# **UNIT – IV**

# **Oral presentation**

Making a good oral presentation is an art that involves attention to the needs of your audience, careful planning, and attention to delivery. This page explains some of the basics of effective oral presentation. It also covers use of notes, visual aids and computer presentation software.

### **The audience**

Some basic questions to ask about an audience are:

1. Who will I be speaking to?
2. What do they know about my topic already?
3. What will they want to know about my topic?
4. What do I want them to know by the end of my talk?

By basing the content and style of your presentation on your answers to these questions, you can make sure that you are in tune with your audience. What you want to say about your topic may be much less important than what your audience wants to hear about it.

### **Planning your presentation**

In an effective presentation, the content and structure are adjusted to the medium of speech. When listening, we cannot go back over a difficult point to understand it or easily absorb long arguments. A presentation can easily be ruined if the content is too difficult for the audience to follow or if the structure is too complicated.

As a general rule, expect to cover much less content than you would in a written report. Make difficult points easier to understand by preparing the listener for them, using plenty of examples and going back over them later. Leave time for questions within the presentation.

Give your presentation a simple and logical structure. Include an introduction in which you outline the points you intend to cover and a conclusion in which you go over the main points of your talk.

### **Delivering your presentation**

People vary in their ability to speak confidently in public, but everyone gets nervous and everyone can learn how to improve their presentation skills by applying a few simple techniques.

The main points to pay attention to in delivery are the quality of your voice, your rapport with the audience, use of notes and use of visual aids.

Voice quality involves attention to volume, speed and fluency, clarity and pronunciation. The quality of your voice in a presentation will improve dramatically if you are able to practise beforehand in a room similar to the one you will be presenting in.

Rapport with the audience involves attention to eye contact, sensitivity to how the audience is responding to your talk and what you look like from the point of view of the audience. These can be improved by practising in front of one or two friends or video-taping your rehearsal.

### **Effective use of notes**

Good speakers vary a great deal in their use of notes. Some do not use notes at all and some write out their talk in great detail. If you are not an experienced speaker it is not a good idea to speak without notes because you will soon lose your thread. You should also avoid reading a prepared text aloud or memorising your speech as this will be boring.

The best solution may be to use notes with headings and points to be covered. You may also want to write down key sentences. Notes can be on paper or cards. Some speakers use overhead transparencies as notes. The trick in using notes is to avoid shifting your attention from the audience for too long. Your notes should always be written large enough for you to see without moving your head too much.

### **Visual aids**

Visual aids help to make a presentation more lively. They can also help the audience to follow your presentation and help you to present information that would be difficult to follow through speech alone.

The two most common forms of visual aid are overhead transparencies (OHTs) and computer slide shows (e.g. PowerPoint). Objects that can be displayed or passed round the audience can also be very effective and often help to relax the audience. Some speakers give printed handouts to the audience to follow as they speak. Others prefer to give their handouts at the end of the talk, because they can distract the audience from the presentation.

# **Principles of Oral Presentation**

**Well-Planned**

Before presenting something, there should be proper planning regarding the audience, topics to be delivered, timing and other factors: So, a person must be well-prepared to deliver his speech.

**Clear Pronunciation**

To make oral messages meaningful to receivers, words should be clearly and correctly pronounced. There should not be any lack of clarity, otherwise, the communication would be a confusing one.

**Brevity**

Effective oral communication desires that a message should be brief. If the sender took a long time for talking, his message may not get the attention of the receiver.

**Precision**

Precision is needed to make oral communication effective. There should not be any confusing words rather message to be delivered should be specific so that there is no misunderstanding.

**Natural Voice**

Any sort of unnatural voice may distort the message. Natural voice can do a lot to make oral communication effective.

**Logical Sequence**

Ideas should be organized in a sequential way to make the message communicative and attractive. Unorganized ideas do not provide clear sense while a logical sequence of ideas gives clear sense.

**Suitable Words**

Words have different meanings to different people in different situations in oral communication, a speaker should use the common, simple and familiar words so that receiver can react to the message without any problem.

**Courteous**  
Courtesy costs nothing but can earn many things. So, a speaker should be courteous while addressing listeners. It helps create a good impression in the mind of listeners regarding the speaker.

**Attractive presentation**

It is another principle to make oral communication effective. A speaker should deliver his speech in a very nice and sweet language so that receiver is attracted to take part in the communication.

**Avoiding Emotions**

Speaker must control his emotions to make oral communication effective. Too much emotion will take the speaker away from the main subject.

**Emphasis**  
The speaker must be knowledgeable regarding the portion of the speech where he should give emphasis. Giving emphasis on respective points will help draw the attention of the audience.

**Controlling Gesticulation**

Speaker at many occasions, consciously or unconsciously, gesticulates for expressing his ideas or thoughts. This is a habit and should be avoided. Otherwise, application of such habit may lead to % disinterest of the audience.

Besides, objective information, the capacity of the listener, interesting language, proper fluency should be considered also as the principles of oral communication.

# **Factors affecting presentation**

**1) Audience Analysis:** If the speaker has analyzed the audience in a proper way before presentation, his presentation will be more effective. On the other hand, poor or improper audience analysis leads to ineffective presentation. The style of the presentation is largely dependent upon the type and size of the audience. If audi-ence is large, presentation should be more formal whereas informal presentation can work in small audience.

**2) Communication Environment:** Communication environment affects the effectiveness of the presentations. Much of the audience notices the physical things surrounding the speaker, the stage, lighting arrangement, background, etc. Proper arrangement of these things can enhance the impact of the presentation. If there is noise in the surrounding environment, it detracts the audience from listening and consequently leaves unhealthy messages.

**3) Personal Appearance:** Personal appearance of the speaker has great impact on the audience. Well dressed up person can deliver good presentation. Therefore, the speaker should wear neat and clean clothes and take time to check his appearance just before starting presentation.

**4) Use of Visuals:** Visuals can enhance the professional image of the presentation. Different research studies demonstrate that presenters using latest visual techniques are perceived as better prepared, more persuasive, more credible and more interesting than speakers who do not use visuals. But visuals work only if the technology on which they depend works well. Therefore, presenter should check the equipment in advance before presenting.

**5) Opening and Closing of Presentation:** The beginning and closing of a presentation are the positions of emphasis. Those presenters who can open the presentation with interesting remarks which are likely to create more interest and enthusiasm for listening the presentation. On the other hand, presenters with poor opening are likely to leave the audience bored. Similarly, the ending of the presentation has profound impact on the audience. Endings, with vivid and positive pictures are more likely to have profound impact on the audience.

**6) Organization of Presentation:** Clarity in presentation is essential that comes with proper organization of the information. Organizing the information in a proper manner can make the message more understandable, keep the audience happy and boost the image of the speaker. Proper organization of presentation enhances the effectiveness of the presentation. On the other hand, improper organization of the presentation will not influence the audience. Improper organization of presentation is reflected as follows:

i) Taking a long time to get to the point.

ii) Inclusion of irrelevant material.

iii) Leaving out necessary information.

iv) Mixing up of ideas.

To overcome these problems, presentation can be organized in one of the five standard patterns:

**i) Chronological:**It starts with past, moves to the present and ends by looking ahead.

ii) **Problem-Causes-Solution:**It explains the symptoms of the problem, identifies its causes and suggests the remedial measures.  
iii) **Excluding Alternatives:**It shows the symptoms of the problem, suggests possible solutions, explains the reasons why these don’t work and ends the discussion with a solution that will work.  
iv) **Pros-Cons:** It explains the advantages and disadvantages of problem(s).  
v) **1-2-3:** It discusses three aspects of a topic: introduction, body and conclusion.

**7) Language and Words:** The quality of presentation is affected by the language and words. To make the audience understand the message, the speaker has to talk in the language known to the audience. To enhance the impact of presentation, he should choose the catchy words that appeal to the heart and emotions of the audience. If the language spoken by presentator is different from audience’s language, and words used are stereotyped, it is likely to have least impact on the audience.

**8) Quality of Voice:** Quality of voice of the presenter affects the effectiveness of the presentation. Voice modu-lation is likely to have greater impact upon the audience whereas monotonous voice will bore the audience.

**9) Body Language:** The effectiveness of the presentation is also affected by the body language of the speaker. A speaker having eye contact with audience is likely to impress more than a speaker reading out the hand outs. A speaker who looked more at the audience is judged as better informed, more experienced, more honest and friendliest than a speaker who delivers the speech with less eye contact. With eye contact members of audience feel that speaker is talking to them.

Similarly, confidently moving speakers are likely to have more impact than nervous speakers. To calm one’s nervousness, one should be well-prepared, take several deep breaths, relax one’s muscles, pause and look at the audience and use body energy in strong gestures and movement.

**10) Answering Questions:** The effectiveness of presentation is also affected by presenter’s skill in handling questions asked at the end of presentation. A speaker who answers the audience’s questions and handles hostile questions with tact is likely to influence the audience more. On the other hand, a speaker who answers rudely will leave negative impact upon the audience.

# **Effective presentation skills**

**Presentation can be defined as a formal event characterized by teamwork and use of audio-visual aids**. The main purpose of presentation is to give information, to persuade the audience to act and to create goodwill. A good presentation should have a good subject matter, should match with the objective, should best fit the audience, and should be well organized.

### **Characteristics of a Good/Effective Presentation**

1. The presentation ideas should be well adapted to your audience. Relate your presentation message/idea to the interests of the audience. A detailed audience analysis must be made before the presentation, i.e., an analysis of the needs, age, educational background, language, and culture of the target audience. Their body language instantly gives the speaker the required feedback.
2. A good presentation should be concise and should be focused on the topic. It should not move off-track.
3. A good presentation should have the potential to convey the required information.
4. The fear should be transformed into positive energy during the presentation. Be calm and relaxed while giving a presentation. Before beginning, wait and develop an eye contact with the audience. Focus on conveying your message well and use a positive body language.
5. To communicate the desired information, the speaker should use more of visual aids such as transparencies, diagrams, pictures, charts, etc. Each transparency/slide should contain limited and essential information only. No slide should be kept on for a longer time. Try facing the audience, rather than the screen. The speaker should not block the view. Turn on the room lights else the audience might fall asleep and loose interest. Organize all the visuals for making a logical and sound presentation.
6. A good presentation must be planned. The speaker must plan how to begin the presentation, what to speak in the middle of presentation and how to end the presentation without losing audience interests at any point of time.
7. Rehearse and practice the presentation. This will help the speaker to be more confident and self-assured. The more the speaker rehearses the better the presentation turns to be.
8. The speaker should encourage more questions from the audience. He should be honest enough to answer those questions. If any biased question is put forth by the audience, rearticulate it before answering.
9. Summarize the presentation at the end. Give final comments. Leave a positive impact upon the audience.

* The speaker must have a presentable appearance while giving a presentation. The speaker should stand with feet far apart maintaining a good balance. He must use confident gestures. He must use short and simple words.
* Try to gain and maintain audience interest by using positive quotes, humour, or remarkable fact.
* The speaker must be affirmative and optimistic before giving presentation. He should ensure all tools and equipments to be used in presentation are working well.
* The speaker must state the objectives of the presentation at beginning of the presentation.

**Conducting surveys**

The anonymity that the Internet provides makes it the ideal environment for asking your customers what they really think about your business, product, or service. An online survey can reveal customers’ true opinions, as well as enabling them to share ideas with you in a safe and comfortable environment. Setting up the best online survey is easy when you use these six steps to guide you in the process.

### **1. Decide on your research goals**

Before you can start your research, you will need to form a clear picture in your mind of the expected outcome. Do you need feedback on a product or your service? Is the information you are looking for of a general nature or very specific? Do you have a particular audience in mind, or will you be sending out online surveys to the general public? The answers to these questions will help you to decide how to target your survey.

### **2. Create a list of questions**

There are many different types of questions that can be used on a survey, like open questions, closed questions, matrix table questions, and single- or multi-response questions. Most people who take part in surveys prefer short multiple-choice questions. When writing the questions, keep the language very simple and avoid ambiguity or double negations. One of the benefits of designing an online survey is that participants don’t have to fill in questions that are not relevant to them. Based on their answers subsequent questions can be skipped using logic and piping, improving response rates.

### **3. Invite the participants**

There are many ways to invite people to take part in your online survey. Who you want to take part in your survey will help you to decide on the best contact method. You can send an email to your subscriber list, post your survey on Facebook, send surveys by sms or design a banner that can be displayed on other websites if you wish to cast a wider net. If your research goals require targeting a specific audience you can buy responses from a dedicated consumer panel.

### **4. Gather your responses**

It is important to monitor your response rate, as your final sample size will depend on how many participants complete your survey. In many cases you can increase the response rate by offering an incentive to the participant, for example, you can offer a gift, the chance of winning something in a lottery, a donation to charity, or a points accumulation system where participant can save up points that can be exchanged for gifts. Another way of increasing the response rate of your survey is by promising to share the results with your participants.

### **5. Analyse the results**

Visualise your data by presenting the results in charts and graphs, as this will help you quickly reference your results in reports. You can also make use of text analysis and word clouds on open ended questions to pick out common response trends. You can also print out the data in the form of a spreadsheet, which can then be exported for further analysis. With online surveys the gathered data is stored automatically, so you can start analyzing the results straight away. In most cases, you can already see preliminary results when the survey is still open.

### **6. Write a report**

The final step in conducting online surveys is to write a report explaining your findings and whether they have met your research goals. A successful survey will provide reliable answers to the questions you had about your business, product or service. Allowing you to take data-driven actions based on hard evidence. Used correctly online surveys can effectively measure customer satisfaction, get feedback on products or services, and reveal key influences in your area of research.

The process for conducting an online survey is easy and inexpensive. SmartSurvey can provide you with all the tools needed to help you in designing your survey. Most businesses’ needs can be met with simple and short online surveys that target a specific group of customers. The results, on the other hand, are priceless because they will help you make important decisions about your business.

### **Speeches to Motivate**

A motivational speech inspires audience members to make a change. If you’re very passionate on a particular subject, audience members will be able to feel your energy. It’s important to plan your speech out in advance, to ensure your message is both clear and appropriate for the audience you’re addressing and to ensure it creates a deep impact. Clear Purpose

If you’re trying to motivate people to do something, it’s important to make the intended behavior clear. The level of explanation required may vary according to the topic of the speech. Provide enough information to give audience members a complete understanding of what you would like them to do and how they can get started. For example, if you’re giving a motivational speech to inspire the audience to quit smoking, clearly say you believe smoking is harmful to one’s health and offer tips to break the habit.

**Personal Story**

Include at least one personal story in your speech to which audience members can relate. Hearing your story will help inspire listeners and allow them to feel empowered to make a change. When you share your own success story, it adds a personal touch that allows listeners to really understand the impact making the change can have on their live. Your passion for the subject matter will really shine through as it has had such a deep impact on your life.

**Audience Fit**

A motivational speech is most effective when it’s tailored to fit the audience. Different groups of people may respond better to a variety of diverse delivery methods. Listeners who are already knowledgeable on a particular subject matter may quickly become bored if too much background information is provided, while others with little prior knowledge will be lost without it. Other issues such as cultural and geographical factors should also be taken into consideration when preparing the speech.

**Ending Points**

The concluding moments of your speech may be the part the audience remembers most vividly, so it’s important to make them count. Draw the main points of your speech together, briefly reviewing key themes. Inspire listeners with a call to action. For example, if you’re giving a motivational speech on weight loss, end your speech by mentioning how much confidence you’ve gained by changing your diet and reminding listeners that they have the power to improve their body image.

# **Body Language**

**Body language** is a kind of non verbal communication, where thoughts, intentions, or feelings are expressed by physical behaviors, such as facial expressions, body posture, gestures, eye movement, touch and the use of space. Body language exists in both animals and humans, but this article focuses on interpretations of human body language. It is also known as kinesics.

**The important elements of body language are:**

* **Body postures:** Emotions can also be detected through body postures. Research has shown that body postures are more accurately recognised when an emotion is compared with a different or neutral emotion
* **Personal appearance:** Appearance can alter physiological reactions, judgments and interpretations.as it is rightly said that the first impression is the last impression.
* **Facial expression:**Facial expression is integral when expressing emotions through the body. Combinations of eyes, eyebrow, lips, nose, and cheek movements help form different moods of an individual (e.g. happy, sad, depressed, angry, etc.)

Sitting or standing postures also indicate one’s emotions. for eg: A person sitting till the back of his/her chair, leans forward with his/her head nodding along with the discussion implies that he/she is open.

* **Gestures:** Gestures are movements made with body parts (e.g. hands, arms, fingers, head, legs) and they may be voluntary or involuntary.[5] Arm gestures can be interpreted in several ways. In a discussion, when one stands or sits with folded arms, this is normally not a welcoming gesture
* **Eye contact**

It serves three main purpose

* To give and receive feedback
* To show confidence and honesty
* To communicate relation between people.
* **Other types of physical movements**

Covering one’s mouth suggests suppression of feeling and perhaps uncertainty. This could also mean that he/she is thinking hard and may be unsure of what to say next.

# **Para Language**

Paralanguage, also known as vocalics, is a component of meta-communication that may modify meaning, give nuanced meaning, or convey emotion, by using techniques such as prosody, pitch, volume, intonation, etc. It is sometimes defined as relating to nonphonemic properties only. Paralanguage may be expressed consciously or unconsciously.

The study of paralanguage is known as paralinguistics, and was invented by George L. Trager in the 1950s, while he was working at the Foreign Service Institute of the Department of State. His colleagues at the time included Henry Lee Smith, Charles F. Hockett (working with him on using descriptive linguistics as a model for paralanguage), Edward T. Hall developing proxemics, and Ray Birdwhistell developing kinesics. Trager published his conclusions in 1958, 1960 and 1961.

His work has served as a basis for all later research, especially those investigating the relationship between paralanguage and culture (since paralanguage is learned, it differs by language and culture). A good example is the work of John J. Gumperz on language and social identity, which specifically describes paralinguistic differences between participants in intercultural interactions.[5] The film Gumperz made for BBC in 1982, Multiracial Britain: Crosstalk, does a particularly good job of demonstrating cultural differences in paralanguage, and the impact these have on relationships.

Paralinguistic information, because it is phenomenal, belongs to the external speech signal (Ferdinand de Saussure’s parole) but not to the arbitrary conventional code of language (Saussure’s langue).

The paralinguistic properties of speech play an important role in human communication. There are no utterances or speech signals that lack paralinguistic properties, since speech requires the presence of a voice that can be modulated. This voice must have some properties, and all the properties of a voice as such are paralinguistic. However, the distinction linguistic vs. paralinguistic applies not only to speech but to writing and sign language as well, and it is not bound to any sensory modality. Even vocal language has some paralinguistic as well as linguistic properties that can be seen (lip reading, McGurk effect), and even felt, e.g. by the Tadoma method.

### **Aspects of the speech signal**

* **Perspectival aspects** -Speech signals arrive at a listener’s ears with acoustic properties that may allow listeners to identify location of the speaker (sensing distance and direction, for example). Sound localization functions in a similar way also for non-speech sounds. The perspectival aspects of lip reading are more obvious and have more drastic effects when head turning is involved.
* **Organic Aspects** -The speech organs of different speakers differ in size. As children grow up, their organs of speech become larger and there are differences between male and female adults. The differences concern not only size, but also proportions. They affect the pitch of the voice and to a substantial extent also the formant frequencies, which characterize the different speech sounds. The organic quality of speech has a communicative function in a restricted sense, since it is merely informative about the speaker. It will be expressed independently of the speaker’s intention.
* **Expressive Aspects** -Paralinguistic cues such as loudness, rate, pitch, pitch contour, and to some extent formant frequencies of an utterance, contribute to the emotive or attitudinal quality of an utterance. Typically, attitudes are expressed intentionally and emotions without intention, but attempts to fake or to hide emotions are not unusual.
* **Linguistic aspects** -Ordinary phonetic transcriptions of utterances reflect only the linguistically informative quality. The problem of how listeners factor out the linguistically informative quality from speech signals is a topic of current research.

Some of the linguistic features of speech, in particular of its prosody, are paralinguistic or pre-linguistic in origin. A most fundamental and widespread phenomenon of this kind is described by John Ohala as the “frequency code”. This code works even in communication across species. It has its origin in the fact that the acoustic frequencies in the voice of small vocalizers are high while they are low in the voice of large vocalizers. This gives rise to secondary meanings such as ‘harmless’, ‘submissive’, ‘unassertive’, which are naturally associated with smallness, while meanings such as ‘dangerous’, ‘dominant’, and ‘assertive’ are associated with largeness. In most languages, the frequency code also serves the purpose of distinguishing questions from statements. It is universally reflected in expressive variation, and it is reasonable to assume that it has phylogenetically given rise to the sexual dimorphism that lies behind the large difference in pitch between average female and male adults.

# **Effective Listening**

Listening is the key to great relationships and good understanding. It’s important in today’s society, with all of our high-tech communication capabilities, to tune in and really listen to one another whenever possible**. Effective listening is the secret that saves jobs, marriages and families from breakups and breakdowns.**

### **7 Steps to Effective Listening**

1. **Look the Speaker in the Eyes**

This shows that you’re being attentive and actually care about what they are saying. By no means should you engage in other activities like texting, reading, writing or gazing at the television. Stay focused on the conversation at hand and nod accordingly to let the person know you’re getting what they’re saying.

1. **Avoid Interrupting and Wait to Interject at the Right Time**

Let the speaker finish their point. Wait for a pause to interject or ask for more clarity. A big mistake would be to jump in with an interruption, ask a question or make a comment before the speaker is done speaking. This can be very frustrating and can cause the speaker to lose sight of what they were trying to say. Interruptions can create a wall between the speaker and listener, making it hard to communicate successfully.

1. **Be Prepared to Listen**

Relax your mind and body so that you can receive information objectively. Clear your mind of distracting thoughts by breathing in deeply. (Inhale and exhale at least three times.) Turn toward the speaker and sit up straight to show that you’re present and attentive. Your physical engagement also sends a message to your mind to focus on the speaker.

1. **Learn to Keep Your Mind from Wandering**

A untrained mind can easily be distracted by noises, random objects, background chatter or your even own thoughts. You may find yourself thinking of what you should be getting done in that moment. However, when you’re not focused on the conversation, it is evident to the other person.

Journaling is the most effective way to train your mind to listen. Get quiet every day for at least 20-30 minutes and tune out all noise and distractions. Then ask yourself a question you want answered about your life or career. Sit, listen and record your response in a journal. Soon you’ll learn how to effectively listen to both your inner thoughts and to others.

1. **Be Open-Minded**

Always remember the three J’s to being open-minded:

**(i) No Judging:** Listen without being critical of the other person. Judging the matter before you hear it all out can cause you to respond inappropriately.

**(ii) No Justifying:** Avoid the need to justify your own thoughts or beliefs on a matter before listening to a person entirely. If you don’t allow a person to finish what they’re trying to say, you’ll never really get to know how they feel or think about the situation.

**(iii) No Jumping In:** Be patient and try not to figure out what you think  the speaker is trying to say by finishing their sentences or blurting out your thoughts. The best way to learn exactly what they’re saying is by remaining quiet and listening closely. Concentrate on what they’re saying (even if it annoys you). Effective listening should be free of interruptions and pre-supposed solutions.

1. **Practice the Art of Mirroring**

A good listener knows how to mirror the same energy or emotions as the speaker. Show that you’re engaged by responding with matching expressions. Reflect their feelings by responding with a smile when they smile and nod when they’re looking for clues that you’re getting what they’re saying to you. For big news, show an appropriately excited expression to convey that you’re feeling what they are feeling. This assure them that you’re really listening and engaging.

1. **Give Positive Non-Verbal Feedback**

Your facial expression is a clear indicator of your thoughts and mood. Be conscious of your body language. Rolling eyes, slumping shoulders, excessive fidgeting or sternness of face all show that you’re detached from the conversation. Look at the person talking, point your body in their direction, smile and listen closely.

# **Interview Skills**

1. **Research the company**

This is not an option! It is extremely important to gain basic information about the company for which you are interviewing. In a study, 47% of interviewers revealed that they wouldn’t offer the job to a candidate if they had little knowledge of the company.

Look up for important information about the company – vision and mission, key personnel, and recent milestones. You should also read up the latest news about the specific department or vertical for which you are interviewing.

1. **Analyze job description**

Along with researching the company, be sure to note the key focus areas of the role you applied for. Read carefully the job description, and make a list of the points to justify how you are capable of achieving these specific duties.

In case you have past experience, mention briefly critical instances where you have contributed. Be eager and enthusiastic but not desperate.

1. **Brush up basics**

Along with an impressive personality, you also need excellent subject knowledge. Whether you are a fresher or an experienced professional, you can expect certain tough questions. Brush up your subject fundamentals if you are a fresher. In case you have work experience, organize your thoughts about your work and present them well.

1. **Prepare for tests**

Do prepare for any written tests, activities, and/or presentations that may be mentioned in the job posting. This way, there will be no surprises during the interview and you will be mentally prepared for it.

1. **Prepare for potential interview questions**

Most of the interviews have many common questions. Some of the examples of such common questions are – ‘tell me about yourself’, ‘describe who you are’, ‘why should I hire you’, ‘why do you want this job’, ‘where do you see yourself in five years’, etc. Make a list of such potential questions related to the job profile, background, company, etc. and prepare for them in advance.

1. **Be punctual**

Reach well in time to appear professional. People who arrive late are often rejected even before they appear for the interview. Plan your method and route of travel in advance. Also, keep a time buffer in case of heavy traffic or some other reason. This way you can reach on time without being stressed.

1. **Be attentive**

Good communication skills can go a long way in impressing the interviewer. Listen carefully to everything the interviewer is saying. This is not the time to daydream or be distracted. Match their pace of talking to better connect with them while also making sure you heard what was said.

1. **Speak clearly**

Maintain clarity of speech at all times to project confidence and clarity of thought. When communicating, speak in a calm and clear manner. Don’t be in a rush to get all the answers out. Avoid mumbling as it makes you look nervous and unsure. If you do not know the answer, be honest about it.

1. **Maintain good body language**

A lot of communication is indeed non-verbal. And this is critical in an interview. In fact, 33% of employers figure out within the first 90 seconds of an interview whether they will hire someone.

Slouching in your seat, sitting in a laidback position or being fidgety can go against you. Instead, sit upright and keep a smile on your face.

1. **Make eye contact**

When you talk to an interviewer, be sure to look at them. Don’t look down or at the wall or the clock. This shows a lack of confidence. Communicate with the interviewer by making eye contact. This displays confidence while allowing you to make an engaged connection.

1. **Rehearse explaining your resume**

An interviewer is likely to ask you – ‘Please walk me through your resume’. This is the time to elaborate on certain important accomplishments in your resume. Stick to specific examples or tasks regarding that accomplishment. It is advisable to rehearse these before the interview. This way you aren’t taking too much time at the interview itself. Formulate crisp and clear answers that get your point across.

1. **Know what and when to speak**

Keep in mind you are in a formal setting. Even if the interviewer is acting friendly, avoid inappropriate abatements. Don’t use casual slang or jargon. In addition, avoid statements about race, religion or politics. Stick to what the interviewer is talking about and respond in a polite and formal manner.

1. **Interview mode**

Don’t wait till you reach the interview room to be polite and professional. Switch on your interview mode as soon as you enter the interview venue.

Be it with the person at the reception desk and any other staff member, be on your best behaviour from the minute you reach the office. You never know who all have a say in your job.

1. **Do not waste time**

The interviewer probably has a very busy day planned. Do not waste their time. Be direct in your answers and do not beat around the bush. There will be some tough questions you may not know the answers to. In such cases, politely accept that you are not aware but ready to learn. Don’t try guesswork or try to fool the interviewer. Sometimes tough questions are just a way to see how well you respond under pressure.

1. **Customize your answers**

When asked about a particular skill set, do not have one standard answer for every Company you apply to. Instead, list out the ways your skills can add value to the role and company for which you are interviewing.

1. **Mention your strengths**

You will get several chances in the interview to talk about your strengths. This can be in the classic ‘What are your strengths’ question, or you can be asked about a particular project listed on your resume. Be confident and informative when talking about your strengths but do not be arrogant or boastful.

1. **Define your career goal**

Your career goal or objective should be clear in your mind. Frame the answer to this question so it is ready if asked. Do not leave it general or vague as it can show lack of ambition and clarity. Instead, talk about how you expect to grow in your field.

1. **Follow the interviewer’s lead**

Every interviewer may have a different style of talking and conducting an interview. Follow their lead in their way of talking and professional behaviour. This will show you can listen well and adapt easily to the office environment.

1. **Ask the right questions**

The interviewer may ask you if you have any questions. Here, do not hesitate to bring up whatever concerns you. However, ask only relevant questions. These can be about attributes of the specific job and the department. Any random questions can be dealt with later.

1. **Stay motivated**

In case you feel the interview isn’t going as well as you hoped, don’t be sad or demotivated. Continue to reply honestly and enthusiastically. Remember, a positive attitude can leave a good impression on the interviewer. If you appear sad or disappointed, it shows a lack of ability in handling difficult situations worsening your chances.

1. **Show gratitude**

No matter how your interview goes, always take a moment to thank the interviewers for their time and consideration. A positive attitude and polite behaviour can go a long way in impressing people.

Remember, the interview is all about you and how well you represent yourself. So be confident and follow the above tips. We are sure you will be able to do a good job!

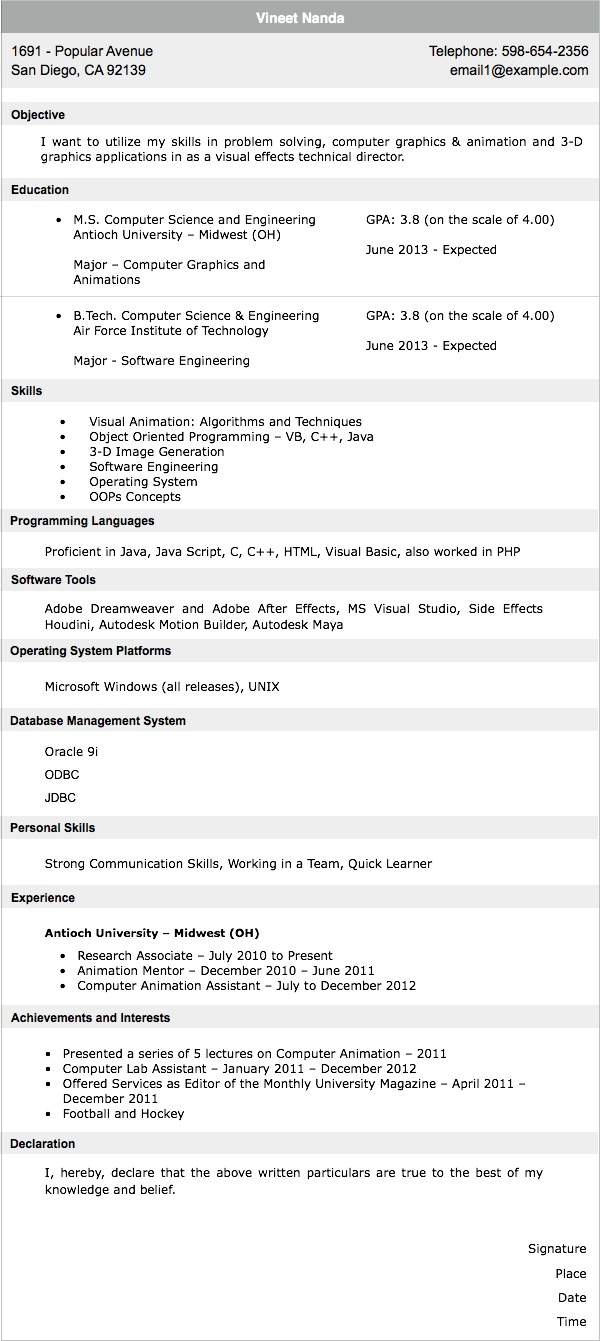
# **Job Application and Resume Writing**

### **Format of a Résumé**

Although the templates of résumés vary from profession to profession, we will discuss the most widely accepted format here, which consists of −

* **Name**− Full name of the applicant without general salutations like Mr., Ms.
* **Address**− the permanent address
* **Objective**− the aim of your professional life
* **Education**− your academic qualification
* **Skills**− areas of expertise in your profession
* **Programming Languages**− if any
* **Software Tools**− Software tools you use in your profession (MS Word, Excel)
* **Operating System Platforms**− operating system you use (Windows, Mac)
* **Database Management System**− if any
* **Personal Skills**− soft skills
* **Experience Breakdown**− detailed explanation of your experience
* **Achievements & Interests**− Hobbies. Achievements in professional life
* **Declaration**− stating all information provided about the applicant as true

**NOTE** − Fields marked (**e, f, i**) will change as per applicant’s area of expertise. Points (**g, h**) are considered parts of a general template now, as almost all the companies now expect the candidate to have basic computer proficiency on some specific software tool (MS Word, MS Excel, etc…)



# **Employment letters**

The purpose of an employment letter depends on whether you’re receiving it or giving it. A business owner who sends an employment letter to the candidate she feels is best suited for the job is ensuring that she has a commitment from the person she thinks is best suited for the job. It means she has completed the selection process and is now ready to move forward with onboarding the new employee. If you’re a job seeker who receives an offer letter, it means that once you agree to the terms and conditions of your new job, you can probably feel comfortable tendering resignation to your current employer.

#### **Employment Letter Versus Offer Letter**

The terms employment letter and offer letter often may be interchangeable; however, there could be distinct differences between the two, depending on the purpose and contents of each letter. An employment letter may be an employment contract, meaning that it describes the terms and conditions of a position that is not at-will.

At-will employment applies to most jobs, meaning the employer or the employee can sever the relationship with or without notice or reason. Many employers even state the conditions of at-will employment on their applications, and as long as the company doesn’t terminate an employee for discriminatory reasons, they are well within their rights to end the employer-employee relationship at any time, or at will.

An employment letter that functions as an employment contract might express a finite period of employment, say five years. Or it could be indefinite until the parties agree the relationship will end. Also, a contract might contain information about bonuses throughout the employer-employee relationship, or a severance amount payable when the relationship ends. Many executive-level employment contracts also include “moral turpitude” clauses which require the employee to adhere to a higher standard. This would apply to things such as avoiding participation in activities that could embarrass the company or put the employee or the company in a compromising position.

**An offer letter,** on the other hand, could be a routine document that the company sends to a new employee who is not under contract. A routine offer letter contains the position, department, start date, reporting relationship and job duties, salary and description of benefits. Many employers provide an offer of employment that is contingent upon the candidate passing a background check, and that would be stated in the offer letter. A written offer of employment might include language about the at-will nature of employment, and expressly state that the employment relationship can end at any time, without reason or notice, by either the employer or employee. If the candidate agrees to the terms and conditions of employment, the offer of employment can reassure the candidate that she has a new job. It’s wise to wait until you receive a written offer and that you accept the offer in writing before you quit your current job.

#### **Employment Letter as Salary Verification Letter**

A written offer letter or employment contract also is useful if you need a salary verification letter or document that verifies you are employed. For example, if you’re moving to a new city and require proof of employment and salary, your offer letter can be used to prove to a potential landlord that you, indeed, have a job and sufficient earnings to enter a rental agreement or buy a home.

#### **Potential Consequences**

Sometimes a job offer doesn’t go as planned. With an employment letter for an at-will job, you may have little recourse if an employer reneges on a job offer. For example, maybe you didn’t pass the background check. If that’s the case, talk to the company HR manager or director and ask if there’s any way you can save your new job by providing information that refutes what a background investigation revealed. But if the company ultimately decides that they don’t want you to join the company, the best course of action might be to look for another job.

If you have a contract of employment, check with your lawyer about a course of action. If you discover that the employment contract was retracted, your lawyer may be able to reach an agreement with the employer for compensation if the company reneged on the offer without justification.