

4. Persuasion Skills

Persuasion skills are an important tool for employees in every industry. The ability to influence others, present effective arguments and prompt others to act is a valuable asset that can be beneficial in a range of workplaces.

Persuasion is the process of convincing someone else to carry out an action or agree with an idea. In the workplace, persuasion is used to sell products, recruit team members and increase productivity. An employee with strong persuasion skills can influence others to perform well and succeed.

Activity- Snakes and ladder

Purpose

In this team building exercise, students work together to complete a task. It requires concentration, planning and fast execution. Here, the decisions made by one team can affect the performance of another so planning has to be dynamic as the changing environment. This exercise is ideal to train people on quick decision making, leadership, persuasion skills and team work.



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Activity

This exercise helps students to brainstorm how to cross sell products. It focuses on a random set of products so it is rather creative to see what marketing strategies students can come up with. The key point to make in this exercise is that any two products can be related to each other and this can be used as material for marketing and cross selling.

Objective

Cross sell a pair of products while thinking of marketing strategy and advertisement approach.

What You Need

Small blank cards.

Setup

- Make the cards available to all students.
- Explain that in this exercise, students will get to learn how to cross sell.
- First they would need to select a number of products. If the delegates are from the same organisation, they should select their own products. If not, they can select any product though you can choose to limit the set to bias the exercise based on your training needs.
- Ask the students to pick around 20 products together. For example, if you have 8 delegates, each delegate should pick three cards and write the name of one product on each. The teacher will end up with 24 products in this case.
- Allow one minute for this.
- Collect all the cards and check for duplicates. Ask the students to add more products if needed.
- Keep the pile of cards (master pile).
- Now, give one card to each student. Ask students to pair up with another person at random. If you have an odd number of students use a group of three.
- Ask the groups to relate their products with an aim to cross sell them. How would they market the products together? How can one product be used to support the sale of the other? What advertisement strategies would they employ?

Allow 15 minutes for this part.

- Collect half the cards and put them aside.
- Give a fresh card from your master pile to each person who doesn't currently have a card.
- Now ask the students to repeat the exercise. Encourage students to talk to a different person than they did in the first round.
- Ask students their experiences one by one and explain what was most interesting about what they went through in this exercise?

Allocate about 15 minutes for this part.

- Follow with a discussion to wrap up a number of grand conclusions or actions.
- Timing
- Explaining the Exercise: 2 minutes

Activity: 3 min selecting a unique set of products + (15 min cross selling * n rounds) + 15 minutes sharing experiences = 48 minutes for two rounds

Group Feedback: 5 minutes

Summary :

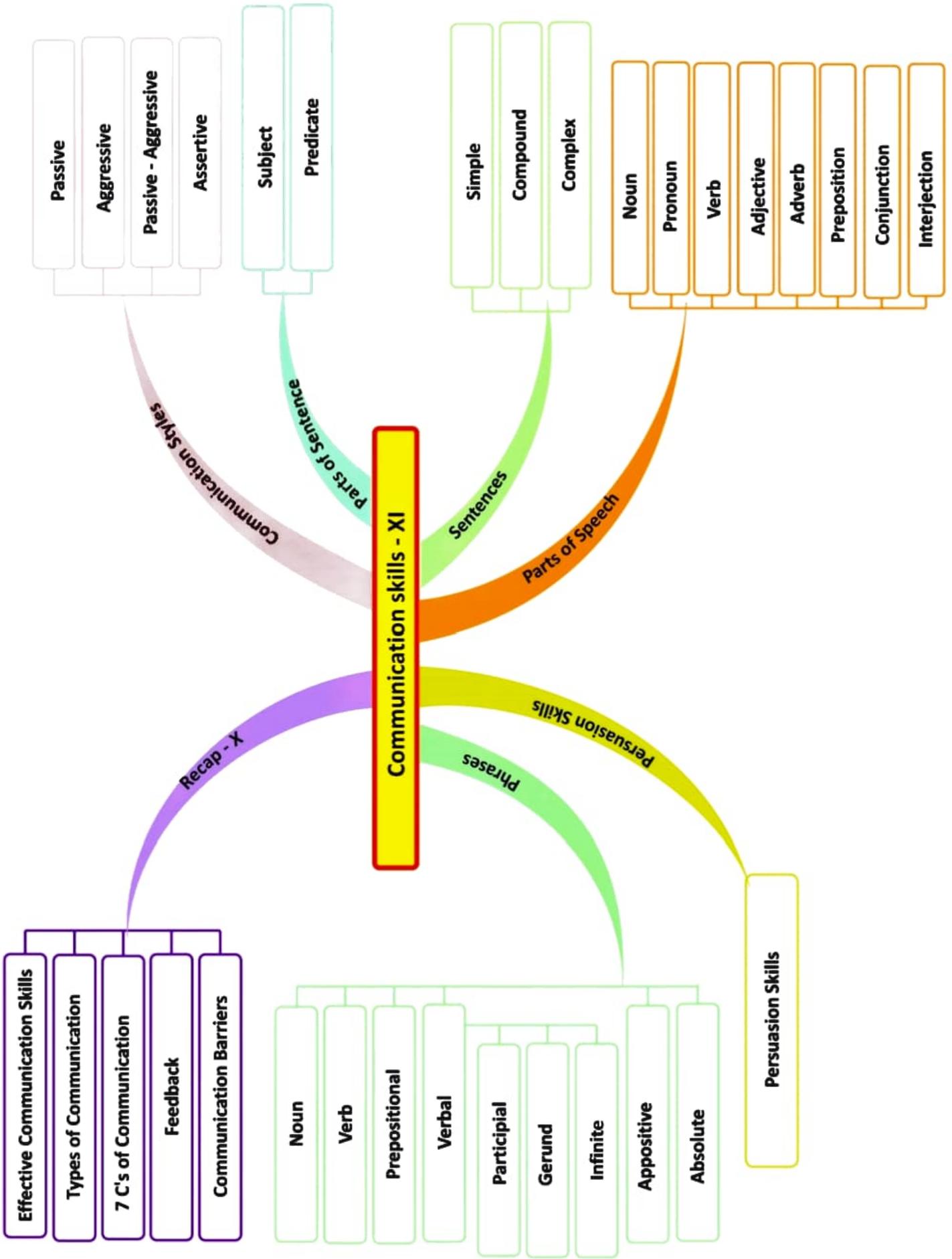
A classroom environment relies heavily on the quality of communication taking place within it. As an instructor, taking steps towards improving the communication skills of your students will contribute positively towards your classroom climate. Students with effective communication skills will be more likely to contribute to class discussions, will be more productive members in group projects, and will ultimately gain more from their experience in the class. Learning and practicing writing skills help students to handle professional and social tensions.

References

- : Google
- : You tube
- : British council Library



Communication skills - XI



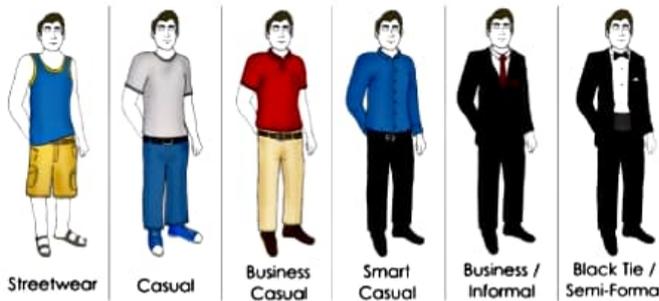


The basic and important aspect of self - management is physical appearance, grooming, mannerisms and etiquettes of a person. This creates first image in the mind of people about others.

1. Impressive Appearance and Grooming

Impressive appearance and well-groomed behaviour reflect our preparedness to handle the world around us. God has blessed us with this beautiful life and our body. It is our utmost responsibility to respect the almighty by keeping and presenting our body in best of shape. It all starts with oneself. You give respect and care to yourself; others will also give importance to you. Let's look at the meaning of impressive appearance and grooming. Impressive appearance means having the ability to impress the mind, arousing admiration, awe, respect for the way someone looks or carries oneself. Grooming refers to the things people do to keep themselves neat and presentable. Proper grooming and impressive appearance are important to gain not just positive impression but also respect in the society.

1.1. Importance of dressing appropriately, looking decent and positive body language



Dressing appropriately, looking decent and positive body language all create a positive first impression. Dressing appropriately reflects the role that one plays. As a student studying in school, one is supposed to wear neat and ironed school uniform. Same uniform will be inappropriate if worn in a party or during family picnic or in swimming pool. When

one dresses appropriately and keeps oneself neat, he/she conforms to generally acceptable standards of respectable and decent looks. Looks, gestures and postures comprise body language. A positive body language uses respectful, decent, non-offensive and appropriate expressions and body movements.

Following points highlight the importance of dressing appropriately, looking decent and positive body language.

- Promotes self-respect
- Boosts self-confidence
- It's a step to overall improvement
- It shows your attention to detail
- Every expression leaves an impression
- Your attire speaks before your words
- Draws the right kind of attention and sends the right message

1.2 Personal grooming checklist

We have already seen the importance of well-groomed individuals. Following is the personal grooming checklist that you should strictly follow.

- Maintaining health by seeing a doctor when necessary.
- Maintaining health by eating well-balanced diet.
- Maintaining health by using good posture.
- Bathing or shower every day.
- Shampooing the hair regularly.
- Styling hair in a neat (away from my face and off my collar) manner.
- Brushing teeth regularly (at least twice daily).
- Trimming fingernails and keeping them clean.
- Wearing properly fitted clothes.
- Donning clean and ironed clothes.
- Changing socks and stockings daily to reduce foot odour.
- Avoiding wearing jewelry or perfume with uniform.

2. Self-Exploration Techniques

Every now and then we examine and analyze the goals we want to achieve in life and the necessary resources we need to realize them. Self-exploration refers to knowing one's potential by examining and analyzing intellectual and spiritual capacities. Self-exploration helps develop a clear understanding of self-interests, attitudes, skills, wants and needs, which guide you to choose your profession for life. It also helps in identifying the goal of life that we wish to pursue. Self-exploration journey is as beautiful as its destination. Following approaches may help people self-explore.

"Knowing yourself is the beginning of all wisdom."

~Aristotle



- **Learning**
Formal / Informal/ Self-directed learning leads to acquiring some skills. Out of the learnt skills some skills may be preferred skills, and may guide us shape our career. An attitude of continuous learning helps us to update ourselves with the required skill set that keeps changing with the time.
- **Career Counsellor / computerized career information systems**
Career counsellor and career information systems can help one with information on courses and the outcome of the courses.
- **Self-reflection/ Inquiry**
This is a thoughtful process where people discover themselves through reflection on past experiences and patterns of their own behaviour.
- **Feedback**
Peers, family and mentors provide us with genuine feedback which help us identify our hidden talents and strengths.

3. Team Work Skills

Team refers to a group of people who have complementary skills and work towards a common goal. Common examples around us are of cricket team, volleyball team, team of doctors and nurses. Teams result in higher productivity. Teams are very useful in performing work that is complicated, complex, interrelated, and /or more voluminous than one person can handle.

3.1 Important factors that influence team building

Following are the factors which influence team building:

- **Work Team Structure**
It includes goals and objectives, operating guidelines, performance measures, and role specification.
- **Work Team Process**
Work team competitiveness and cooperative behaviour need to be considered while building a team.
- **Diversity**
Diversity influences team building as well as effectiveness. Diversity shall be ensured in gender, background and competencies. Diverse team also ensures creativity.



3.2 Factors influencing team work

Following factors may influence team work.

- **Team norms**
Team norms is the standards or rules that govern the performance of the group members. These rules can be written or unwritten.
- **Team cohesion**
Bonding between the group members will come easily and together they contribute to the larger goal.
- **Social loafing**
Social loafing or free riding occurs when one or more group members rely on the efforts of other group members and fail to contribute their time and effort. Identifying individual contribution can help nullify the effect of free riding.
- **Loss of individuality**
It is a social process in which individual group members lose self-awareness and its accompanying sense of accountability, inhibition and responsibility for individual behaviour.

4. Time Management Strategies and Techniques

Time management is the process of planning and exercising control of time spent on various activities to increase efficiency and effectiveness. Time as a resource is the same for everyone. It is up-to us to make the best use of this resource.

Following are the set of activities we need to take up for time management

- **Setting and prioritizing goals**
We have option to steer our life or to let it run on its own. If we take charge of our life and our goals, we will be able to lead a meaningful life. For leading a successful life, we should create our targets and aims. This can only be achieved if we are able to set and prioritize our daily activities, which shall be aligned to our goals.

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- **Creating a schedule**
Creating a schedule instills discipline and punctuality and ensure efficient utilization of our time.
- **Making lists of tasks**
This should be our first to-do thing every morning. List of tasks shall be prioritized for making our day worthwhile.
- **Balancing work and leisure**
Work is important and equally important is leisure activity to help us unwind and recharge for the important tasks.
- **Breaking large tasks into smaller tasks**
We should break large tasks into smaller ones. Smaller tasks can be finished in lesser time. When we will finish few small tasks, we feel motivated to complete others too.

