 4 | Executive Summary | | |
| 5 | Introduction | } Body Part | |
| 6 | | | |
| 7 | conclusion | | |
| 8 | Recommendation | | |
| 9 | Bibliography / Reference | | |

NOTES

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May

2015

AM 12 PM 12

THURSDAY

28

6

Reviewing by Redrafting

a) Try to read the draft from perspective of the reader.

b) Writing on word processor makes it easy to rewrite or rearrange section or paragraph.

c) If you write the first draft by hand try writing each section on separate piece of paper to make re-drafting easier.

7

Presentation

a) Check that wording of each chapter/section/sub heading is clear & accurate.

b) Check whether you have adhered (follow) to the instruction in the brief regarding format.

c) Check for consistency in no. of Chapter / Section / Appendix.

d) Make sure that sources are acknowledged & correctly referenced.

e) You will need to proof read your report for errors of spelling or grammar.

JUNE

JULY

JUN 15

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JUL 15

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NOTES

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FRIDAY

May 2015

Creativity in written communication

- 1 Creativity is an act, idea or product that changes or transforms an existing domain into a new idea.
- 2 to think beyond the generally accepted or find new ground on which to communicate for marketing, R&D
- 3 There is a need to focus on the necessity of a relaxed mind
- 4 necessary to build an environmental conducive (helping) to free idea exchange or understanding
- 5 An important for sales, service or mgmt OR for marketing, R&D
- 6 it is a creative process but many people are ignorant about exploiting the creative opportunity
- 7 Good comm is a skill or an art or must be practised regularly to refine
- 8 When you use creativity, not only can you become more thoughtful or articulate your thoughts better, but people began to look forward to read what is being said
- 9 you can manage to add weight to your words making everything you write much more info.

NOTES

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May

2015

WK 22 150 215

SATURDAY

30

10. The ability to express ourselves effectively when we write is recognized as being a vital business skill.

THOUGHTS (keep your thoughts positive)



WORDS



Behaviour



Habits



Values



Destiny

11. most of us communicate extensively by writing

→ E-mail → article → circulars
→ memos → papers
→ reports → notices

12. When we write something down, we are inevitably telling our reader a great deal about ourselves

13. It is therefore up to our writing skill do not let us down

NOTES 14. Common problem in writing includes

→ insufficient structure by signposting

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JUNE

JULY

SUNDAY 31



IMPORTANT NOTES

- poor use of language
- Spelling, punctuation & grammar mistakes
- Rambling
- Writing too much

15 ~~writing~~ there are so many msgs out there today & there may be other organization trying to capture the attention of the same reader.

16 Writing is like any other skill in that it can be developed with practice & appropriate training.

17 We can learn how to have greater impact & be more influential through our writing.

18 Creative writing is the art of making things up.

19 It is writing done in a way that is not academic or technical but still attracts the audience.

20 Any writing that is original & self expressive.

A News Article, for example →

(i) cannot be considered creative writing coz its main goal is to present facts & not to express the feeling of the writer.

(ii) while a news article can be entertaining its main purpose is to present the facts.

- 01 Remember what you write today, will be there for years to come
- 02 Always consider how your words will represent you & your Organization when you are not there to clarify, defend or correct them
- 03 Your audience / client will have expectations of you as an effective bus. writer. You know that one key to success is meeting these expectations
- 04 In bus context you have a role, job duties & responsibilities both internal & external to your Organization
- 05 Mastery of clear & concise writing will directly affect the interpretation of your msg. misinterpretation of your msg
- 06 Goal remains to reduce misunderstanding through effective & efficient use of words →
- 07 "Omit Needless words"
- 07 Good written comm. skills are essential for both
- (a) public & private Sector Org. ⇒
- Communicating with:
- Customer
 - Shareholder
 - Stakeholder
 - Writing proposal for
 - Tendering for bus

June

2015

WEDNESDAY

TUESDAY

02

(b) Individuals ⇒

- Managers & professionals looking to improve both internal & external Comm as well as coaching their team.
- Also bus professionals developing their skills by looking to increase their values to their life

⇒ Steps to make written communication creative

1 use professional tone & adopt a "you attitude" versus an "I attitude"

2 know your audience & consider their -

- a) background
- b) technical expertise
- c) educational level
- d) Mindset
- e) possible reaction.

3 Organise your info. clearly & Arrange your thoughts so that your correspondence can be read quickly & comprehended easily

4 use the right format & each type of letter has distinct format guideline, element such as

NOTES

- 1) date 2) Addressee 3) Sub-line
- 4) Salutation 5) msg. body 6) closing line
- 7) co. letter head OR logo 8) Sign. block

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5 use Visual element clearly = Such as
 • font size • bulleted or numbered list
 • underline • bold text

6 Avoid Jargon whenever possible = It is so easy to forget that client or even colleagues may not be familiar with a word that we use all the time without thinking

7 keep your language clear & simple = your msg should be easy to read therefore use plain language & be specific

8 proof read your documents before distribution = brain actually distorts the info your eyes see, when we write ourselves coz it knows what you meant when you wrote

CIRCULAR & NOTICE

Circular : A circular is a formal msg, which is sent to no. of persons

NOTES

Msg can be sent within or outside the Orgn.

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WK 23 155 210

THURSDAY

04

- They are usually cyclo styled (duplicate) or printed with a space left for address, written or typed in those spaces
- The letter may be prepared once by them duplicate with modern technology, however it is more likely that each letter could be personalised to like an original
- used to communicate the same msg to a large number customer by suppliers
- if they are written in an interesting manner it will be effective for bus. comm.

⇒ Purpose

- A circular is written in the context of bus to announce
 1. purchase of an existing bus
 2. Establishment of new bus
 3. Granting or obtaining of an agency
 4. change in the address
 5. Admission of a partner.
 6. Retirement or death of a partner.
 7. price reduction
 8. Introduction of new product.

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NOTES

- 9. Introduction/announcement of new scheme.

for the above mentioned purpose circulars are written, it has same method of writing in its context is changed according to purpose

Eg = Title, date, address etc are to follow same method as for all but according to necessity it is changed

⇒ features.

- Contains a heading, date, circular no. & is signed by the authorised person
- Attention - getting on existing opening
- keep it brief otherwise it may not be read
- ensure the letter is informative by direct
- must be worded in personal style
 - use individual terms - Eg - 'you', 'not', 'all of', 'you'
 - use singular expressions
- persuasive approach
 - tone of the circular is always in the form of request instead of command

NOTES

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June

SAMPLE CIRCULAR

DATE

SATURDAY

06

2015 (Cap)

• Name of Company

NISHAN PUT LTD

09

• ADDRESS of RES NO

1, GIDC, AREA WATWA

10

AHMEDABAD (GUJ)

11

REQ. GUJ/ AHM/ 99108

• DATE of CIRCULAR NO

DATE 3 JUNE 10, 2006

12

CIRCULAR NO 177/61

• INTRODUCTION

13

THE ORGANISATION IS CONDUCTING A
"VISIT TO VILLAGE" PROGRAMME,
UNDER THE RURAL DEVELOPMENT
PROJECT ON JUNE 30, 2006

15

• MAIN PART

16

WE WILL BE VISITING A NEAR BY
VILLAGE AND CONDUCTING A
"SWACHH BHARAT" CAMPAIGN THERE

17

• CONCLUSION

18

THE E/KE ARE ADVISED TO COME
IN FORMAL DRESS CODE AND
ASSEMBLE IN THE MAIN GROUND
AROUND 11:00 AM JOIN FOR
NOBLE CAUSE

SIGN



(SHARA MALIK)

JUL 15

AUG 15

NOTES

MTWTFSS
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MTWTFSS
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

DESIGNATION

(PERSONNEL MANAGER)

08

WK 24 159 206

MONDAY

NOTICE

June

2015

- A notice is usually a straight forward written comm. giving some instruction info.
- A notice may be issued inside or outside the Org.

⇒ Purpose

- Announce social events
- Report on matters of interest to staff.
- Inform staff of new procedures.
- Advertise post for internal appointment
- Remind staff of co. procedure.

⇒ POINTS TO REMEMBER

- When designing a notice aim must be to ensure that it has been seen & acted upon where necessary
- Long paragraph will not achieve this aim - guidelines should be followed
- Use different size, print for emphasis
- Give the notice a clear heading
- Use sub-heading to break up the main info logically.
- Use the paper effectively to display the notice attractively.

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June

2015

Wk 24 160-205

TUESDAY

09

- include the name of the writer at the bottom as well as reference by date
- it must contain info which should be display attractively so that it receives attention by co-operation.
- split the words appropriately other wise you could change the meaning completely
- In case of legal notice, it is sent by post

Different type of Notice

1. within the Org.
2. Notice for public (to be displayed in newspaper)
3. Notice for public

NOTICE

NOTICE IS HEREBY GIVEN THAT IN KRISHNA AGED 24 (DOB: 15-3-1980) SON OF SHRI VISHNU NARAYAN SWAMY WILL HENCE FORTH BE KNOWN AS V. SAI KRISHNA. APPLICATION TO THIS INTENT HAS BEEN MADE TO APPROPRIATE AUTHORITY

JULY

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NOTES

10

WK 24 161 204

WEDNESDAY

June

2015

1 Within the Org

NISHAN PUT LTD

1 GIDC AREA WATWA

AHMEDABAD, GUJRAT (GUJ)

REG - GUJ/AHM/ 93 105

DATE 8 JUNE 15, 2008

NOTICE NO : 1,70/67

NOTICE

SUB : NOTICE FOR DIWALI CELEBRATION

THERE WILL BE A GENERAL BODY MEETING OF OUR EMPLOYEES RECREATION CLUB TO FORM SUB COMMITTEES FOR ORGANIZING VARIOUS ACTIVITIES CONNECTED WITH OUR DIWALI CELEBRATION, SUGGESTIONS IN THIS CONNECTION ARE WELCOME

Kareel

KOMALKOTHARI
HR MANAGER

NOTES

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2015

WK 24 162 2015

THURSDAY

11

HANDLING COMPLAINTS

COMPLAINT =

"An expression of dissatisfaction made to an org. related to products or services or the complaints handling process itself, where a response or resolution is expected"

• Good comm. strategies are absolutely essential for effective complaints of Management.

• Most public agencies understand the need for effective communication as a part of their commitment to their client services.

• However, many do not appreciate that it can have a big impact on the no. of complaints they receive

• If sufficient time is not taken to explain or knowing concern a minor that can escalate into a major one.

• Agencies have mechanism or strategies in place to

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NOTES

- (1) Inform the Public :-
- About where & how to Complaint
 - Provide info about how the process will be managed
 - Communicate with parties about the progress of resolution
 - Provide timely feedback

- (2) Inform Staff :-
- About the existence & operation of CMS (Complaint Mngt System)
 - Provide feedback on area of potential improvement
 - Communicate better to minimize complaints
 - Sound comm. strategies & good decision making
 - they help the public to understand reason for your decisions & to view your agency as accessible & user friendly.

= Why customer complaints ?

1. Expectations have not been met
2. To release their anger.
3. To help & improve the service
4. bcoz of concern for others who also used the services

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2015

WK 24 164 201

SATURDAY

13

= MOST COMMON COMPLAINTS

- 09 • Wrong information.
- poor customer service attitude.
- 10 • overpricing
- Lack of adequate info.
- 11 • Delays.
- unresponsiveness of service provider.

12 • → A complaint is a gift bcoz it gives you the opportunity to

- 13 a) increase customer trust
- 14 b) build long term relationship.
- c) Rectify service failures.
- 15 d) engaged customer as advocate

16 • → If a customer is complaining you are being given a chance to retain that customer.

JULY

SUNDAY 14

NOTES

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2015

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THURSDAY

18

PERFORMANCE APPRAISAL FORM

PA refers to all those procedure that are used to evaluate the personality, performance, potential of its group member.

Characteristics

1. Step by step process
2. It examines the life strength & weakness
3. Scientific & objective study.
4. On going & continuous process
5. Secure information for making correct decision on life

Needs & Objective

1. provide feedback about life
2. provide Data base
3. Diagnoses the strength & weaknesses
4. provide coaching, counselling, career planning to Subordinate
5. Develop +ve relation & reduce grievances
6. facilitates research in personnel mangt.

APPRAISAL FORM

1. Defines performance expectations
2. Describe measurement tool
3. Use a Rating System. (Rank/Grades)
4. cover specific examples
5. Set measurable goals.

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NOTES

Measure performance

- Measurement System need to be -
- (i) Specific (ii) fair (iii) consistent
 - (iv) clean (v) useful.

- Systems can be -
- a) Numerical b) Textual
 - c) MBO d) Behaviour Oriented

- Remember this is just a structure for the process - the content or the direction of personal development is as flexible as your Org. allows.

- PA forms would need the following
- 1) job description / key performance indicators
 - 2) key result area
 - 3) Goals set / to be set
 - 4) job traits / characteristics

- PAMS would generally depend on
- 1 industry or bus. type
 - 2 Types of e/ee, their skill requirement
 - 3 Education level of e/ee
 - 4 No. of e/ee / span of control
 - 5 Organizational structure or reporting relationship

NOTES

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WK 26 17/1/194

SATURDAY

20

Depending on the above you can follow any of the following or more -

1. point rating system
2. factor comparison PA system
3. forced choice PA system
4. forced distribution PA system
5. confidential report PA system
6. 360° PA system
7. 180° system
8. Assessment center
9. MBO

also the
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Best approach is to design a very basic form to primarily collect key result area or set goals.

once information is received for each position / department proceed to attempt the most appropriate PA form

Design separate form for separate cluster of jobs based on their level in hierarchy / designation / responsibilities

SUNDAY 21

Consult the dept heads as this as they have valuable input on specific measurement needs.

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NOTES

JULY

MINUTES OF THE MEETING. (mom)

- MOM describe, Specify what was discussed by decided in a meeting permanent record of the meeting for future reference.
- it includes an overview of the structure of the meeting
- Note down a consized way the matter that are being dealt with by decided on during a meeting by to produce the MOM to every one

Writing the Minutes.

- Generally minutes begin with the Org name, place, date, list of people present, absent and the time.
- All Agenda for the said meeting
- All official decision must be included.
- the reports given by the person involved should be mentioned
- the Vote tally may be also included
- the date, time by place
- Assignments by the person responsible
- NOTES the minutes may end with a note of the time that the meeting was adjourned.

JULY

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IMPORTANT NOTES

- Agenda should be a review of any old topic still unresolved by needing further discussion.
- towards the end report on the new topic perhaps one that will need to be covered in future meetings.

FORMAT/ BODY of Minutes

OBJECTIVES : write down why meeting was called.

DATE : April, 24, 2016.

PLACE : Headoffice, udaipur

Attendees : list of names of participants

APOLOGIES : names of those absent

TEAM LEADER : Name & designation of the person who headed the meeting

MINUTES : of the previous meeting

Agenda : discuss all the imp. point of meeting either chronological order or importance order.

OLD/NEW BUSS : old or new points regarding bus. is mentioned

SIGNATURE : (Sign your name beneath the typed signature name)

July
2015

UNIT-V

SATURDAY

04

ETIQUETTES IN SEMINARS & CONFERENCES

FOR ATTENDIES

1. Bring extra battery for your laptop or table, bring extra charging cable just in case you loose one or decide to lend your spare one to someone that forgot theirs.
2. Do not upload/download video on conference network, conference wifi should not be used to add to upload video or download.
3. You will be judged by your appearance, this apply to both sexes, go with simple but casual dress with minimal jewellery.
4. Silence cell phones : turn your ringer off.

SUNDAY 05

5. Respect a speaker's time : know this about a conference speaker, at the end of the session they may -
 - a) be scheduled to speak at the very next session

b) May desperately need to use the restroom

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2018

c) May not be able to solve your problem in 2 min.

6 Do not build a kingdom of chairs :
That empty seat next to you is
reserved for your handbag.
one chair if the room is crowded

for Speakers

13 I Do not present a Hangover : No one
wants to see a dishedved
14 that sounds like just got out of bed

15 a) Add your Twitter username to each slide: place your @username in the footer of at least every slide

17 3 Do not read each bullet point : your
bullet point should be conversation
18 starter not your entire thought on a
topic

4 Do not make a Sales pitch : Do not talk much about your co. , only 1 slide is enough.

NOTES 5. Do not abuse your allotted time

if you have been given 10 min
to speak do not go over board
let others also speak

JUN '15							JUL '15						
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WE 28 188 177

TUESDAY

07

6 Get off the stage when your session is over & Do not continue to ^{start} by consult with audience member who have come forward.

for AU (General)

1 Remember your elevator pitch. in 30 Sec or 140 characters if you like practice describing who you are & what your co. does.

2 Do not go cheap on bus. cards & you will be judged by the quality of bus. card. avoid printing them at home.

3 know your bus. card etiquette & always read the card when it is offered to you & show respect.

4 Do not make a sales pitch to everyone you meet. Seriously networking is not the time for selling.

5 Hands on your glass. do not hug or touch their leg or rub their back unless you are already friends.

AUG '15

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NOTES

6 Follow up & Do not miss the opportunity to reconnect with others by perhaps do bus.

08

WK 28 189 176
WEDNESDAYJuly
201

Phone Etiquettes

1 Ask the caller "May I know who I am speaking to"

2 Avoid unnecessary jargon & acronyms in your conversation

3 Use the caller's name in your conversation

4 Practice good listening skills

5 Speak clearly & smile as you answer

6 Before placing a caller on hold, ask their permission first & thank them

7 Do not forget to return the call as you promised

8 Do not permit phone to ring more than 3 rings times

9 Always use pleasant congenial & friendly tone

10 Never interrupt the person while talking

11 Never engage in argument

12 Do not handle an unhappy client's call openly

NOTES

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WK 28 190-175

THURSDAY

09

13 Do not have a habit of receiving personal calls at work.

14 Do not rush the call, it is better to call back.

15 Do not answer the phone when mouth is full.

16 Return left voicemail calls promptly.

17 Always make calls private away from patients by public place.

18 Turn away from comp. while taking the call.

19 Always have pen & paper available to write.

20 Answer calls by Sec on third ring

21 Control your volume & speed while talking

22 Be enthusiastic & respectful

23 In case of problem being concerned by empathetic

NOTES

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24 Thank for calling & ask them to call again.

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WK 28 192 1/3

SATURDAY

11

OFFICE / WORKPLACE ETIQUETTES

- 1 It is essential for every individual to behave in a socially acceptable way.
- 2 Etiquette refers to good manner which help individual leave his mark in the society.
- 3 A individual must know how to behave at work place there is a huge difference b/w college and professional life.
- 4 One need to be discipline at the office.
- 5 Corporate etiquette is a set of rules by individuals must follow which he is at work.
- 6 One must respect his Organisation by maintain the decorum of the place.
- 7 Behaving sensibly at office is a must to create an even lasting impression.
- 8 No one would take you seriously if you do not behave well.
- 9 we cannot behave the same way as we behave at home.
- 10 It is important to behave well so as to earn respect by appreciation.

SUNDAY 12

DO'S & DON'T

1 Never adopt a casual attitude at work.
your office pays you for your hard work,
not for loitering around.

NOTES 2. Do not fit into others
room. knock before entering
by respect other privacy.

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- 3 put your cell phone in the silent or vibrating mode.
- 4 Do not open any one elses notepads, register or files without permission.
- 5 Do not sneeze / cough in public without covering your mouth. use a handkerchief or tissue.
- 6 popping chewing gum is simply ~~not~~ not expected out of professionals.
- 7 Stay away from nasty policies at office or avoid play blame games.
- 8 keep your work station clean or tidy. Throw unwanted paper in dustbin or keep files in drawer.
- 9 Never criticise or make fun of any of your colleagues as fighting lead to no solution. Sit or discuss issue face to face.
- 10 Take care of your pitch or tone at office never shout or use foul words. Stay calm or think rationally.
- 11 Never attend meeting or Seminar without pen or notepad. note down the imp. points or wait for your turn to speak.
- 12 pass info. to all related recipients, communicate through written mode i.e e-mail.
- 13 Reach office on time. Adhere to guideline or policies Discipline must be maintained.

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TUESDAY

14

14. Do not be Shabbily dressed &ee. &have daily cy do not use strong perfumes. minimal make up
15. Never wear revealing clothes to work. body piercing cy tattoo are Restricted No - No !! Avoid wearing heavy jewellery.
16. Do not pass rude comments to any of your fellow workers.
17. Do not start lunch till the other have received their food. Spoon cy fork should not make a clattering sound - Eat Slowly.
18. Respect your fellow workers cy help them whenever required.
19. It is unethical to share Confidential data with External parties. Data must not be passed to anyone.
20. office Stationary / property is meant to be used only at work taking it back home is equivalent to stealing.
21. Turn off the monitor / Switch off the fans. lights, printer, fax machine Scanner before you leave.
22. Do not bring your personal work to office. avoid taking kid to office.

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NOTES

23. park your car / Scooter at the space alloted to you.

24. Never ever drink while at work smoke only at the Zone. you are smoking
25. Do not leave the rest room with taps on

MEETING ETIQUETTES

1. It refers to good manners required by a person to find a place in the society.
2. Meeting are an important part of work-place where people sit together & exchange views & opinions.
3. Meeting Etiquettes refers to code of behaviour and individual should follow while attending meeting & discussion.
- (i) Try to find out what the meeting is all about
- (a) understand the importance of meeting
 - (b) No go blank
 - (c) Do all the ground work
 - (d) Ensure max. participation
 - (e) Prepare notes in advance
- (ii) Never attend meetings without a notepad & pen as it helps to note down the imp. points for future reference. It is not possible to remember everything that is discussed

NOTES

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WK 29 97-168

THURSDAY

16

(iii) Always keep your cellphone on silent
ON vibration ringing mobiles are
considered rude by impprofessional this
might insult other by break the peace
of meeting

(iv) Do not attend phone calls unless it is
emergency

(v) Do not attend phone calls unless it is
emergency

(vi) Superiors must create an agenda before
meeting

- a) It must be circulated among all
- b) have well defined plans
- c) Do not deviate from key points
- d) make a list of issues to be discussed
- e) keep the meeting short by prepare in advance

(vii) Never be late coz it is considered
unprouy essential

(viii) chewing pen during meeting should
be avoided

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NOTES (viii) Be a good listener by wait
for your turn to
speak

- (IX) Sit wherever you find a place. do not
 run here or there.
- (X) Do not enter meeting room once the
 meeting has already begin. It disturb
 others.
- (XI) Avoid taking your cup of coffee/ tea to
 meeting room.
- (XII) Fiddling with pen or notepad is a
 major distraction one must concentrated
 by stay about. do not yawn even if
 meeting is boring.
- (XIII) The one chairing the meeting must
 speak loud & clear. be careful about
 pitch & tone.
- (XIV) Meeting should be interactive where
 people should be able to give suggestion
 & value feedback. Question & answer
 should be kept to clear doubts.
- (XV) Minutes of meeting should be prepared
 & circulated in all departments.
- (XVI) use white boards projectors, graphs,
 pointers slides etc for better
 clarity.
- (XVII) Do not convert meeting room into a
 battle ground. speak politely & in
 low volume.
- NOTES (XVIII) Never attend meeting
 in casuals follow a
 professional dress code.

JUN '15

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WK 29 100 100

SATURDAY

18

TABLE MANNERS

1. Sit up Straight
2. Do not speak with mouth full of food
3. Chew quietly, try not to slurp.
4. Keep bites small
5. Eat at leisurely Pace.
6. Do not wave utensils in air
7. Keep your Elbows off the table.
8. Do not forget to say please or Thank you
9. Excuse yourself when leaving the table.
10. Compliment the Cook.
11. #

Do's

1. Sit properly in your chair
2. Talk about pleasant things
3. Place your napkin on your lap
4. Wait till everyone is seated.
5. Watch others or ask when you are not sure how to eat something
6. Ask someone to pass the food.
7. Chew with mouth closed.
8. Do not talk with mouth full.
9. Use knife or fork to cut your meat.
10. Say Excuse me or Sorry if you burp.
11. Say no, thank you if you are full or do not want a serving

SUNDAY 19

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NOTES

12. Say may I please be excused before leaving the table

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Don't

- 09 1. Don't talk gross things
- 2 Do not talk about having seconds before
- 10 Others have finished
- 3 Do not take more than your fair share
- 11 4 Do not overload your fork or plate
- 5 Do not gobble your food
- 12 6 Don't chew with mouth open
- 7 Don't talk with mouth full
- 13 8 Don't play with the table
- 9 Don't hum or sing at the table
- 14 10 Don't read while you eat
- 11 Don't tip your chair or lean on the
- 15 table
- 12 Don't eat with or lick your fingers
- 16 13 Don't push your plate away when
- you are finished
- 17 14 Don't get up till all have finished