



# Training Package: Transversal Skills

## Module II: Effective Communication





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## Sessions Program:

Session 1: 10:00 – 11:15 AM

Break: 11:15 – 11:30 AM

Session 2: 11:30 – 12:45 PM

Lunch: 12:45 – 13:15 PM

Session 3: 13:15 – 14:30 PM

Break: 14:30 – 14:45 PM

Session 4: 14:45 – 16:00 PM



## TOPIC 1: PRESENTATION SKILLS





## “ Introduction

Presenting information clearly and effectively is a key skill in getting your message across. Today, presentation skills are required in almost every field, and most of us are required to give presentations on occasions. While some people take this in their stride, others find it much more challenging.

It is, however, possible to improve your presentation skills with a bit of work. This section of **SkillsYouNeed** is designed to help.

Your presentation represents an investment. You've invested time in creating it, and you'll invest even more time in giving it. That's why you want to get it right.

A good presentation can enable you to communicate ideas, interests in your audience, helps your career & boosts your confidence!

Many people feel terrified when asked to talk in public, especially to bigger groups. However, these fears can be reduced by good preparation, which will also lay the groundwork for making an effective presentation.

In this presentation, you will learn tips and techniques that'll help you give a presentation that people remember and that changes minds.

## Session 1: Improve Your Presentation Skills

### How to Make a Great Presentation?

**Make sure you confirm these preparation statements:**

- The topic is researched and the facts are up to date.
- I can talk about the topic without reading it.
- I have practiced the presentation and timed a practice session, so I know about how long it will take me.
- I'm aware of my body language and plan to make eye contact during the presentation. My slideshow presentation is professionally designed and makes use of visuals.
- The text on my presentation's slides is legible and easy to read, even from a distance.

### Rhetoric

**The art of speaking or writing effectively and/or persuasively.**

**Ethos:** The source's credibility, the speakers/author's authority, an appeal to character, ethical appeal. We tend to believe people whom we respect. This respect may be automatic or it may be earned.



**Pathos:** Persuading by appealing to the reader's emotions. Emotional appeals are one of the most powerful tools of persuasion. Specific word and/or image choice, personal stories.



**Logos:** The logic used to support a claim (induction and deduction); facts and statistics used to help support the argument. Persuading by the use of reasoning. Statistics, facts, examples, reasons.





**Make sure you confirm these preparation statements:**

- My content is designed for my audience.

## Who?

## How many?

## Age?

## Knowledge?

## Expectations?

## Sympathetic or Resistant?

- My conclusion clearly explains what listeners can do next.



## HOW TO PLAN (+WRITE) A POWERFUL PRESENTATION?

## HOW TO PLAN (+WRITE) A POWERFUL BUSINESS PRESENTATION?

**Make sure you confirm these preparation statements:**

- ## • What's your Goal And/Or Purpose?

# GOAL VS PURPOSE

They are Not the same!

GOAL	PURPOSE
<p>Something want to reach &amp; achieve.</p> <p>Clear steps &amp; end results.</p> <p>E.g. Lose 5Kg</p> <p>E.g. Save \$1,000</p> <p>E.g. Pass a test</p>	<p>What you are here to do your life.</p> <p>Has no clear end, is larger than a goal.</p> <p>E.g. Helping others.</p> <p>E.g. Being a great partner / parent.</p> <p>Goals are smaller parts to help you achieve the Purpose</p>

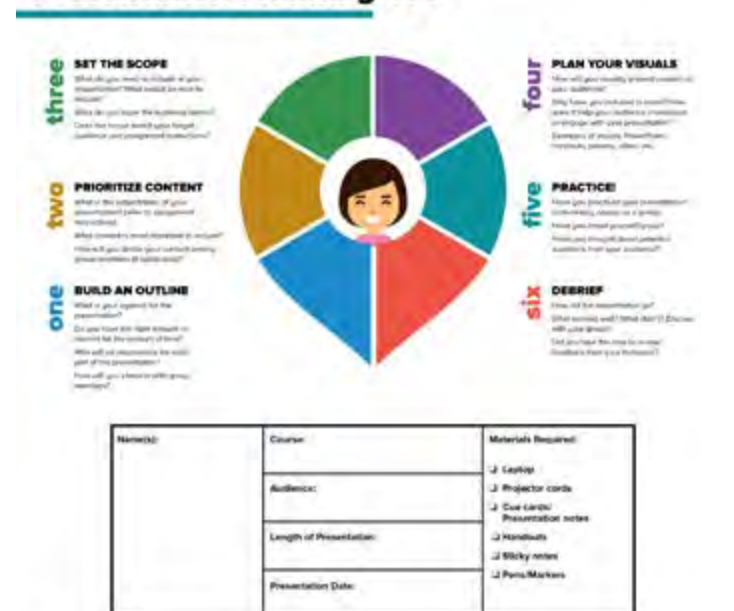
- Plan a presentation format.

## Presentation

**Suggested Format**

- Title
- Project Scope/ Objectives
- Team Members
- What is Lean?
- What is Value Stream Mapping?
- Process for Value Stream Mapping.
- Current State:
  - Current State Map.
  - Brown Paper
  - Sample of Observations / Delays / Data Collected
  - Lead-time vs. Process Time Pie Chart.
  - Note - This portion you want to tell a story?
- Observations / Delays / Data Gathering.
- Lead-time Pie Chart.
- Future State
  - Future State Map
- List of Projects
  - Goals and Benefits
- Thank you to....

## Presentation Planning 101





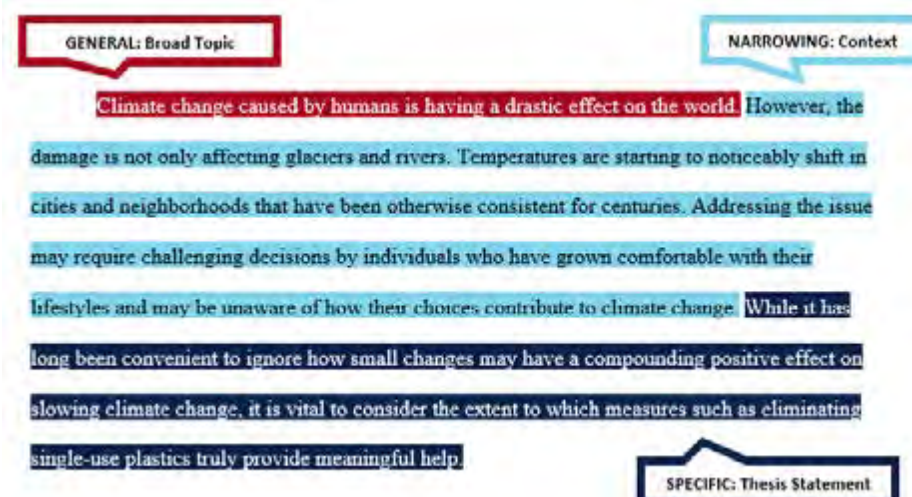
- List your main ideas.



- Create an outline.



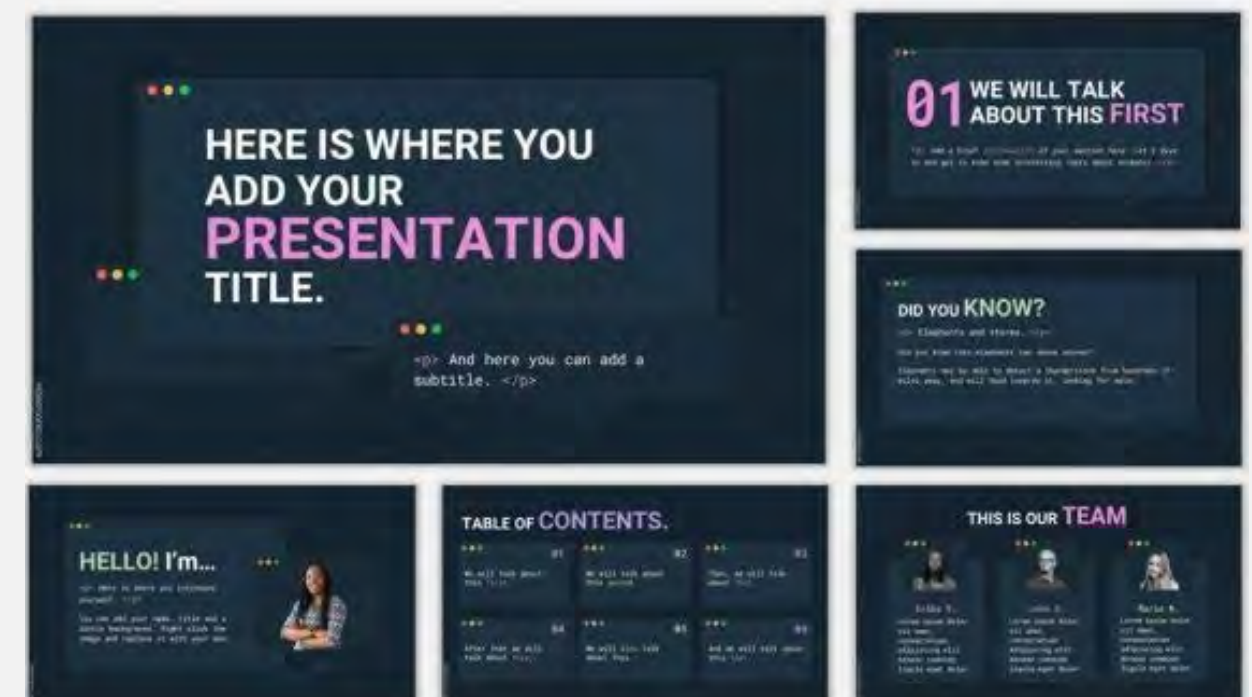
- Write the introduction.



## HOW TO DESIGN A CREATIVE PRESENTATION?

Make sure you confirm these preparation statements:

- I will use our company template.  
I will download a professional template.  
I will consider hiring a designer to create a template(?).
- Create thumbnails or a storyboard to depict the basic layout.  
Choose font types and sizes.  
Choose colors that work well together.
- Select additional media (optional).  
Select special effects (optional).  
Create unique and eye-catching slide layouts.





## Session 2: Delivering A Good Presentation

### HOW TO GIVE (DELIVER) GREAT PRESENTATIONS WITH MAXIMUM AUDIENCE IMPACT?

#### PowerPoint: Advantages and disadvantages



Quick, easy & simple  
Prepare in advance  
Good for large audience  
Can include pictures & graphics easily  
Something to look at



Can be tedious  
Not very dynamic  
Easy to overload with information  
Be careful with animations  
Tendency to read word for word

There are two aspects to delivering a good presentation:

- **The speaking venue**



- **The delivery**



#### Speaking Venue Checklist:

- The facility is easy for audience members to find.
- There are enough chairs for all the members of your expected audience.
- Audience members can hear (and see) your presentation regardless of where they're seated.
- There are restrooms convenient to the main speaking area.
- Get a specific list of equipment provided by the facility.
- Make sure there are enough electrical outlets.
- The room has a place for you to project your slideshow (either a screen or a blank wall).
- The room will be heated (or cooled) to a comfortable temperature.



#### Speaker Practice Checklist:

- My posture is good.
- My body language is good.
- I make eye contact.
- I remember to smile.
- The volume of my voice is audible.
- I'm not speaking too quickly.
- I'm not mumbling.
- My delivery isn't monotone.
- My presentation includes a relatable story.
- I'm familiar with the material.
- I'm not reading word for word.
- I've timed the speech, and it's neither too long nor too short.



## Why Storytelling?

A good narrative engages the deeper parts of our brains, and elicits an emotional response in your audience, which allows people to connect better with your message, meaning they are more likely to be convinced by what you're offering.

Stories aren't just the result of the situations life offers us, though; **photos** can provide **excellent jumping-off points for storytelling** – they **evoke memories and inspire creativity**.

## Structuring your story:

### 1. Initial situation

Start your story by setting out the initial situation. This is where your audience learns about the **background** of the story as well as getting to know the **people involved** and their **needs and goals**.

### 2. Narrative

This can be a problem that crops up or a mission that needs to be successfully completed. Obstacles need to be overcome in order to triumph. (The human brain really responds to such situations, and can't help but engage.)

### 3. Finale

Your story needs a definite conclusion: **triumph** awaits or, indeed, **disaster!** You can leverage either of these in your narrative to emphasize your points.

**Experiments at Stanford University have shown that we remember stories over twenty times better than facts and that they can be marketed at least twice as successfully.**



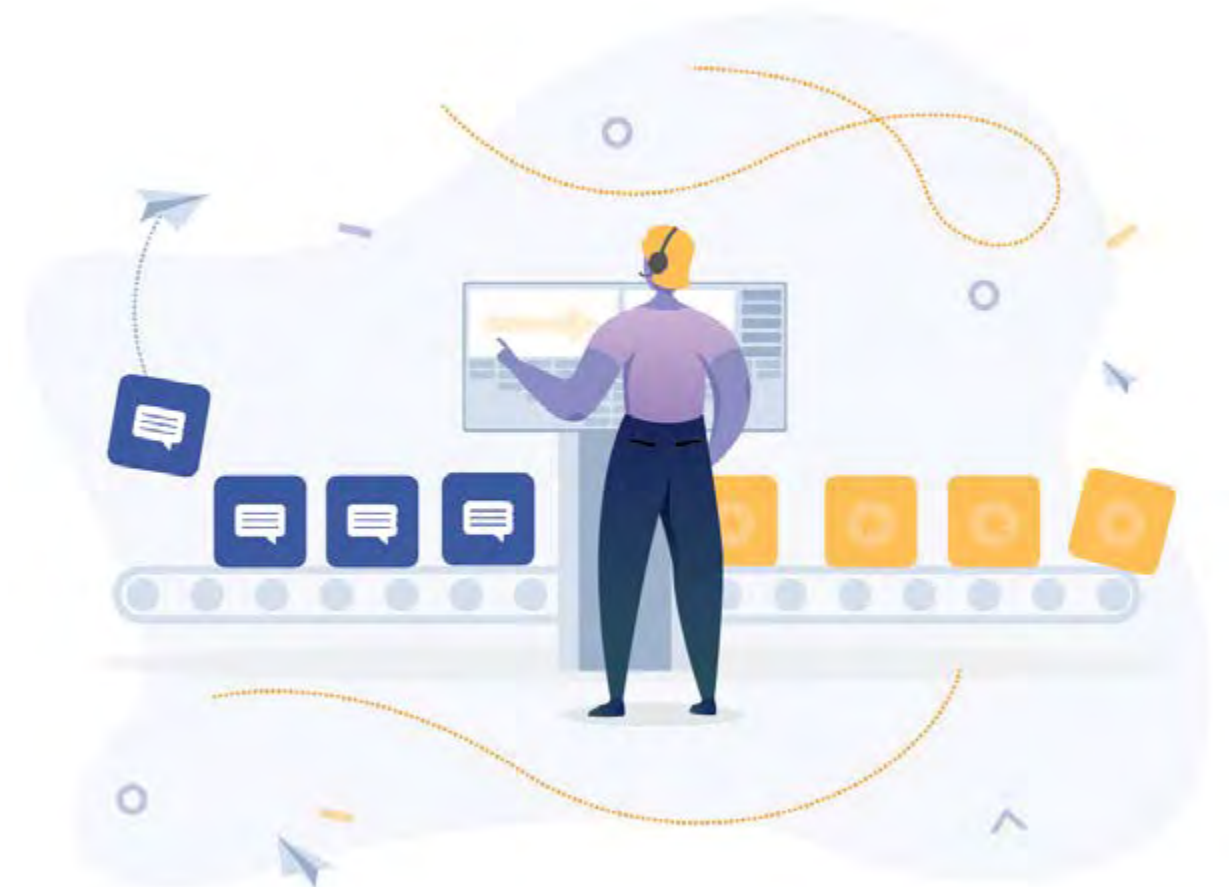
## A Story is only as good as the Person telling it.

When using storytelling in presentations, keep your own role in mind. Your own motivation and experience qualify you to tell the stories you do, and by doing so you make yourself credible and trustworthy.

In order to maintain credibility, you need a certain amount of passion. Stand behind your story and express that energy during your presentation.

## Accentuate Your Storytelling Presentation with Moving Images

**Use interesting infographics, animated graphics and dynamic video will breathe life into your presentation.**





## Session 3: Body Language

### Body Language Dos and Don'ts

#### Movement, Clothing and Body Decoration Dos

- Dress comfortably but show respect.
- Dress for the audience.
- Move about the space appropriately.

##### Example:

<https://youtu.be/bbz2boNSeLO>

- Stand in different places throughout your talk.
- Be visible at all times.
- Move at a reasonable pace.

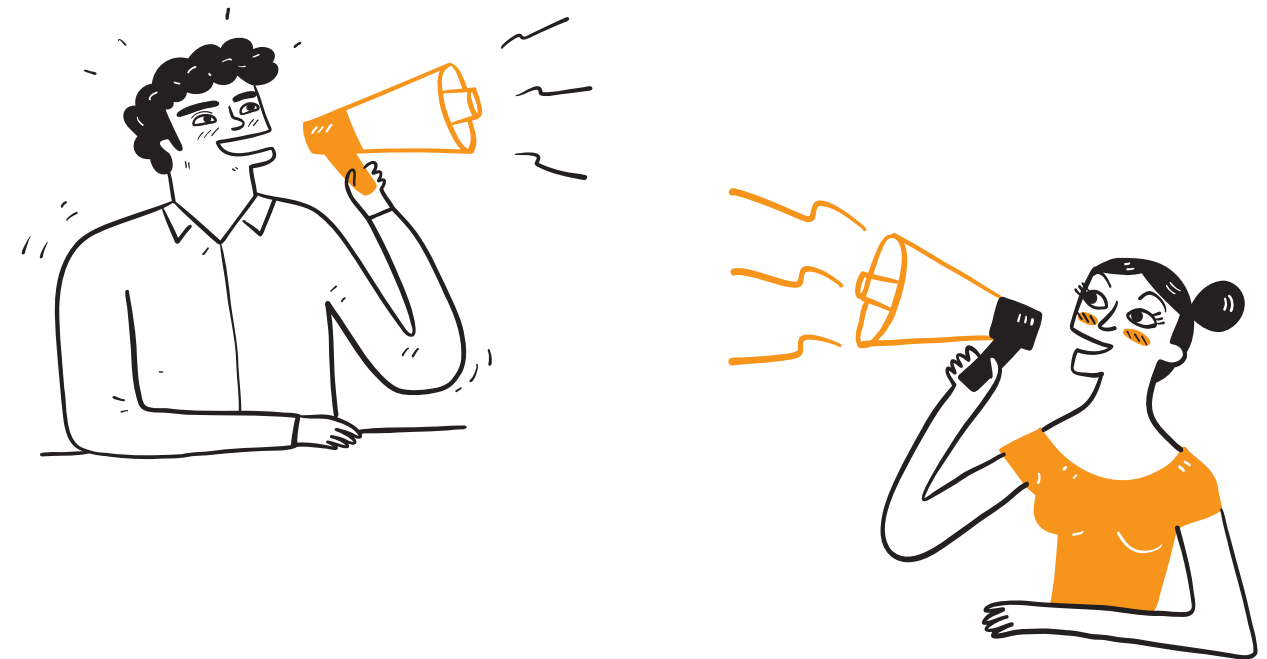


### Voice Dos and Don'ts

#### Dos

- Vary your pace.
- Voice pace is the speed at which someone speaks. Some people are naturally fast or slow speakers but speed of talking may also demonstrate an emotional state. An excited or elated mood is reflected in a quicker rate of delivery.

- Use your rhythm to make your points.
- Rhythm refers to a pattern of sounds. Maintaining a rhythm in a speech makes the speech sound natural and fluent. Rhythm is produced by stressed and unstressed words in a sentence. Using only the stressed words in a sentence may make a speech sound dull and artificial.



- Speak slowly to emphasize.

When to change your speed

## S L O W

- Importance,
- Sadness,
- confusion,
- the introduction of new ideas



## FAST

- indication of urgency
- excitement
- passion
- emotion.



Don'ts

- Don't Speak too loud (Unless you're like Tony Robbins and your audience like this style).
- Don't Speak with a fading voice (Use a microphone &/or do resonance exercises).
- Don't rush



Session 4: Speech Preparation

Speech Preparation

- **Clear:**  
Avoid Jargons to keep the audience interested!

JAR·GON

n. special words or expressions that are used by a particular profession or group and are difficult for others to understand

- **Logical:**
  - Do not burden with irrelevant data.
  - Logical thinking can be defined as **observing** and **evaluating** a situation to find out a logical **solution** to a probable problem.
  - You can **sharpen** and **develop** logical thinking by utilizing your logical reasoning skills and using available **facts** to overcome a problem in your life.
  - Logical thinking is based on concepts, judgments, and reasoning and primarily involves **induction & deduction, analysis & synthesis** and varies from the **abstract** to the **concrete**.

Let's see 3 ways to develop your logical thinking:

Summary	Synthesis
recalling the author's most important ideas from the text in order	a reader's ongoing, ever-changing understanding of text
Readers gather the most important pieces of information from the text.	Readers increase their knowledge (have a new, deeper, or changed understanding of an idea) by forming syntheses.
Readers only use information in the text for form their summaries.	Readers go beyond the text for form syntheses.
Readers tell important information in the order they appear in the text.	<b>related words:</b> evolves, changes, integrates, combines.
<b>related words:</b> retells, restates, paraphrases	



## 1. Use psychological distance

Psychological distance refers to a cognitive separation that is created between you and other crucial elements like a person, an event or a certain problem. According to Construal-Level Theory (CLT) of Psychological Distance, the further an object is from you, the more you will think about it in a more abstract way.

- Temporal distance
- Spatial distance
- Social distance
- Hypothetical distance
- Informational distance
- Experiential distance
- Affective distance
- **When you increase the distance between you and your problem on a mental and hypothetical level, you can think about more productive and creative solutions.**
- **Psychological distance allows us to think abstractly and access unrelated connections and unexpected concepts which increases our logical reasoning abilities.**



## 2. Think strategically

- **Strategic thinking** can help you find solutions to various problems related to your career and personal life.

Here are a few **habits** you can develop to start thinking strategically.

- Interpreting (look for patterns)
- Critical thinking (ask questions)
- Anticipating (think about the future)
- Deciding (reach conclusions)
- Learning (study mistakes)
- Playing (strategic games)
- Practicing (developing strategies)

# Strategic thinking

seeks hard,  
fact-based, logical  
information

questions  
everyone's  
unquestioned  
assumptions

is characterized by  
an all-pervasive  
unwillingness to  
expend resources

is usually indirect  
and unexpected  
rather than head-on  
and predictable

## 3. Read and solve mysteries

- If you want to develop logical thinking, then reading detective novels and crime stories are one of the most effective and enjoyable ways to do it. If you are not a fan of reading, then you can watch mystery movies, TV shows, or real-life documentaries as well.
- **And to gain that detective-like edge, try to solve the mystery before the protagonist does.**

### • Objective:

Only pertinent information , Limitations, Recommendations.



## Speaker Preparation Checklist (Day of Speech)

- I've practiced the material.
- I'm well rested.
- I've eaten recently.
- My clothing is professional.
- My clothing is comfortable.
- I arrived at the facility early.
- I tested all the equipment.
- I imagine a successful outcome to my presentation.
- I'll engage the audience with a Q&A session.
- My slides include compelling image(s).
- I've made use of multimedia such as videos or animation.



## The Bottom Line Is:

- Most talks go according to plan. But, you must actually plan unless you are very experienced.
- You have the support of your audience.
- Most common mistakes are avoidable.
- The world won't end if it does go wrong – just correct yourself and carry on.

“

LEADERS ARE NOT BORN,  
THEY ARE MADE.

-----  
SPEAKERS ARE NOT BORN,  
THEY ARE MADE.

-----  
MANY SKILLS COULD BE LEARNED

”





# Topic 1

## Presentation Skills

### Introduction:

Your presentation represents an investment. You've invested time in creating it, and you'll invest even more time in giving it. That's why you want to get it right. A good presentation can enable you to communicate ideas, interests in your audience, helps your career & boosts your confidence! You'll learn tips and techniques that'll help you give a presentation that people remember and that changes minds.

### Guideline:

#### I- How to Make a Great Presentation?

##### A. Researched & updated material.

For a successful presentation, you've got to do your homework. Planning and research make the difference between a great business presentation and a bad one. Your audience can tell if you're not current on the relevant facts. Not being familiar with your topic undermines your credibility.

**Try This:** Before you start writing your business presentation, study for it as you would a test. Identify two to three key sources of information. Read each and take notes. Highlight key facts and points.

##### B. Material mastery.

Too many speakers read their presentation directly from their speaker notes or, even worse, from index cards. Reading a presentation leads to an unnatural speaking style and interferes with your audience rapport.

**Try This:** Practice your speech so you can say it without looking at your speaker notes. That way you can recall it from memory and deliver naturally. (It's okay to have your speaker notes on hand in case you get stuck though.)

##### C. Time mastery.

For most presentations, you've got a set amount of time to give your speech. Going over your assigned time is annoying for your audience. It's also upsetting for the speaker who comes after you and doesn't have enough time to finish.

One of the most common causes of going over your allotted time is trying to cover material that's not really related to your core message.

**Try This:** Unleash your inner editor. Read through your presentation with a critical eye. Delete anything that's not part of your core message

##### D. Body language mastery.

When you give your presentation, you're speaking with your words. But there's another way you're communicating to your audience that you may not even be aware of.

A UCLA study shows that what you say through your body language is as important as the actual words you say. Research shows that over half of your message is conveyed through non-verbal communication. A stiff, nervous posture or awkward, nervous gestures can signal that you're not confident about what you're saying.

##### E. Presentation's text legibility.

How small is too small? Most experts agree that body text of less than a 24-point font for a business presentation is too small to read. Look at the difference in readability in the two PowerPoint presentation examples below. If the headings are done in a 24-point font, and the body text is in a 14-point font, that's hard to read. In contrast, if the headings are used with a 48-point font, and the body text uses a 24-point font. It's quite a bit larger and easier to read.

##### F. Rhetoric

**It's the art of speaking or writing effectively and/or persuasively.**

Term coined by the philosopher Aristotle. According to him, rhetoric is "the ability, in each particular case, to see the available means of persuasion."

He described three main forms (rhetorical proofs) of rhetoric:

**Ethos, Pathos, and Logos.**

In order to be a more effective writer, you must understand how to use rhetoric and rhetorical devices to your advantage.

##### i. Ethos (Credibility)

**Ethos:** the source's credibility, the speakers/author's authority, an appeal to character, ethical appeal.

We tend to believe people whom we respect.



This respect may be automatic or it may be earned.

One of the central problems of argumentation is to project an impression to the reader that you are someone worth listening to, in other words making yourself as author into an authority on the subject of the paper, as well as someone who is likable and worthy of respect.

**Ethos Example:** Automatic Authority  
[www.youtube.com/watch?v=jlXRengzZoc](http://www.youtube.com/watch?v=jlXRengzZoc)

Why does this commercial make me want to go out and buy something with a swoosh on it? Nike itself isn't really even mentioned...why is this persuasive enough to make me want to spend my money?

### ■ How do I earn authority?

There are four dimensions to ethos:

- Similarity: Does your audience identify with you?
- Trustworthiness: Does your audience have reason to trust you?
- Authority: Do you have authority on your topic? How do you prove it to your audience?
- Reputation: How much expertise does your audience think you have on your topic?

### ii. Logos (Logical):

**Logos:** the logic used to support a claim (induction and deduction); facts and statistics used to help support the argument.

Persuading by the use of reasoning.

Statistics, facts, examples, reasons...

**Logos example:**

[http://www.youtube.com/watch?v=pqy\\_3u2AoV0](http://www.youtube.com/watch?v=pqy_3u2AoV0)

### iii. Pathos:

**Pathos:** persuading by appealing to the reader's emotions. Emotional appeals are one of the most powerful tools of persuasion.

Specific word and/or image choice, personal stories.

### Pathos Examples:

<http://www.youtube.com/watch?v=SfAxUpeVhCg>

<http://www.youtube.com/watch?v=9gspElv1yvc>

### v. The Most Effective Argument

The most effective arguments utilize all three of these.

### G. Audience Analysis

A huge presentation mistake many speakers make is addressing their business presentation to the wrong audience. The only way to really be sure that your presentation is geared to your audience is to find out as much as you can about them. You can't engage your audience or hold their attention if you don't really know who you're going to be speaking to. Try This: If the presentation is for an organization you don't normally attend, arrange to attend a meeting before the one in which you'll give your presentation. Get to know your audience as best as possible before presenting.

### H. Impactful conclusion.

You've finished your presentation, but your audience is left hanging. What should they do next? The next step may seem obvious to you, but your audience hasn't made the connection— so they do nothing.

## II- How to plan and write a powerful presentation?

### A. Set your goal or purpose.

You may think you know the purpose of your business presentation, but there's one purpose to your business presentation that's the same no matter who's giving it. Chris Anderson is the curator of TED (the organization that gives us TED Talks) and also a TED speaker. Here's Anderson's insight on what all great speeches have in common: "Your number one task as a speaker is to transfer into your listeners' minds an extraordinary gift, a strange and beautiful object that we call an idea."

### B. Plan a presentation format.

Once you've selected your topic and main points, it's time to plan your presentation format. For most business situations, a slideshow is the most effective presentation format you can use.



There are some significant advantages to using a slideshow format:

- It adds a visual component.
- You can easily integrate other media, such as audio or video.
- There are plenty of tools to help you create a slideshow.
- There are thousands of professionally designed templates to make your slideshow look good. (We'll take a closer look at how to use a professional presentation template later.)
- You control the pace of the presentation.

• You can leave a copy of the presentation with your audience when it's over. While there's plenty of negative chatter about slideshows in general, and PowerPoint specifically, the truth is that they're wildly popular. According to the BBC, there are more than 500 million PowerPoint users worldwide, and over 30 million presentations are given each day. There's a reason slideshows are so popular.

They're effective. If you look closely at the complaints people make about slideshows, they're really about the way the presentation software is used. Common complaints include:

- The presentation was poorly organized.
- The slides were poorly designed.
- The text was too small to read.
- The presentation went too long.

### C. List your main ideas.

Cut anything:

- Your audience already knows;
- Your audience doesn't need to know; or,
- That doesn't advance your goal.

### D. Write the introduction.

### E. Create an outline.

Once you know what your main points are, create an outline. You may wonder: how do you write an outline for a presentation?

## Here's what to do:

A presentation outline is like the outline for any other document. It sets the order of the information you'll present. At its most basic, a short presentation outline includes:

1. Introduction
2. First point
3. Second point
4. Third point
5. Conclusion

Fill out these general headings with titles specific to your own presentation.

## III- How to design a creative presentation?

### A. Choose a template.

Find a professionally designed template.

### B. Design a storyboard.

### C. Select additional media (optional).

Embed a short video or audio into your presentation to provide some variety for your audience. But be careful. Too many videos or audio messages will overpower your presentation and distract your audience. Limit your use of embedded media. The media you choose should be professionally produced. Don't embed sloppy, amateurish video or audio into your presentation. Also, keep the embedded video or audio short. Under a minute is best, but don't let it go longer than two minutes. Find the best media to enhance your business presentation by asking these questions:

- Is this media related to my goal?
- Is the media professional?
- Does the media fit our company's image?
- How long is it?

### D. Choose font types and sizes.

When choosing a font, think about both font type and font size. Font type refers to the look of the font. Some fonts work for casual use, but not for a professional presentation. Choose a font that's easy to read. San serif fonts like Tahoma or Gil Sans work well, especially for headings. Font size is also important when creating a presentation. The font needs to be large enough for an audience to read from across the room. Use at least a 24-point font. Don't use too many different fonts in your presentation. Fonts should coordinate with each other and not be distracting.



### E. Choose colors that work well together.

Color plays a big part in any presentation. Colors send powerful visual messages. Choose the colors for your slide background, fonts, and accent text carefully. The wrong colors will give listeners the wrong idea about your brand or message. Too many colors or clashing colors make your presentation appear garish and amateurish. Color also lets you brand your presentations. When designing your presentation, think about your business color and design scheme. Re-examine your branded materials (your website, stationery, and business cards). Compare them with the colors you plan to use for your presentation. It should all work together.

### F. Create unique and eye-catching slide layouts.

A slide's layout is the organization of your content and the visual elements on each slide. Think about your presentation content as you design the layout of each slide of your presentation. Look at what you've written. Imagine what type of slide design would be effective for each point. Some points may fit naturally on a slide with text alongside an image. Other points may be best shown through a slide with a chart or graph.

Keep each slide design as simple as possible. A cluttered design will draw attention away from your content. Also, for complicated points, you may need more than one slide. And that's okay.

**Try This:** Draw thumbnails or create a storyboard to show a visual picture of the type of slide designs you need. (Don't confuse these thumbnails with the Thumbnail view in many software presentation tools.) These thumbnails are simply rough sketches of what various slides in your presentation will look like. You don't have to be an artist. A simple drawing will do.

## IV- How to deliver your presentation with maximum audience impact?

### A. PowerPoint Pros & Cons.

Even though it's popular, its popularity is not all there is to PowerPoint. Here are some of the many advantages of Microsoft PowerPoint:

- It's part of Microsoft Office 365 (works with Office productivity tools like Word, Excel, and more).
- It can export PowerPoint files to over a dozen different file types, ranging from .pdf to .rtf.
- It can import (embed) audio and video files.

- It includes 50 animations and special effects.
- Collaboration is possible through OneDrive.
- Offline access is possible in PowerPoint.
- It has free iOS and Android mobile apps.

One disadvantage is that it can be difficult to collaborate with others. Recently, PowerPoint has improved the ability to collaborate in real-time. However, there are still more steps than with Google Slides. To work with another user, you must save the presentation to OneDrive and invite the people you want to collaborate with.

### B. The Speaking Venue.

- Easy to find.
- Enough chairs.
- There are restrooms convenient to the main speaking area.
- Audience members can hear (and see) your presentation regardless of where they're seated.
- Performing
- Get a specific list of equipment provided by the facility.
- Make sure there are enough electrical outlets.
- The room has a place for you to project your slideshow (either a screen or a blank wall).
- The room will be heated (or cooled) to a comfortable temperature.

### C. Speaker Practice Checklist

- My posture is good.
- My body language is good.
- I make eye contact.
- I remember to smile.
- The volume of my voice is audible.
- I'm not speaking too quickly.
- I'm not mumbling.
- My delivery isn't monotone.
- My presentation includes a relatable story.
- I'm familiar with the material.
- I'm not reading word for word.
- I avoid unnecessary phrases (um, like, you know, etc.).
- I've timed the speech, and it's neither too long nor too short.



**D. Movement, Clothing and body decoration Dos**

- i. Dress comfortably but show respect.
- ii. Dress for the audience.
- iii. Move about the space appropriately
- iv. Stand in different places throughout your talk
- v. Be visible at all times
- vi. Move at a reasonable pace

**E. Voice**

- i. Vary your pace
- ii. Use your rhythm to make your points
- iii. Speak slowly to emphasize
- iv. Don't rush
- v. Don't speak too loud/fading voice
- vi. Don't speak in a monotonous tone

**F. Speech Preparation**

- i. Clear- Avoid Jargons!
- ii. Logical- Do not burden with irrelevant
- iii. Objective- Only pertinent information , Limitations, Recommendations

**G. Speaker Preparation Checklist (Day of Speech)**

- i. I've practiced the material.
- ii. I'm well rested.
- iii. I've eaten recently.
- iv. My clothing is professional.
- v. My clothing is comfortable.
- vi. I arrived at the facility early.
- vii. I tested all the equipment.
- viii. I imagine a successful outcome to my presentation.
- ix. I'll engage the audience with a Q&A session.
- x. My slides include compelling image(s).
- xi. I've made use of multimedia such as videos or animation.

**H. Bottom Line**

- i. Most talks go according to plan.
- ii. You have the support of your audience.
- iii. Most common mistakes are avoidable.
- iv. The world won't end if it does go wrong – just correct yourself and carry on.
- v. “LEADERS ARE NOT BORN, THEY ARE MADE”
- vi. “SPEAKERS ARE NOT BORN, THEY ARE MADE”
- vii. “MANY SKILLS COULD BE LEARNED”



## Topic 2: Body Language



## “ Introduction

Body language is a type of communication in which physical behaviors, as opposed to words, are used to express or convey information. Such behavior includes facial expressions, body posture, gestures, eye movement, touch and the use of space.

Although body language is an important part of communication, most of it happens without conscious awareness.

In a society, there are agreed-upon interpretations of particular behavior. Interpretations may vary from country to country, or culture to culture.





## Session 1: The Foundations of Body Language

### Learning Benefits

You will learn to:

- Understand how to make a positive impression.
- Understand the difference between confident and arrogant body language.
- Learn how to build rapport and trust.

### The Foundations of Body Language

To understand body language, involves two aspects:

- You want to understand your **own** body language and you want to read **other** people by observing their body language.
- It allows you to better control what you are telling others.
- Our necks, shoulders, arms, hands, torso, legs and feet are all as expressive as our faces and our words, if not more so.

### Four Body Language Criteria for Accurate Interpretations



**CALIBRATE:** What is 'normal' behavior.



**CONTEXT:** Influences your Interpretations.



**CULTURE:** BACKGROUND.



**CLUSTER:** Confirm your Assumptions.



### Five Functions of Body Language

- **Reinforcement:**

If you say "Hi" or "Bye" you will probably wave your hand also.

- **Substitution:**

Instead of actually saying "hi" or "bye" you might just wave a hand at someone.

- **Contradiction:**

He says "good" but they roll his eyes or look down at the floor and shrug his shoulders.

- **Accentuation:**

If you speak louder and quickly you are adding intensity to the verbal message.

- **Regulation:**

Hand signals to indicate that we are done talking and it is someone else's turn to talk.

### Four basic modes of Body Language

- **Combative:**

LET ME SPEAK: Finger tapping - Foot tapping - Staring

- **Fugitive:**

BORED: Staring into space - Slumped posture - Doodling - Foot tapping

- **Reflective:**

LISTENING: Head tilted - Lots of eye contact - High blink rate

- **Responsive:**

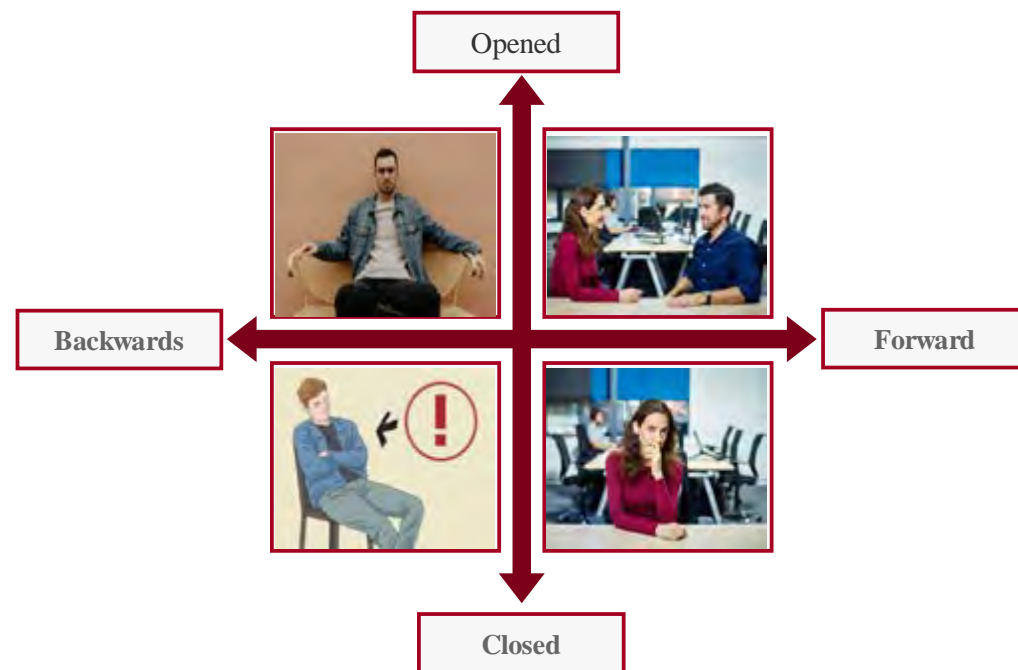
If you speak louder and quickly you are adding intensity to the verbal message.

- **Regulation:**

ENGAGED: Leaning forward - Open body - Open arms - Open hands.



## Four basic modes of Body Language



## Four Basic Body Language Modes

**Communicate to cooperate with each mode!**

### COMBATIVE:

CLOSED/FORWARD, there is active resistance. This is the time to defuse anger, avoid contradiction and outright argument and to steer them into reflective mode.

### FUGITIVE:

CLOSED/BACK, people are trying to escape physically through the door or mentally into boredom. This is the time to spark interest in any way you can, even irrelevant to the message.

### REFLECTIVE:

OPEN/BACK, people are interested and receptive, but not actively accepting. This is the time to present further facts and incentives. It may also be a good time to keep quiet and let them think.

### RESPONSIVE:

OPEN/FORWARD the person is actively accepting. This is the time to close the sale, ask for agreement, demand a concession.

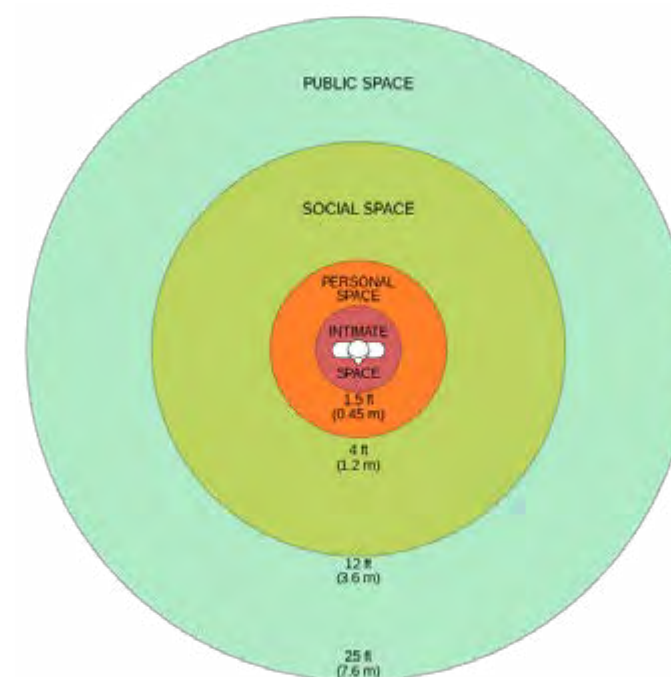
## Session 2: The Silence Language

### The Silence Language

#### Prevent Communication:

- Around Strangers (Accepted/Expected)
  - Time to think
  - Weapon to hurt others
  - Communicate Emotional Responses: Pouting, Anger, Annoyance...
  - Pauses after or before sentences to imply importance or seriousness.
  - Nothing to say: Sometimes you just don't have anything to say.
- Picking a piece of lint off your jacket, you are demonstrating indifference and not time worthy.
  - A blank stare is when someone doesn't understand what has been said or does not know the answer to a question.
  - A vacant look is one that shows no intelligence or the slightest spark of interest.

### Proxemics



**Intimate Zone: 45 cm**

**Personal Zone: 1.2 m**

**Social Zone: 3.6 m**

**Public Zone: 7.6 m**



- **Intimate distance** for embracing, touching or whispering.

*Close phase* – less than one inch (one to two cm)

*Far phase* – 6 to 18 inches (15 to 46 cm)

- **Personal distance** for interactions among good friends or family.

*Close phase* – 1.5 to 2.5 feet (46 to 76 cm)

*Far phase* – 2.5 to 4 feet (76 to 122 cm)

- **Social distance** for interactions among acquaintances.

*Close phase* – 4 to 7 feet (1.2 to 2.1 m)

*Far phase* – 7 to 12 feet (2.1 to 3.7 m)

- **Public distance** used for public speaking.

*Close phase* – 12 to 25 feet (3.7 to 7.6 m)

*Far phase* – 25 feet (7.6 m) or more.

- **Personal space** is the region surrounding a person which they regard as psychologically theirs. Most people value their personal space and feel discomfort, anger, or anxiety when their personal space is encroached.
- Permitting a person to enter **personal space** and entering somebody else's personal space are indicators of perception of those people's **relationship**.
- An **intimate zone** is reserved for close friends, lovers, children and close family members. Another zone is used for conversations with friends, to chat with associates, and in group discussions. A further zone is reserved for strangers, newly formed groups, and new acquaintances.
- A **fourth zone** is used for speeches, lectures, and theater; essentially, **public distance** is that range reserved for larger audiences.
- In modern society, especially in crowded urban communities, it can be difficult to maintain personal space.  
For example when in a crowded train, elevator or street.

- In an impersonal, crowded situation, eye contact tends to be avoided.
- Even in a crowded place, preserving personal space is important, and intimate and sexual contact, such as **frotteurism** and groping, is unacceptable physical contact.
- The **amygdala** is suspected of processing people's strong reactions to personal space violations since these are absent in those in which it is damaged and it is activated when people are physically close.
- Research links the amygdala with emotional reactions to proximity to other people.
- First, it is activated by such proximity, and second, in those with complete bilateral damage to their amygdala, such as patient S.M, lack a sense of personal space boundary.
- As the researchers have noted: «Our findings suggest that the amygdala may mediate the repulsive force that helps to maintain a minimum distance between people.

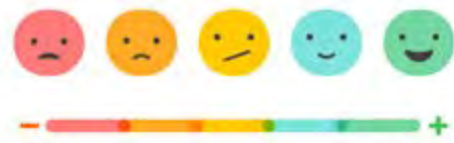




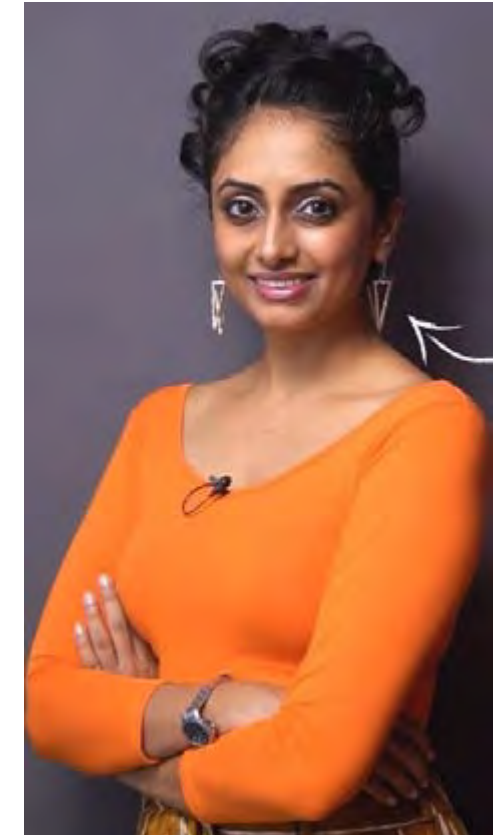
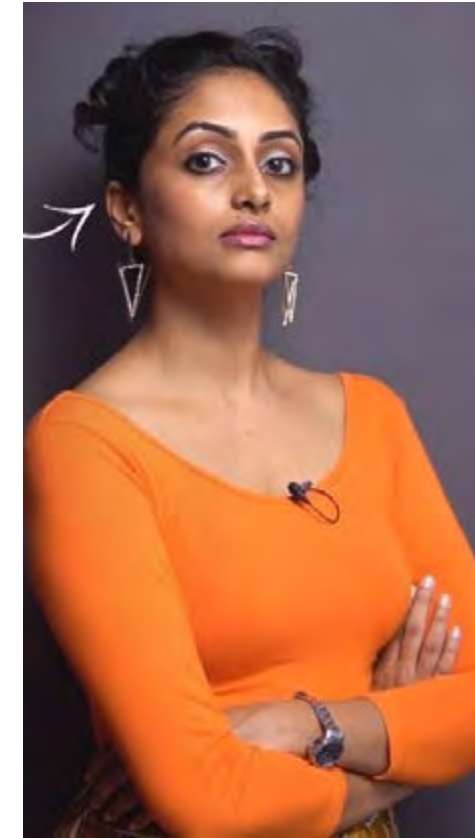
## Session 3: Body Expressions

### Enhance Your Body Language Expressions

- Seek feedback from others.
- Practice in front of the mirror.
- Be honest when appropriate for the situation.
- Ensure the correct mindset.
- Do relaxation exercises.



### Arrogant vs Confident Body Language



### Confident Body Language

- C1-Tall, shoulders back, strong eye contact, smiling face, intentional and deliberate gestures with their hands and arms.

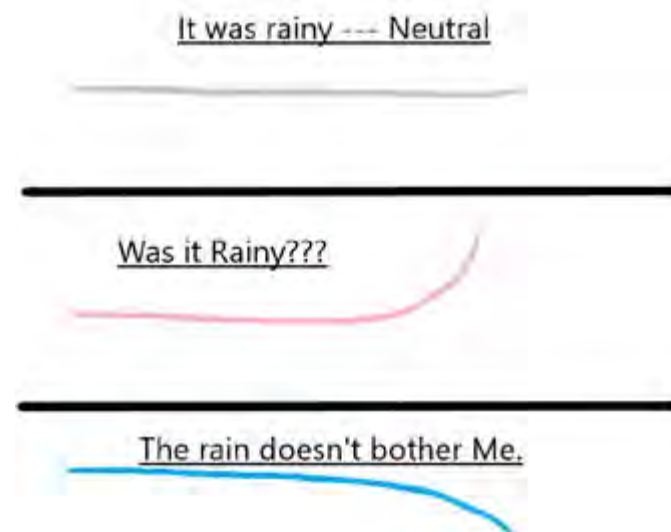




- C2-Chest projected outwards.



- C3- Variant low-pitched, slow-paced, downward-inflected voice.



- C4-Move with precision and with no hesitation.



- A1-Sits in reverse(bossy/aggressive).



- A2-Hands are clenched behind the back.



- A3-Chin tilted upwards.





- A4-Walks solidly with forceful arm swings.



## Directed Gaze

### Business Gaze

- This type of gaze makes it difficult to build an amiable relationship, but it emphasizes your professional competencies.



### Social Gaze

- Proper proportions are 70% concentration on eyes, 30% on lips. Inverting those proportions may be interpreted as an invitation to more intimacy. Allows you to move from being perceived as an expert to being perceived as

someone closer, who's ready to build a closer relationship. You can use this type of gaze right from the beginning or after you've already built your image of an expert.



## Intimate Gaze

- You look at their whole figure & say: "Oh, these are very nice shoes! Where did you buy them?".
- It allows you to immediately establish a better, more intimate relationship. However, you should remember that this kind of approach has to be sincere and spontaneous.





## Analyzing Smiley Faces

### 4 Essentials Types Of Smiles:

#### 1- The Closed-Lip Smile

He or she is hiding something!

#### 2- The Smirk

Self-satisfaction, smugness, or even pleasure at someone else's unhappiness.

#### 3- The Forced Smile

The person using it isn't very interested in what you are saying.

#### 4- The Genuine Smile

You start grinning from ear to ear, your eyes start sparkling and your whole face lights up.

## The Duchenne Smile

- A Duchenne smile is the one that reaches your eyes, making the corners wrinkle up with crow's feet. It's the smile most of us recognize as the most authentic expression of happiness.
- Non-Duchenne smiles shouldn't necessarily be considered "fake," however. A more accurate way of describing some of them might be "polite."

Listen with your eyes  
as well as your ears.

- Graham Speechley -

If you want to project a specific image  
or attitude you may need to practice the  
appropriate gestures until they become a  
natural part of your behavioral repertoire.

## Session 4: Body language Checklist

### Body language Checklist to Build Rapport and Trust

#### Checklist:

- **Maintain eye contact:**

When you're having a discussion with someone, use the 50/70 rule. This means you should hold eye contact between 50%–70% of the time. Maintain this amount of eye contact both while you are talking and while you are listening.

- **Pleasant Facial expressions.**

- **Keep your arms free.**

- **Good stance and posture.**

- **The Head Tilt:**

Tilting your head to one side is a signal that you are listening and involved. As such, head tilts can be very empathetic and warm.

But they are also subconsciously processed as submission signals.

### Using Body Language to Build Rapport

#### Touch:

Touch is a **complex body language channel that conveys many subtle messages to others.**

- A classification of different types of touches includes using them to convey feelings, to control others, and to accomplish tasks. Touch can increase compliance and even increase a waiter's tip.
- We remember people twice as well if we have touched them.
- This touch can be simple and quick, like a handshake when you first meet. A light touch on the arm is also a great way to build rapport and make people instantly feel closer to you.
- Be aware of cultural norms. Not everybody likes to be touched and in some countries, it's considered a faux-pas.



### Handshakes:

You extend your hand and reach for someone's hand to shake.

It's the simplest of nonverbal exchanges, and one you may engage in several times a day.

**But hidden within such a seemingly simple formality is an opportunity to make a lasting impression.**

### PALM POWER:

- When used correctly, palm power invests its user with a degree of authority and the power of silent command over Others.
- The palm facing up is used as a submissive, non threatening gesture, reminiscent of the pleading gesture of a street beggar.
- When the palm is turned to face downwards, you will have immediate authority.
- The palm closed into a fist and the pointed finger becomes a symbolic club with which the speaker figuratively beats his listener into submission.

### Equality

- When two dominant people shake hands a symbolic struggle takes place as each person tries to turn the other person's palm into the submissive position.
- The result is a vice like handshake with both palm remaining in the vertical position as each person transmits a feeling of respect and rapport to the other.



### Dominance

- Dominance is transmitted by turning your hand so that your palm faces down in the handshake.

- It tells the other person that you wish to take control in the encounter that follows.



### Submission

- The palm up gesture is used to show submission to others to offer your hand with the palm facing upwards.
- This is particularly effective when you want to give the other person control or allow him to feel that he is in command of the situation.



### Hand Hug



### Bone Crusher



### Pull In



### Fingertips





## The Appropriate Handshake

Stand tall and extend your right hand straight out in front of your body, with your elbow slightly bent, and your thumb pointing to the ceiling. Lean forward slightly if there is room, but not so much that your faces are uncomfortably close.

### Tip 1

Keep eye contact!



### Tip 2

Keep a pleasant expression.



### Tip 3

Release the hand after 3-4 seconds.



## Topic 2 Body Language

### Definition :

It's a type of communication in which physical behaviors, as opposed to words, are used to express or convey information. Such behavior includes facial expressions, body posture, gestures, eye movement, touch and the use of space. Although body language is an important part of communication, most of it happens without conscious awareness.

In a society, there are agreed-upon interpretations of particular behavior. Interpretations may vary from country to country, or culture to culture.

### **To understand body language, involves two aspects:**

You want to understand your own body language and you want to read other people by observing their body language.

It allows you to better control what you are telling others.

Our necks, shoulders, arms, hands, torso, legs and feet are all as expressive as our faces and our words, if not more so.

In general, if an audience is open to a message it means that they're receptive; if an audience is closed off to a message, it means that they're rejecting something of the message. The open gestures include open hands, facing forward, and keeping their feet on the ground. Main arteries, the chest, and groin being open are also indicative of the open group. Instinctually humans cover these parts of the body if they need to be defensive, thus not covering them means they feel secure. The closed gestures include folded arms, crossed legs, and not facing forward. Conversely, also, the covering of main arteries/chest/groin signals rejection to the message. Keep in mind that an "audience" may be a single person or an entire conference. In the latter case it is more difficult to adjust your message as you're going along, but it is still helpful to understand their body language.

The forward/back grouping of body language indicates whether the audience is actively or passively reacting to your message. A forward posture consists of facing the other person directly, leaning their bodies forward, and essentially not leaning back. A backward posture consists of a few more things; leaning back, looking up at the ceiling, and cleaning glasses are all indicative things of a backward posture.



These two groups are merged together to create four basic modes: responsive, reflective, fugitive, and combative.

The open/forward position is the responsive mode: they are actively listening and accepting of the message.

The open/back position is the reflective mode: they are interested and receptive but not actively accepting. Perhaps present further facts and allow them more time to think.

The closed/back position is the fugitive mode: they are unreceptive, uninterested, or just bored. This would be the time to make the message more interesting, spark their curiosity!

And finally, the closed/forward position is the combative mode: they are actively resisting the message. They're closed to your message but actively reacting to it; this tends to indicate that they're disregarding your message. Usually in this mode a person is just repeating their own rebuttals mentally so that they can present them after.

Understanding these four basic modes of body language can broaden your receptiveness of body language as a whole. After learning how to use these two basic groups of body language, fitting in the particular gestures associated with certain non-verbal "vocabulary" will become an easier task. They provide the proper context for interpreting a person's non-verbal communication.

### **Proxemics:**

Proxemics is the study of human use of space and the effects that population density has on behaviour, communication, and social interaction.

Proxemics is one among several subcategories in the study of nonverbal communication, including haptics (touch), kinesics (body movement), vocalics (paralanguage), and chronemics (structure of time).

Edward T. Hall, the cultural anthropologist who coined the term in 1963, defined proxemics as "the interrelated observations and theories of humans use of space as a specialized elaboration of culture". In his foundational work on proxemics, *The Hidden Dimension*, Hall emphasized the impact of proxemic behavior (the use of space) on interpersonal communication. According to Hall, the study of proxemics is valuable in evaluating not only the way people interact with others

in daily life, but also "the organization of space in [their] houses and buildings, and ultimately the layout of [their] towns". Proxemics remains a hidden component of interpersonal communication that is uncovered through observation and strongly influenced by culture.

The distance surrounding a person forms a space. The space within intimate distance and personal distance is called personal space. The space within social distance and out of personal distance is called social space, and the space within public distance is called public space.

Personal space is the region surrounding a person which they regard as psychologically theirs. Most people value their personal space and feel discomfort, anger, or anxiety when their personal space is encroached.[5] Permitting a person to enter personal space and entering somebody else's personal space are indicators of perception of those people's relationship. An intimate zone is reserved for close friends, lovers, children and close family members. Another zone is used for conversations with friends, to chat with associates, and in group discussions. A further zone is reserved for strangers, newly formed groups, and new acquaintances. A fourth zone is used for speeches, lectures, and theater; essentially, public distance is that range reserved for larger audiences.

Entering somebody's personal space is normally an indication of familiarity and sometimes intimacy. However, in modern society, especially in crowded urban communities, it can be difficult to maintain personal space, for example when in a crowded train, elevator or street. Many people find such physical proximity to be psychologically disturbing and uncomfortable,[5] though it is accepted as a fact of modern life. In an impersonal, crowded situation, eye contact tends to be avoided. Even in a crowded place, preserving personal space is important, and intimate and sexual contact, such as frotteurism and groping, is unacceptable physical contact.

The amygdala is suspected of processing people's strong reactions to personal space violations since these are absent in those in which it is damaged and it is activated when people are physically close. Research links the amygdala with emotional reactions to proximity to other people. First, it is activated by such proximity, and second, in those with complete bilateral damage to their amygdala, such as patient S.M., lack a sense of personal space boundary. As the researchers have noted: "Our findings suggest that the amygdala may mediate the repulsive force that helps to maintain a minimum distance between people. Further, our findings are consistent with those in monkeys with bilateral amygdala lesions,



who stay within closer proximity to other monkeys or people, an effect we suggest arises from the absence of strong emotional responses to personal space violation.”

A person’s personal space is carried with them everywhere they go. It is the most inviolate form of territory.[8] Body spacing and posture, according to Hall, are unintentional reactions to sensory fluctuations or shifts, such as subtle changes in the sound and pitch of a person’s voice. Social distance between people is reliably correlated with physical distance, as are intimate and personal distance, according to the delineations below. Hall did not mean for these measurements to be strict guidelines that translate precisely to human behavior, but rather a system for gauging the effect of distance on communication and how the effect varies between cultures and other environmental factors.

### **Duchenne smile:**

A Duchenne smile engages the muscles around the mouth and eyes.

While conducting research on the physiology of facial expressions in the mid-19th century, French neurologist Guillaume Duchenne identified two distinct types of smiles. A Duchenne smile involves contraction of both the zygomatic major muscle (which raises the corners of the mouth) and the orbicularis oculi muscle (which raises the cheeks and forms crow’s feet around the eyes).The Duchenne smile has been described as «smizing», as in «smiling with the eyes». An exaggerated Duchenne smile is sometimes associated with lying.

### **Non-Duchenne smile:**

A non-Duchenne smile involves only the zygomatic major muscle.According to Messenger et. al. “Research with adults initially indicated that joy was indexed by generic smiling, any smiling involving the raising of the lip corners by the zygomatic major .... More recent research suggests that smiling in which the muscle around the eye contracts, raising the cheeks high (Duchenne smiling), is uniquely associated with positive emotion.”

The “Pan Am smile”, also known as the “Botox smile”, is the name given to a fake smile, in which only the zygomatic major muscle is voluntarily contracted to show politeness. It is named after the now-defunct airline Pan American World Airways, whose flight attendants would always flash every passenger the same perfunctory smile. Botox was introduced for cosmetic use in 2002. Chronic use of Botox injections to deal with eye wrinkle can result in the paralysis of the small muscles around the eyes, preventing the appearance of a Duchenne smile.

### **The handshake:**

It may have originated in prehistory as a demonstration of peaceful intent, since it shows that the hand holds no weapon.[4] Another possibility is that it originated as a symbolic gesture of mutual commitment to an oath or promise: two hands clasping each other represents the sealing of a bond. One of the earliest known depictions of a handshake is an ancient Assyrian relief of the 9th century BC depicting the Assyrian king Shalmaneser III shaking the hand of the Babylonian king Marduk-zakir-shumi I to seal an alliance.

Hera and Athena handshaking, late 5th century BC, Acropolis Museum, Athens  
Archaeological ruins and ancient texts show that handshaking was practiced in ancient Greece (where it was called dexiosis) as early as the 5th century BC. For example, a depiction of two soldiers shaking hands can be found on part of a 5th-century BC funerary stele that is on display in Berlin’s Pergamon Museum (stele SK1708) and on other funerary steles, such as one from the 4th century BC that depicts Thraseas and his wife Euandria shaking hands.

Handshake depicted on a Roman coin, with the name of the goddess Concordia (AD 97)

Depictions of handshakes also appear in Archaic Greek, Etruscan and Roman funerary and non-funerary art. Muslim scholars have written that the custom of handshaking was introduced to them by the people of Yemen.





### Topic 3: Cover Letter CV Preparation





“ Introduction

Whenever you are sending somebody your CV, you should also send them a covering letter, using the opportunity to highlight why you are a strong candidate for the job and to convey your knowledge, skills and enthusiasm.

- Cover letters are a narrative complement to your resume.
- A brief one page document that helps expand on the experiences you showcased in your resume.
- Highlights your motivations in applying for the position and why you want to work with this specific organization.
- Showcases your personality and values.

Session 1 : PURPOSE OF A COVER LETTER

A compelling cover letter answers:  
«Why you?» and «Why them?»

Why you?

- Focus their attention on your most relevant and compelling qualifications.
- What value will you bring to the organization?  
(Not what you want or what you can gain.)

Why you?

- Be sure to include a sentence to a full paragraph on why you want to work with this particular organization.



Talk about them!

Be sure to match your tone to the organization, i.e. corporate banking tends to be more formal than marketing or nursing. (Don't confuse formal with professional. All letters should be written with a professional voice and focus. Do not use slang, abbreviations, or a casual tone.)

Cover letters that are just about you are dry and expected. To catch their attention, **MAKE A CONNECTION.**





## HELPFUL MINDSET FOR COVER LETTER WRITING

GET IN THE RIGHT FRAME OF MIND WITH THE 4 S'S



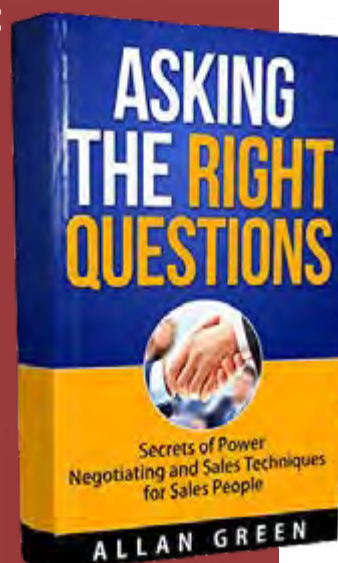
### SENSITIVITY:

PUT YOURSELF IN THE READER'S SHOES



### STRATEGY:

ASK THE RIGHT QUESTIONS—REQUEST WHAT THE READER CAN ACTUALLY GIVE YOU.



### SALES:

AVOID "I WANT" AND FOCUS ON "WHAT I CAN OFFER YOU" THIS IS SUBTLE: YOUR ENTHUSIASM FOR THE JOB IS A SELLING POINT TOO, SO A LITTLE "I WANT" IS OK



### SELF-CONFIDENCE:

BE COMFORTABLE SELLING YOURSELF. USE CONCRETE EXAMPLES TO AVOID BRAGGING!



## 01

### VALUE TO EMPLOYER:

Tell your story in relation to how you can be of value to the employer



## 02

Use **SIMPLE** and **DIRECT LANGUAGE** and grammar



## 04

Send it to someone **BY NAME**



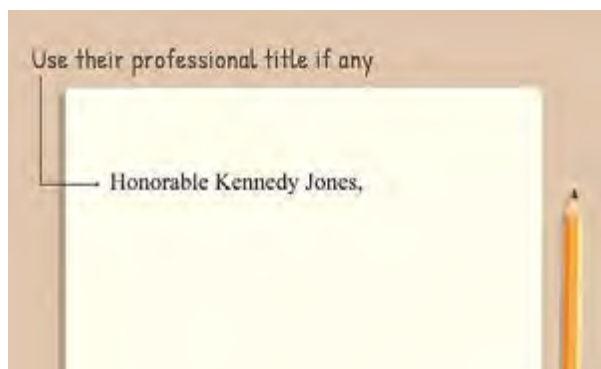
## 03

Let your letter **REFLECT YOUR INDIVIDUALITY**





05

**GET IT RIGHT** SPELL  
RECIPIENT'S NAME RIGHT

06

**TARGET YOUR LETTER**

Tell your reasons for sending the letter!  
In this case for example, desiring an interview.

07 **BE FRIENDLY**, NOT PUSHY

- 1 **Use good manners.** Extending the typical courtesies will save you from coming across as pushy.

**Begin with a greeting** such as “Hello Edward,” “Good morning, Zoya,” or “Dear Max.”  
**When asking for action, always use “please”**—even if you are the boss.  
“Please” does not make you a pushover or mean you are pleading.  
It says you are polite and professional.

**Note:** You do not need to repeat “Please” in a series of steps or requested actions.

Although “please” is polite, it can take the focus away from the necessary actions when repeated and can come across as mechanical rather than sincere.

Accept the meeting invitation from Nicole Squire to go over the requirements.  
(Nicole will then write the job description for your approval.)

Determine the salary with advice from your compensation specialist. [And so on.]

**Finish by expressing your appreciation.**

Use more than a brief “Thanks” or “Thank you” to avoid sounding curt.

**Examples:**

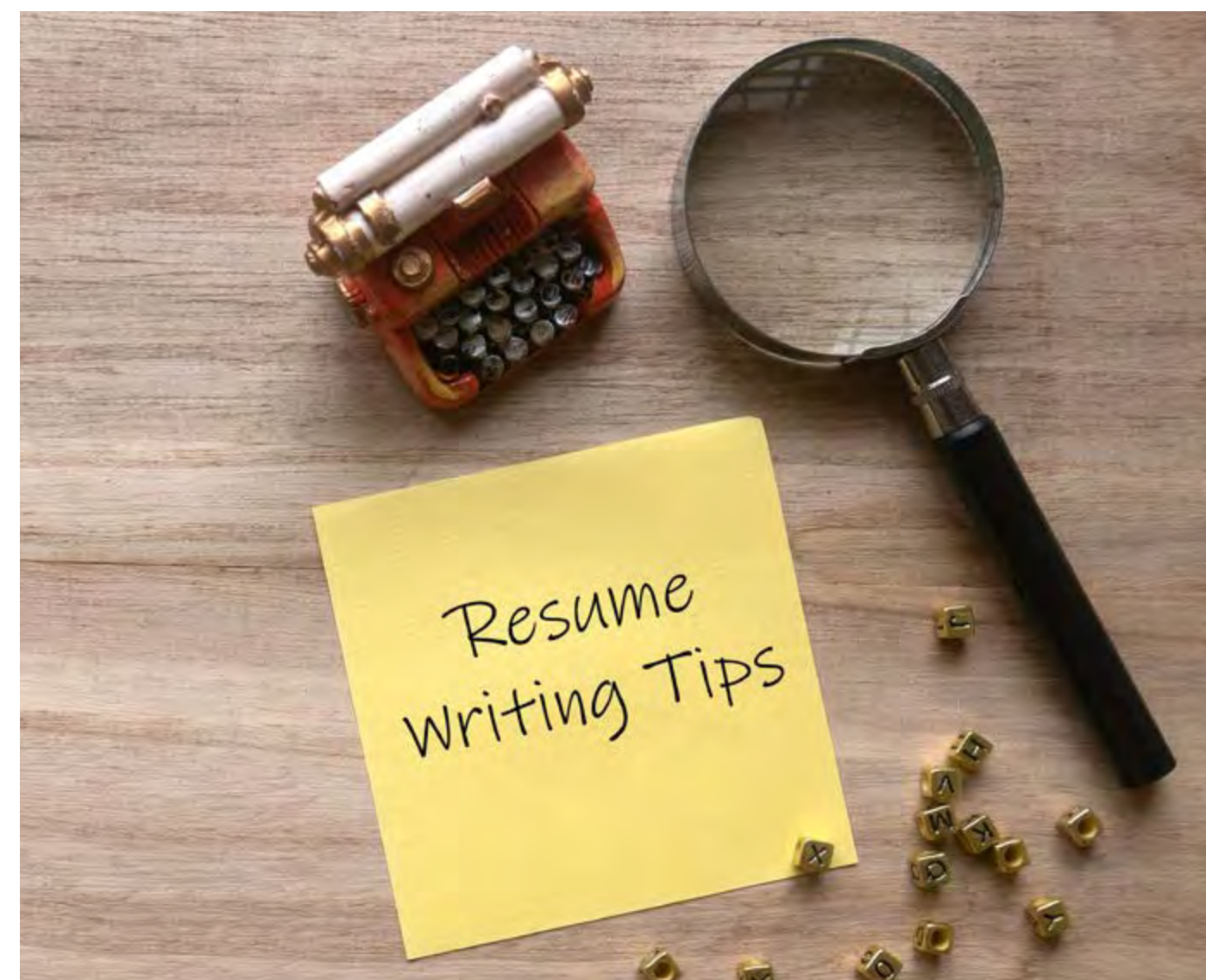
Thanks for your help with the project. We appreciate your cooperation. I will be grateful for your prompt response.

- 2 **Say enough that your readers will be able to understand your meaning and accept it.**

Too often brevity comes across as bluntness in denials, directives, and other sensitive messages. It is important that you’re giving your readers the “why” with reasonable detail. In the pairs of sentences below, notice how giving more information softens the message without diluting it.

- 3 **Share your feelings briefly if it will help you convey the message.**

Sometimes you may struggle with communicating clearly and forcefully because you hate the message you have to convey. It might be to say no, repeat a request, or require action. Acknowledging your feelings can help both you and your reader.

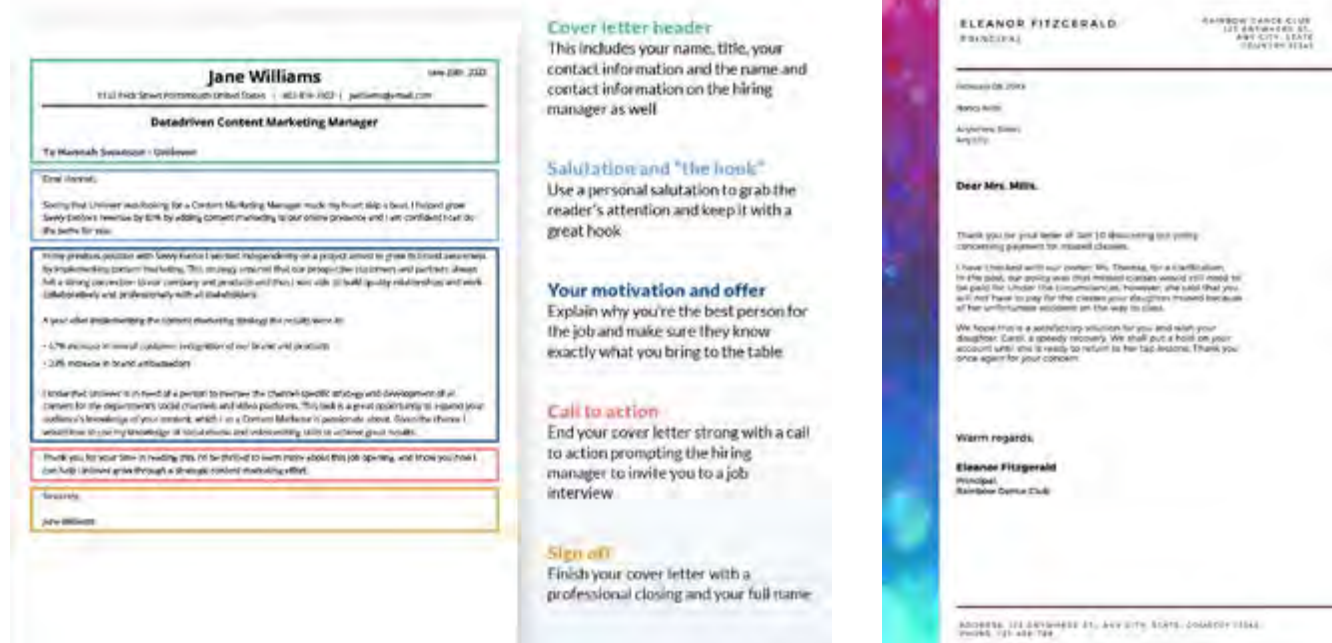




## Session 2: Format of a Cover Letter

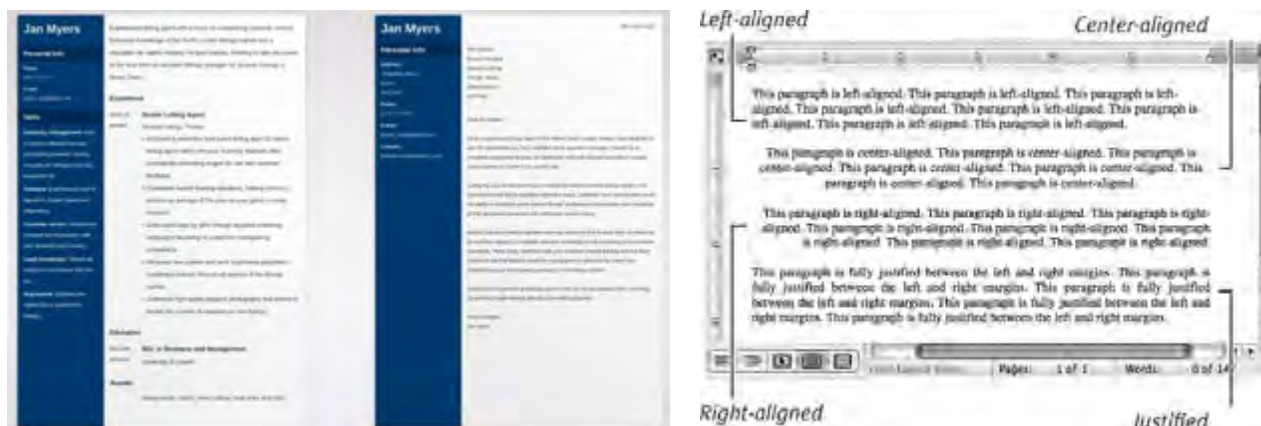
### Cover Letter Format: General

- Use **formal letter** formatting
- Stay to **one page**



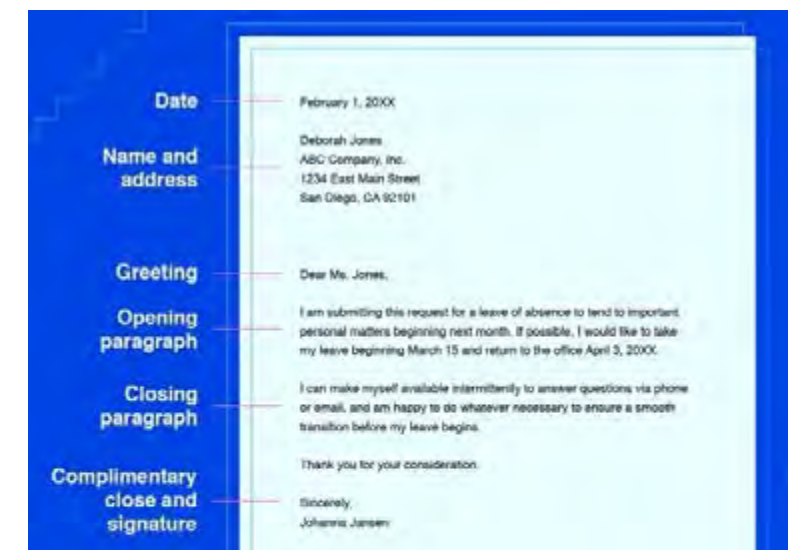
<https://designshack.net/articles/inspiration/cover-letter-templates-word/>

- Use **bond paper** that matches your resume
- Either **left-justified** or **indented paragraphs** are acceptable



- **Look up titles** if unsure
- Use **formal**, but not convoluted language
- ALWAYS **sign your letter**
- Triple-check for typos
- Have someone else **look it over**

- Date should **line up with closing**



### Cover Letter Tone

Formal, Not Casual  
 “Mr. Smith” not “Bob”  
 No contractions or slang  
 Simple, Not Verbose  
 Use direct, action verbs  
 Avoid passive voice  
 Shorter, simple sentences

#### E.G.

Formal & Verbose: “I am in receipt of your correspondence.”  
 Casual & Simple: “I got your note.”  
 Formal & Simple: “I received your letter.”

### Cover Letter Grammar

- Use dictionary, thesaurus, and style manual for reference (look online)
- Watch synonyms  
 There, their, they're  
 Your, you're
- Use apostrophes correctly
- Replace letters: you're = you are
- Indicate possession: John's
- NEVER to indicate a plural: “I am sending you two writing sample's.”  
 Brush up on other areas(tenses, pronouns, punctuation, etc.)



## Cover Letter Format: Headings

- Copy and paste heading from resume to use as “letterhead”  
Along left margin:  
Today’s date  
Name, title, company, and full address of addressee:  
Use formal title: “The Honorable” or “Dean” or “Mr.” or “Ms.”  
  
E.g. The Honorable John Jay Chief Justice The United States  
Supreme Court 1501 Pennsylvania Avenue Washington, DC  
20003
- Salutation: Dear “Mr.” or “Ms.”  
Last name only  
Use a COLON after the name  
“Dear Mr. Smith:”—correct  
“Dear Justice Jay:”—correct  
“Dear Mr. John M. Smith,”—incorrect  
Be sure to use proper prefix: Dr., Judge, Justice, Reverend, etc.

## Cover Letter Format: The Body

- First Paragraph, The Hook:
  - Who are you, where did you come from (implicit in this: how did you find me?)
  - What do you want?
  - Clearly state the position for which you are applying and where you heard about it.
  - Who are you, where did you come from (implicit in this: how did you find me?)
  - What do you want?
  - Clearly state the position for which you are applying and where you heard about it.

### Example:

I wish to apply for the position of an accountant.....

You may state you are responding to an ad online, or an ad in the newspaper, or you were referred by a friend. Try to use dates and publications from the advertisements.

Example: “I was excited to see that Company ABC is hiring an event manager skilled at increasing brand awareness and driving growth with high-traffic events—especially since I’ve attended several of your company’s speaking events myself.”

## Cover Letter Format:The Body – Why ME?

- This section should answer the question “Why am I an excellent candidate for this position?”
- Highlight your skills and accomplishments and summarize your qualifications including relevant work experience and education
- “With my +5 years of experience coordinating successful events in the corporate space, I’m confident I’m a great fit for the role.”
- You can also mention your personal skills and abilities which relate to the specific position
- Remember the goal of a cover letter is to get the employer to view our resume
- Lead with an impressive accomplishment  
Write a stand-out opening paragraph that leads with an impressive achievement and features quantifiable results.

Connect the dots between how you added real business value during your previous experience with how you can apply it to the new role.

- Lead with an impressive accomplishment

**Example:** “Last month alone, I more than doubled Company X’s Instagram followers and ran two successful Facebook ad campaigns that generated 25\$K+ in revenue. I’d love to bring my expertise organically expanding social reach and delivering ROI to the social media manager position at Company ABC.”

## Cover Letter Format:The Body – Why Them?

- **Highlight a mutual connection**
  - It grabs the hiring manager’s attention because they’ll want to see why someone they know and respect recommended you for the role.

Avoid using extreme words like “greatest” or “best”

Show excitement and gratitude

Keep it brief and let the recommendation speak for itself



## • Highlight a mutual connection

Example:

"I was excited to learn of this job opportunity from my former colleague, Alex Johnson. He and I have worked closely together for many years, most recently on a complex data analysis project at XYZ Company. He thought that I would be a good match for this position on your team."

- Once you've discussed your personal qualifications, it is important to tell the company why you want to work for them
- Show that you've done a little bit of research about their mission statement. Discuss what it is about the company or the position that sparks your interest.
- Note, here is where you should not say that you are applying because it pays well.
- Bring up something newsworthy
  - Kick off your cover letter with evidence that you've done your research and a little bit of flattery.
  - If the company you're applying for was recently in the news, mention it in the opening line and tie it into why you admire the company.
  - To avoid sounding insincere with your compliments, bring up a specific event, fact, notable statistic or award the company recently won!

**Example:** "When I saw that Company ABC was featured in Fortune Magazine last month for its commitment to renewable energy and reducing waste in the workplace—all while experiencing triple-digit revenue growth—I was inspired. With my track record of reducing costs by +%30 and promoting greener workplaces, I'm excited about the possibility of taking on the account executive role to expand your company's growth and work towards a more sustainable future."

- Tell a creative story
  - Inject some humor, charisma and creativity – as long as it's appropriate for the specific job and company.
  - Hiring managers don't want to read a novel, but they are looking for something that catches (and keeps!) their attention.

- Do some research on the company culture, examine the tone of the job posting and use your own judgment when going the creative route.

**Example:** "I looked up at the clock and gasped. It was exactly two hours before a critical meeting with one of our biggest clients – and my boss had just asked me to completely redo our entire sales pitch. Under this time crunch, I reworked our pitch from the ground up, collaborating with teams across several departments to deliver a completely new presentation on time. The best part? Our client loved the pitch, and we closed the sale within 30 minutes."

## Cover Letter Format: Closing

### • Request for Action:

- At this time in your cover letter, it is important to ask the employer for something.
- What are your expectations when submitting your application?
- Ask them to contact you at their earliest convenience
- Thank them for their time and consideration
- Offer them your phone number that you can be reached at and the times you are available

### For example,

'Feel free to call me to discuss this further any time after 4pm'. You don't want to be playing phone tag with a potential employer. If you are giving an employer the option to contact you by e-mail, make sure you are checking your e-mail on a regular basis

- **Closing should line up with date** (flush left or indented, your choice)
- **Use appropriate** phrase, such as,  
Sincerely,  
Yours truly,  
Followed by a COMMA
- **Second word is NOT capitalized**



- **Leave 4-3 returns** (space for your signature), then type your name
- **Double-spaced under your typed name**, write “Enc.” to indicate that there is an enclosure (resume, etc) with the letter.

## Paragraph by Paragraph

### • OPENING PARAGRAPH

State the position to which you're applying, where you found it/heard about it, name drop if you have a direct connection, and close with a 'hook'.

### • Why Me?

#### ACADEMIC INTRODUCTION

(Used if you are applying for something related to your major)

State the college you are attending, your degree, relevant classes you've completed, and other relevant academic information.

### • Why Them?

Connect your skills, characteristics, experiences, and qualifications to the position and company as a whole.

Highlights what interests you in working with this particular organization.

### • CONCLUSION AND FORMAL CLOSING

Reaffirm your qualifications and interest in the position and company. Be sure to include your contact information. Could offer to follow up with the employer. End the letter formally.

## Final Cover Letter Checklist

- **C** Completeness Have you given enough info?
- **A** Accuracy Check grammar, spelling, titles, etc.
- **N** Neatness Check formatting, font, etc.
- **D** Directness Is the message clear? Is the language simple?
- **O** Organized Does your letter flow?

## Session 3 : Your resume / CV

### How important is your resume/CV?

- The adage «You never get a second chance to make a first impression» is true when you submit your resume too.
- Because this is likely the first glimpse of you that employers will get, make it an impressive one.
- A great resume can open a door, but an inferior one can just as quickly close one.



### Resume vs. CV: What's the difference?

#### • Curriculum Vitae (CV)

A longer (at least two pages) and more detailed synopsis. - Summary of educational background, teaching and research experience, publications, presentations, and affiliations. - Used when applying for academic, education, scientific or research positions.

- **Hybrid Resume/CV** – a combination that also includes research, publications, etc



Primarily, the length, what is included and what each is used for. Often times the words are used interchangeably to mean the same thing.

**Resume** – one or two page summary of your education, skills, and experience.

**Brief and concise** – no more than a page or two.



## Know Yourself

### Ask yourself...

- How can I target my resume to the company I am applying for?

Next...

- Prepare an inventory of your skills, accomplishments, education, goals, and experience.

## Know the Position

Do the research and tailor your resume to the position you are applying for. The following is a list of what you should know:

- Necessary Skills.**



- Desired Qualifications.**



- Required Education and Work Experience.**

**Education**

1991-1998 High School  
Graduated with honors, valedictorian

1991-1998 Oxford University  
Graduated with honors, valedictorian

1991-1998 Management Training  
Graduated with honors, valedictorian

**My Achievements**

1999 Achievement number 1  
Write your work achievements here

2000 Achievement number 2  
Write your work achievements here

2001 Achievement number 3  
Write your work achievements here

2002 Achievement number 4  
Write your work achievements here

**Work Experience**

1991-1998 Work experience number 1  
Write your work experience here simple way

1999-2001 Work experience number 2  
Write your work experience here simple way

**Hobbies**

Lorem ipsum dolor sit amet,  
consectetur adipisicing elit.

- Key Values.**



- Job Duties**



## Format

- Heading**
- Objective**
- Summary of Qualifications**
- Education**
- Experience**



## The 3 P's of CVs/Resumes

- **Painless Easy to read.**

Well organized.

Use bold to make things stand out and use same font type throughout, indent 3-2 levels only.

- **Perfect Proofread** for spelling and grammar, consistent with punctuation.



- **Position:** Specific to the position you are applying for, use keywords from job description.

### Experience

#### Guest Relations Supervisor

Hilton Hotels, New York, NY

#### Key Responsibilities

- Managed team of over 30 employees in reception and the back office.
- Administered personal assistance to corporate clients.

#### Key Achievements

- Obtained highest regional client satisfaction scores (98.37%)

### Education

Cornell University, School of Hotel Administration, Ithaca, NY

- BA in International Hospitality Management
- Expected Graduation in 2020

## Session 4 : Resume/CV Information

### What information should a CV include?

- Contact Information
- Other Publications
- Awards and Honors
- Research Objective, Personal Profile, or Personal Statement
- Education
- Professional Academic Appointments
- Books
- Book Chapters



- Peer-Reviewed Publications
- Grants and Fellowships
- Conferences
- Teaching Experience
- Research Experience / Lab Experience / Graduate Fieldwork

### The Top 10 Soft Skills





## What Counts as Experience?

Include positions related to the job you are seeking such as:

- Paid or unpaid employment
- Internships
- Student Organizations
- Volunteerism
- Community Service

## What information should a CV include?

### Education:

- Starting with the most recent and not going back to far
- Concentrate on the important including the degree, university or school and grades.

### Skills and Interest:

Language skills  
Computer skills  
Social skills  
Technical skills  
Organizational skills  
Artistic skills  
Other skills

## Emphasize vs. Minimize

- Emphasize relevant experience and minimize irrelevant experience.
- You can distinguish between relevant experience and additional experience.
- List your accomplishments, not just responsibilities. (For example mention ideas you had that may have improved your workplace.)
- Use vocabulary or keywords from your chosen field.

## Quantifying your Experience

- Quantify your actions whenever possible.

### For example:

If you were a supervisor how many people did you supervise?

If you gave regular reports how often?

If you improved sales by how much?

## Expand on Your Skills

Look for ways to demonstrate such qualities as the following:

Good communication Skills  
Leadership and Organizational Skills  
Ability to work on a team  
Good Work Ethic  
Interpersonal Skills

## Format

### Include the Following:

- Company Name, Location, Job Title, Dates of Employment, and Duties Performed.
- Make this section easy to read.
- Use spacing and bullets.
- Each sentence starts with an action verb.
- Do not use personal pronouns.
- Use correct verb tenses.
- Use present tense for current positions and past tense for previous positions.
- Avoid using terms that only an insider would understand.
- Keep the format simple.
- Use a uniform font type, font size, and margin settings all around.
- Suggested fonts are Times New Roman or Arial.
- Suggested font sizes are 10 to 12 point.
- Suggested margin is 1 inch all around.
- Do not use abbreviations.
- Use bold, italics, and underlining sparingly.
- Print your resume on white or neutral color 11 × ½ 8 inch paper.





## Qualifications

- Passion for behavior medicine; skilled in handling aggression, anxiety, and compulsive behaviors. Experience in dental cleanings, extractions, and other procedures.
- Extensive client service background in small animal and large animal practices.
- Background in research and teaching.
- Summary of accomplishments/skills/interests
- Showcases what makes you stand out  
Makes the reader want to see where you gained the skills
- Can be easily altered to fit different positions

## Topic 3 Cover Letter, CV Preparations

### Importance:

Whenever you are sending somebody your CV, you should also send them a covering letter. The only time you wouldn't, is when you a recruitment agency is sending it to companies on your behalf or when you are attending a careers fair. This is because you do not have details about the company or the role in which to target your cover letter to.

In every other circumstance, you should write a tailored letter to the company, using the opportunity to highlight why you are a strong candidate for the job and to convey your knowledge, skills and enthusiasm.

It should be no longer than 1 A4 side and should emphasize rather than duplicate the information in your CV.

### The structure:

A suggested structure of your cover letter is to start off by introduce who you are and why you are writing - 'A recent Business Management graduate' is better than your name, also make sure you make it clear what job you are applying for. Your second paragraph should be used to convey your interest in the job, their company and sector. Remember to show your knowledge about the role and their company here. Use sector guides available on the careers portal or the 'about us' or 'press' parts of the company website to gain knowledge.

Why you would be the best person to do the job. Be positive and sell yourself without being too over-zealous.

Your letter should close with a paragraph re-affirming your interest and perhaps mentioning your availability for being interviewed.

As you are probably going to be emailing your application, you need to decide whether to attach your cover letter, as you would do your CV OR cut and paste your covering letter to be your actual email.

Either way, make sure that it is clear which job you're applying for and keep both style and format in a formal style.



A formal letter should look something like this with your address in the top right corner.

The company address or email address should be placed underneath but justified to the left hand side. Do try to get the name of the person you are writing to, perhaps telephone the company if in doubt.

If you can't get a name, then do use 'Dear Sir/Madam' and end your letter with 'Yours faithfully' If you have a named contact, you should end your letter with 'yours sincerely'

### **Others' opinions matter:**

We highly recommend that you get a second opinion on both your CV and covering letter. To do this, you can attend a 20 minute quick query session with a Careers Consultant, which are available each day at different locations on campus. We also offer longer bookable appointments for more detailed 1:1 help. There are a variety of opinions on cover letters. Some reviewers feel they are a critical component of the application, some reviewers only read them if the resume has caught their attention, and there are some reviewers who do not read them. Some reviewers prefer attention grabbing opening paragraphs and prefer a standard, straight-forward introduction. It's important for applicants to see cover letters as an important part of the application process because you simply don't know the preferences of the employer. For some, the cover letter can make or break a candidate's chances.

Back when we mailed in paper resumes, the cover letters introduced the candidate and shared the position for which they were applying. Though we can do this in a subject line nowadays or maybe we are uploading our resume into an application system, cover letters are an excellent way to add depth to our application while also demonstrating our written communication skills. They also show a bit of personality and values in the writing style, word selection, and topics a candidate chooses to discuss.

### **Storytelling:**

Typically, a reviewer will read the resume first and then come back to the resume and cover letter if they are interested. They can hold more weight in certain fields and positions, especially ones where written communication is important. Cover letters shouldn't be a list of everything on their resume but instead it is used to TELL THEIR STORY. Applicants might talk about how they became interested

in this field: growing up visiting national parks and that sparked their interest in forestry, perhaps they had a family member struggling with addiction and that led to their passion for social work, or maybe they grew up tinkering with computers and have turned it into a career field. Also, maybe they knew they wanted to study philosophy and a guest speaker sparked an interest in medical ethics which led to a summer internship in the field or their engineering curriculum included classes on rapid tooling and prototyping with hands on projects. They might go into detail on a specific experience such as tutoring a third grader in reading and the challenges and successes they faced, or a time they lead a group project for a class as a way to demonstrate their leadership style. These stories bring out their work characteristics, values, and personality, which is what makes them stand out as an individual.

### **Why Them?**

In addition to telling stories about themselves, students MUST include why they want to work for this particular organization. Sometimes students are applying for dream organizations (just talk with any student applying to the Disney program or NASA!) but sometimes the equation is pretty simple – the student wants to work in finance and this company has a position that aligns with their qualifications. Not every job is the dream and not every person has a desire to feel passionate about their job and workplace, that's okay. However, they still want to include at least a sentence that demonstrates that this letter was tailored to this letter was targeted for that particular organization and that the students has done a little research to learn about their organization.

We recommend that applicants always submit a cover letter, even if not formally requested.

O Susan Ireland's Resume Site

[www.susanireland.com/resume](http://www.susanireland.com/resume)

O Resume Resource

[www.resume-resource.com](http://www.resume-resource.com)

O Sample Resumes

[www.sampleresumes.com](http://www.sampleresumes.com)

O CalWORKs/Job Placement website

[www.lahc.edu/studentservices/calworks/jobshome.html](http://www.lahc.edu/studentservices/calworks/jobshome.html)



## Sample Cover Letter 1

[Recipient Name] [Title]  
[Company Name] [Address]  
[Date]

To whom it may concern/Dear [Recipient name],

I am writing to express my strong interest in the position of [position advertised] advertised on your company's website. I believe that my educational background in [degree] strongly aligns with this position's requirements. After working in the technical field and developing analytical skills, I am ready to convey the experience I acquired into [this position].

I graduated from the American University of Beirut with a degree in [degree] with a [mention if it is high] GPA. In the pursuit of my degree, I was exposed to the field of [field relevant to the company's field].

During my undergraduate years, I studied fields related to [elaborate on other relevant fields].

I started my professional career as [position held] at [previous company]. During the time I spent there, I developed my [skills acquired from the job] skills through [how?]. Then I moved to [company] and got an in depth insight into [other field].

I am a highly motivated individual, I practiced many extracurricular and volunteering activities during my years at AUB. I believe I can offer my skills along with [specific experience or skill] to benefit [company] and my career at the same time. [elaborate on a topic relating to the job posting or on skills relevant]. In addition to this, [Focus on more soft skills you might have which relate to the job].

Thank you for taking the time to read my cover letter, and I hope that I get the chance to show you that I deserve to be a part of [company].

I have enclosed my resume for your review. I appreciate your time and consideration, and I will be looking forward for an interview.

Sincerely, [Name]

[Your Name] [Address]

## Sample Cover Letter 2 (For Research)

[Recipient Name] [Title]  
[Company Name] [Address]  
[Date]

To whom it may concern/Dear [Recipient name],

I am writing to express my strong interest in applying to this research position. I believe that my background along with my research experience will enable me to thrive and succeed in this job function. I graduated from the American University of Beirut with a GPA of [mention if it is high] and for my final year project, I worked on [FYP].

I did my internship at [University] where I was working on a research project in the [topic/field] track.

I also worked on a research project [talk about any research experience you have] In addition to that, I am [discuss other skills that you have that are needed for research]. [talk about extracurricular activities]

[what the experience will bring you and what you will bring to the organization]

Thank you for taking the time to read my cover letter, and I hope that I get the chance to show you that I deserve to be a part of your prestigious firm. I appreciate your time and consideration, and I will be looking forward for an interview.

Respectfully yours, [Name]

[Your Name] [Address]



## Sample Cover Letter 3

To whom it may concern,

I am a graduate of the American University of Beirut and hold a Bachelor Degree in Business Administration. At present, I am seeking a challenging position in your reputable institution that meets my qualifications and expectations.

I would like to be part of your esteemed organization where I can put in use my strong education and experience which I have gathered along the years. I am hoping for a challenging position which will grant me the chance to reveal my potential and allow me to contribute innovatively and successfully in this friendly working environment.

Throughout my academic and professional experiences, I have learned to become responsible, self- motivated, decision maker, team player and punctual in my schedule. Furthermore, as highlighted by my colleagues, mentors, and co-workers, working as part of a team enhanced my leadership skills and enabled me to work under pressure with utmost motivation and professionalism. As a result, I feel that working for your company will grant me my goal, and in return I will be able to prove my indispensability to the institution.

Finally, to discuss further your job requirements and my qualifications, I am available anytime, at your convenience, for a meeting. In light of the above, please find attached my resume. Should any references or any further information be required, please do not hesitate to contact me at the email and phone number below.

Thank you for your time and consideration. I look forward to hearing from you.  
Sincerely,

Full Name email Phone number

## Topic 4: Interview Skills





## “ Introduction

- Interviews are your chance to sell your skills and abilities. They also give you a chance to find out if the job and company are right for you.
- With each job interview, you are meeting new people, selling yourself and your skills, and often getting the third degree about what you know or don't know. And, you need to stay upbeat and enthusiastic through it all.
- The more time you take in advance to get ready, the more comfortable you'll feel during the actual interview.



## Session 1 : Meaning of an Interview

The word interview comes from Latin and middle French words meaning to “see between” or “see each other”. Generally, an interview means a private meeting between people when questions are asked and answered.

- Interview = A meeting with an objective
- Employer's objective is to find the best person for the job
  - Employer: reviews candidate's experience and abilities
  - Can you do the job? (skills, abilities, qualifications)
  - Will you do the job? (interest, attitude & motivation)
  - How will you fit into the organisation? (personality)

## Facts of interview

- Interviews provide the most direct information about a candidate's background, personality, and skills.
- Keep in mind!  
The purpose of an interview is to secure a job offer.



## Our Objectives

- To enable you to experience the interview process in a safe and supportive environment.
- To allow you to understand the interview process from both the interviewer's and the candidate's perspectives.
- To practice interview preparation, questioning and answering techniques, and giving and receiving feedback.
- To increase your awareness and experience of the techniques a recruiter may use to gain information from applicants
- To establish whether you have the competencies for the job.
- To establish your knowledge, interest and motivation.



## What are interviews for?

- To find out what you are like.
- To give you an opportunity to find out more about the employer – it's a two way process.

## Reasons to be cheerful

- Your CV works.
- You are over the biggest hurdle.
- The employer wants to know more.
- You'll prepare and know your selling points.
- You'll prepare answers to predictable questions.
- It is a new learning experience!

## Effective Interview Preparation

Enables you to...

- Make a good first impression
- Prepare for predictable questions
- Respond to selector's criteria
- Answer questions effectively
- Present skills and experience effectively
- Cope with unpredictable questions
- Cope with increasingly probing questions



## Matching Expectations Qualities Employers Seek

- Good all-round intelligence.
- Enthusiasm, commitment and motivation.
- Good communication skills.

### Top 10 Most In-Demand Soft Skills

(Based on % of members with skill who were hired into a new job)

1	Communication	57.9%
2	Organization	56.5%
3	Teamwork	56.4%
4	Always Punctual	55.9%
5	Critical Thinking	55.8%
6	Social Skills	55.8%
7	Creativity	55.0%
8	Interpersonal Communication	55.0%
9	Adaptability	54.9%
10	Friendly Personality	54.6%

- 5 Communication Skills You Can't Ignore:

### 1. Listening

- Listening is one of the most important aspects of communication. Successful listening is not just about understanding spoken or written information but also an understanding of how the speaker feels during communication.
- It helps build a stronger, deeper relationship between interlocutors.
- Careful listening can also create an environment in which everyone feels safe to express ideas, opinions, and feelings or plan and solve problems in a creative way.



## 2. Straight talking

- Conversation is the basis of communication, and one must not neglect its importance.
- A healthy dose of chatting with an unknown person can lead to a business opportunity. Be accessible and friendly because then you will be able to talk to almost anyone.

## 3. Non-verbal communication

- When we talk about things that matter to us, then we send a lot of nonverbal messages.
- Non-verbal signals are wordless communication, body position, facial expression, hand movements, gestures, eye contact, attitude and tone of your voice, muscle tension, and the way you/we breathe.
- The way you look, listen, create, react, gesture speaks far more about feelings than words will ever be able to.
- Why non-verbal communication skills are important?
- According to Salesforce's research on interpersonal communication, 93 percent of communication is non-verbal.
- It helps you connect with others, express what you think, meet challenging situations, and build better relationships at home and at work.

## 4. Stress management

- In small quantities, stress can be very useful and encouraging for work.
- However, when the stress becomes constant and completely begins to take effect, it can affect communication, clarity of opinion, and appropriate behavior and action.
- When you are under stress you may misunderstand other people, send confusing nonverbal signals, and use funny patterns of behavior.
- How often did you feel stressed during a discussion with your friends or colleagues and then say or did something you regretted later?

## 5. Emotion control

- In communication, feelings play an important role. Making decisions more often affects the way you feel than the way you think.
- Guided by emotions, your nonverbal behavior affects the understanding of other people and how others understand and perceive you.
- If you are not aware of your feelings you are guided, you will not be able to express your needs and experiences. This can result in frustration, misunderstanding, and conflict.
- Control of emotions provides you with tools to understand others, yourself, and the messages you send.

## 4 Smart Ways to Improve your Communication Skills

### 1. Listen with empathy

- Empathy is the ability to understand the feelings, thoughts, and beliefs of another person. Exactly this is the reason why organizations have started developing empathy in the workplace.
- Emotional acceptance, closely related to empathy, means that, after empathizing and understanding how other person feels, we can accept the reasons why somebody feels or thinks the way they do, regardless of whether we agree with it or not.
- Try to see things from others' perspectives by accepting what you hear instead of trying to «fix things and solve the problem».

### 2. Speak up!

- Communication begins with you. Take responsibility and start communication, do not wait and expect another person to do so, and don't hide behind various forms of online communication.
- Good communication, especially on important topics, requires far more than what we can express in a written message.

### 3. Prepare what you're going to say

- Think before you speak. Most of us work best when we have time to process our own thoughts before we share them.
- If the conversation or meeting is worth your precious time, take a few minutes to prepare the speech draft.
- For a very important conversation, try a mock-up conversation with a trusted person so you can get rid of any potential mistakes.

### 4. Be ready for different answers

- As you formulate a speech strategy, put yourself in the position of a person who will listen to you.
- This will ensure a balanced approach and you will be prepared to learn and defend potential disagreements and it will be easier for you to defend your standpoint.
- No one can predict with certainty how other people will react. Improve chances of a successful conversation by expecting negative answers and queries.

- Ability to solve problems
- Capacity to work hard
- Initiative and self-reliance
- Balanced personality
- Adaptability
- Integrity
- Innovation
- Teamwork



## Competencies Employers Seek

- Initiative
- Drive for Results
- Know the Business
- Open Exchange of Information

## Occupational Knowledge

- The post offered
- The employer
- Your motivation
- Your achievements and background
- Your skills, qualities and weaknesses
- Your own questions

### So Ask Yourself:

- What do I know about this type of work?
- What attracts me to this type of work?
- What relevant work experience have I done?
- What kind of training/additional skills am I hoping to gain?
- What have I done to find out more about this kind of work?
- Why do I want the job?
- Why am I a suitable candidate and what evidence do I have of this?
- What have I gained from my academic/employment/extra-curricular activities?

## Self knowledge

### Ask Yourself:

- What are my career ambitions/what do I want to be doing in 5years?
- What was my - best/worst decision, my greatest achievement?
- When did I - work in a team/solve a problem/use my initiative?
- What are my main strengths and weaknesses?

## Ask Your Questions

- Prepare two or three in advance
- Avoid asking questions that you may already have been told about in the recruitment materials
- Recognise that questions give away how much you know
- If you're stuck, ask the individual interviewing you: "Why did you join?"
- How would you describe the culture here? What do you like/dislike in your job?"
- If you have had all your questions answered, say so  
Don't ask too many if time has run out

## Session 2 : Interview Process

### 5 Stages Interview Process

#### 1- Icebreaker

- First Impressions
- Be on time.
- Present yourself appropriately.
- Be yourself.
- Have a winning smile.
- Be open and confident.
- Use small talk.
- Be positive.
- Be courteous and attentive.

#### 2- Personal Qualifications and Interest in Position

- Abilities, Skills, and Work Experience
- Accomplishments and Activities
- Goals
- **SMART** is an acronym which stands for:
  - Specific
  - Measurable
  - Achievable
  - Realistic
  - Timely

- Short Term Goals:

##### 1. Gain a New Skill

-No matter your current industry, there are hundreds of companies in the world looking for people with a variety of talents and abilities. The more diverse your skill set the better chance you'll have of impressing your current managers or potential employers.

- Make sure the new skills fall under professional development goals that are related to the field you are interested in. Identify things that will get you ahead of the competition and make it easier for you to move up the ranks.

##### 2. Boost Your Networking Abilities

- The process of networking is about developing social and professional contacts with whom you can exchange insights and information.

- Start out by networking more often with people you already converse with on occasion. As you improve, you'll feel more confident in starting conversations with leaders and other influencers in your field.



**3. Intern with a Large Company to Gain Experience**

- It provides access to invaluable work experience, a look into the job market, and a large number of people end up being offered positions with the company.

- Whether you are a freshly graduated college student or someone who is looking to change fields, an internship may be the best way to get a close look inside your desire industry.

**4. Improve Your Sales or Productivity Numbers**

- Everyone has unique KPIs they are trying to achieve on a daily, weekly, or monthly basis.

- Identify any practices that aren't having a positive impact on your bottom line and remove them from the equation to make yourself more productive.

- As you develop good habits and aim your efforts in the right direction, you'll be surprised to find the numbers rise as well. Being more productive is often about working smarter rather than working harder, too. Look into whether tech solutions like machine learning and robotic process automation (RPA) could help you be more efficient.

- Oftentimes, all it takes is a manager seeing someone who is productive to their role for them to offer a pay increase or even a promotion.

- Short Term Goals:

**5. Make a Career Switch**

- Are you unhappy in your current job situation? Do you feel like you're in a dead-end role with no room to move up or grow?

- Enjoying your work and feeling passionate about what you do are two of the most common career goals.

**6. Become an Expert in Your Field**

- Nowadays it seems like everyone is claiming to be an expert in something or another.

- Who's gained enough knowledge and spent enough time in a particular field to be the most helpful in the "fact-finding, problem-solving, or understanding of a situation".

**7. Reach a Leadership Position**

- Gain a general knowledge of everything you can learn in your industry.

- Own your failures and share the credit of your successes.

- Accept that there will always be someone who knows more than you do about certain subjects.

- Work harder than everyone else on the team, no matter your position.

- Adapt to changes as they arise.

- Establish strong communication traits.

- Learn how to effectively delegate tasks.

**8. Win a Prestigious Award in Your Industry**

- There are highly reputable awards handed out in nearly every industry you can think of.

- The job offers special distinctions or even a third-party company.

When it comes to your professional development goals, take some time to decide what is next on your to-do list.

From there, identify the short-term and long-term steps you need to follow that will help you make it a reality.

**3. Organization and Position**

- Employer may test your knowledge of the company.

"Why do you want to work for this company?"

"What do you know about this department?"

- Other general questions regarding the company or the job.

"What is your geographic preference?"

"Are you willing to relocate?"

**4. Candidate Questions**

- Your chance to ask questions about job

"What type of on the job training do you provide?"

"What makes your company different from its competitors?"

**5. Close and Follow-Up**

- Find out who makes next move

- Thank the interview for their time

- Evaluate your performance

- Send a thank you note within 24 hours

**STAR Technique**

**Situation** – describe the situation, problem, or issue that you encountered.

- Describe relevant work situations academic projects or volunteer work but depending on the amount of directly transferable experience you have.

- It's also imperative to talk about a specific instance rather than your general responsibilities.

- !!You should spend the least amount of time on this part of your answer as interviewers are more concerned with the actions you took and results you got!!

- Share the right amount of relevant detail by identifying the two or three most important pieces of information necessary to give the interviewer enough context about the situation.



**Example:** “In my last role as lead designer, there was a point in time when my team was short-staffed and facing a significant backlog of work. The account managers were setting unrealistic deadlines, which was causing stress for my team and affecting morale.”

**Task** – describe the tasks/responsibilities you took on to help solve the problem.

- This section requires a minimal amount of time similar to the situation component.
- Again, consider just one or two points that best illustrate the task you needed to complete.

**Example:** “As a team leader, it was my role not only to ensure my team met our deadlines but also to communicate bandwidth to other departments and keep my team motivated.”

**Action** – discuss the steps you actually took to effect a solution.

- This part of your answer requires the most in-depth description as this is what largely indicates your fitness for a role.
- Identify and discuss a few of the most impactful steps you took to find success.
- It’s a common pitfall to use the word “we” to describe how you achieved your goals during an interview.
- In any case, it’s important to focus on what you did in the situation. It can be helpful to remember that the employer’s intention is to hire you for the role rather than your team,
- So use “I” to highlight your particular contributions.

**Example:** “I set up a formal creative request process including project timeline estimates to set better expectations. I scheduled weekly meetings with account managers to discuss my team’s bandwidth and share progress updates. I also kept my team informed of the new processes, so they could have some peace of mind knowing the issues were being addressed.”

**Result** – describe the positive results of your actions.

- What was the outcome you reached through your actions?

- You should spend only slightly less time discussing the results than your actions.
- Decide what the two to three most impressive results were and talk about these.
- Quantify your success or provide concrete examples of the effects of your efforts if possible. In addition, discuss what you learned, how you grew and why you’re a stronger employee because of the experience.

**Example:** “By providing more transparency into my team’s processes and setting better expectations with the account managers, we were able to re-prioritize the design team’s to-do list and complete everything in our backlog. I took these learnings, continued to apply this structure and as a result, in the following quarter, we shortened our average project timeline by two days. I also learned just how important it is to communicate clearly across teams.”





## Session 3 : Body Language

Body language: do's and don'ts

### DOs

- Firm handshake
- Eye contact
- Smile!
- Open posture
- Relaxed, but alert
- Look neat & professional
- Adopt appropriate dress code
- Listen actively – 'head nods'
- Sit in the right seat
- Go to the WC beforehand!



### DON'Ts

- Limp/clammy handshake
- Bring in carrier bags/clutter
- Wear jeans
- Look down
- Cross arms
- Flop into chair
- Wave arms
- Stare out of window
- Shake with nerves
- Adopt a threatening posture

## Interview Process - Sample Structure

- Introductions – process explained by interviewer
- Warm up questions
- CV/application form questions
- Questions based on selection criteria – “probing”
- Questions from candidate
- Summing up – next steps

## Sample questions

- Why do you want a career in this area?
- Which of your achievements/ideas do you feel most proud of? What was your contribution?
- What do you see as the most significant personal challenge for you in this career?
- What will you have to learn or develop to be successful?
- When have you had to think through a complex problem, which involved analysing data, developing options and implementing a solution (outside academic work where possible)?

## Typical Questions

- About you
  - Tell me about yourself - Bring me up to date with your CV?
  - Why did you choose that particular degree programme?
  - What experience have you had that is relevant to this post?
  - What would you consider your major achievements to date?
- About the job
  - What interests you about this job?
  - What do you know about this organisation?
  - What other options are you considering?
  - How do you see your career developing – 5 years?
  - If you were Head of Department, what would be your priorities?

## Competency-based Interviews

- Company identifies key skills required for job
- Designs questions to elicit evidence of skills
- Emphasis on past behavior as predictor of success
- **Teamwork: Describe a team project you worked on:**
  - What problems arose? How did you deal with them?



**Communication Skills:**

Describe situation when you had to persuade others to support your view. Give an example of any reports you’ve written which illustrate your writing skills

- Interpersonal skills: What kinds of people do you find it difficult to work with? How do you handle those situations?
- Taking Responsibility: Describe a time when you took responsibility to achieve a challenging goal.
- Problem-Solving: Tell about a time when you had several tasks to manage at one time with conflicting deadlines.

**Matching Skills to Requirements**

**Employer needs**

Communication  
Team work  
Leadership  
Initiative  
Customer Care  
IT  
Commercial awareness

**Your evidence**

Presentation to class  
Example from Coop  
Class rep, Committee  
Fundraising for charity  
Working in Supergun  
Designed website  
Business pages

**Session 4 : Answering Questions**

**Exercise:** listen carefully and answer the question



**1. Pay attention**

This might be common sense, and you may think that you are paying attention, but you might be taken aback when you try to recollect your conversation, and you are missing big chunks of what the person said. Active listening requires paying close attention to what people are saying to you, consisting of focusing on the present, making regular eye contact, and allowing a «wait time» before issuing a response. This can go a long way toward becoming a superior active listener.

**2. Make sure to clarify**

- If you missed something your friend or colleague said, there is nothing wrong with requesting clarification.
- It shows you are engaged and interested. So, you could say something like, «Just to be clear» or «Are you talking about [topic]?»

**3. Be open**

- Be it a discussion over how an assignment should be completed or a conversation as to why a certain employee was fired, it is also crucial to maintain an open mind when you are talking.
- You always need to understand someone else’s point of view when you are improving your communication and interpersonal skills. Don’t interrupt, let the other person finish, and withhold any criticisms until it is your turn to talk. This gives you a chance to better process the information.



#### 4. Ask open-ended questions

«What do you think about that?» or «What was their response?» are some of the different open-ended questions you could ask throughout your conversation. Like clarification, the open-ended inquiry can accomplish various objectives in your quest to be the best active listener, especially trying to show that you are interested.

#### 5. Be self-aware

- Whether it is talking incessantly or repeating the same information over and over again, you likely possess multiple aspects of communication that can make it challenging to speak to you.

- That said, by grasping your personal type of communication, you could potentially use these as examples to resolve your own listening issues.

#### 6. Don't be defensive

- A common problem in a competitive workplace is that, particularly when people are trying to one-up the other person, they prepare for a rebuttal.

- They are not listening to the other person finishing a thought or opinion, but rather coming up with a rebuttal.

- It is best to avoid this, since you might be missing out on pertinent information.

#### 7. Be conscious of your body language while listening

- That said, it is crucial to monitor your body language, like occasionally nodding, keeping a straight posture and smiling when the moment calls for it.

- Likewise, please pay attention to the other person's body language to ensure he or she is not giving off negative vibes.

#### 8. Disclose similar situations

- You want to showcase that you are listening by disclosing a relevant situation that happened to you.

- This highlights your understanding & shows you want to get to a positive result.

#### 9. Paraphrase for confirmation

- There is putting words in someone's mouth, and there is paraphrasing to confirm what he or she is saying.

- This is a typical go-to strategy when you want to engage in a conversation actively and better understand what is being shared by that person.

- The tactic also demonstrates any concerns you may have and manufactures a sense of empathy.

#### 10. Be honest

- Do you think lying or telling the other person what you think they want to hear is the best way to actively communicate? Most certainly not.

- Respectfully express yourself honestly and respectfully.

**Exercise:** seek clarification if necessary

**Exercise:** have evidence to support claims

**Exercise:** talk about your PERSONAL contributions

**Exercise:** describe positive outcomes

**Exercise:** Use the STAR Method:

- Situation (10%)
- Task (10%)
- Action (70%)
- Result (10%)

### Preparation and positive attitude

**Exercise:** Make a strong first impression: smile, firm handshake, confident body language

**Exercise:** Speak slowly and clearly

**Exercise:** Be sure of your strengths & how they apply to the job

**Exercise:** Be interested and enthusiastic

**Exercise:** Leave positively: thank the interviewer

**Exercise:** Be succinct, but avoid yes/no answers

### Interview Rating Scale

- Rating: 0-5; 0=no response; 5=excellent

- Selection Criteria

- Intelligence – Academic performance, Questions
- Responsibility – Work roles, external activities
- Appearance & poise – First impressions
- Interpersonal relations – Interests, team-roles
- Integrity – no inconsistencies
- Self-confidence – Relaxed manner, responsible
- Communication skills – Articulate, coherent, grammar, responsive
- Interests – External interests, involvement
- Leadership potential – Elective offices, initiative
- Interviewing skills – Logical thinking, knows priorities



## The five most important factors interviewers considered when hiring

Work experience (36%)  
 First impressions of the candidate (24%)  
 Education (12%)  
 Professional qualifications (10%)  
 References (9%)

## What creates a bad impression

Poor personal appearance  
 Negative attitude – evasive, using excuses  
 Lack of interest and enthusiasm  
 Lack of preparation  
 Poor knowledge of role  
 Failure to give concrete examples of skills  
 Over emphasis on money/rewards  
 Lack of career plan



## Who would you hire?



## Tips Regarding Attire (Women)

A suit or dress is preferable  
 Skirts should meet at the top of the knee or longer  
 The amount of jewelry should be minimized  
 Make-up should be light  
 Avoid perfumes and scented powders







## After an interview...

- Exercise: Review your performance critically - what went well or not so well?
- Make some notes
- Ask for feedback
- Don't get discouraged – treat each interview as a chance to develop skills.

*Good luck and have fun!*

## Topic 4 Interview Skills

Interviews are your chance to sell your skills and abilities. They also give you a chance to find out if the job and company are right for you.

With each job interview, you are meeting new people, selling yourself and your skills, and often getting the third degree about what you know or don't know. And, you need to stay upbeat and enthusiastic through it all.

The more time you take in advance to get ready, the more comfortable you'll feel during the actual interview.

### 30+ Stats on the Importance of Developing Strong Communication Skills

7% of communication is verbal, 38% is the tone and inflection, and a staggering 55% is body language ([Hailo](#))

Over 80% of Americans think that employee communication is a key factor in creating trust with their employers ([Slideshare](#))

81% of recruiters identify interpersonal skills as important ([mba.com](#))

However, more than 60% of employers say that applicants are not demonstrating sufficient communication and interpersonal skills to be considered for jobs ([Business Time](#))

57% of recruiters say interpersonal skills will grow in demand over the next five years ([mba.com](#))

98% of top salespeople identify relationships as the most important factor in generating new business ([Salesforce](#))

More than 90% of employees would rather hear bad news than no news ([Jostle](#))

69% list strong communication skills as a reason they are confident in hiring graduates from business school ([mba.com](#))



According to the National Association of Colleges and Employers, 73.4% of employers want a candidate with strong written communication skills (Inc.)

Companies lose on average \$62.4 million per year because of inadequate communication to and between employees ([SHRM](#))

57% of employees report not being given clear directions ([HR Technologist](#))

69% of managers are not comfortable communicating with employees ([HR Technologist](#))

Only 19% of organizations say they are “very effective” at developing leaders ([Infopro Learning](#))

82% of employees don’t trust their boss to tell the truth ([Forbes](#))

85% of employees say they’re most motivated when management offers regular updates on company news ([Trade Press Services](#))

70% of all organizational communication emanates through the grapevine ([Chron](#))

63% of millennials feel their leadership skills are not being developed ([HRPA](#))

56% of employees believe managers need to adapt their skills to manage a remote workforce ([PowWowNow](#))

77% of employers say that soft skills are just as important as hard skills ([Hailo](#))

41% of leaders are not able to gather appropriate information quickly. As a consequence, 40% are not able to make timely and deliberate decisions ([PwC](#))

69% of managers fail to organize communication with their employees ([Rallyware](#))

37% of managers are uncomfortable having to give direct feedback about their employees’ performance if they think the employee might respond negatively to the feedback ([Harvard Business Review](#))

Communicating well is the one critical skill that 91% of 1,000 employees in a recent Interact/Harris Poll said their leaders lack (Inc.)

Around a quarter of employees think email is a major productivity killer ([Bluesource](#))

Employees feel a communication divide could have serious business implications, including low staff morale (61%), confusion for the company’s clients or customers (60%), and loss of business (31%) ([HR Magazine](#))

74% of workers would like their company to let them [work from home](#) more frequently as a result of COVID-19 ([Robert Half](#))

28 % of employees report poor communication as the primary cause of failing to deliver a project within its original time frame, according to a survey by the Computing Technology Industry Association ([Bluesource](#))



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