

# Communication Skills for Tourism

**Semester II**

**Subject Code: 18MTT24C**

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# **UNIT - II**

# ORAL COMMUNICATION

## INTRODUCTION TO ORAL COMMUNICATION:

- ❖ The word communication is derived from a Latin word meaning “to share”.
- ❖ Communication can be defined as “purposefully and actively exchanging information between two or more people to convey or receive the intended meanings through a shared of signs and (symbols)”
- ❖ Oral communication is communication by speaking rather than in some other way.
- ❖ Learn more about the types and benefits of oral communication, and find out how you can improve your own oral communication abilities.

## ADVANTAGES

- ▶ There is high level of understanding and transparency in oral communication as it is interpersonal.
- ▶ There is no element of rigidity in oral communication.
- ▶ There is flexibility for allowing changes in the decisions previously taken.
- ▶ The feedback is spontaneous in case of oral communication. Thus, decisions can be made quickly without any delay.
- ▶ Oral communication is not only time saving, but it also saves upon money and efforts.
- ▶ Oral communication is best in case of problem resolution.
- ▶ Oral communication is an essential for teamwork and group energy.

## **DISADVANTAGES:**

- ▶ Relying only on oral communication may not be sufficient as business communication is formal and very organized.
- ▶ Oral communication is less authentic than written communication as they are informal and not as organized as written communication.
- ▶ Oral communication is time-saving as far as daily interactions are concerned, but in case of meetings, long speeches consume lot of time and are unproductive at times.
- ▶ Oral communications are not easy to maintain and thus they are unsteady.
- ▶ There may be misunderstandings as the information is not complete and may lack essentials.
- ▶ It requires attentiveness and great receptivity on part of the receivers/audience.

## ESSENTIALS OF EFFECTIVE COMMUNICATION

- ▶ Clear pronunciation
- ▶ Brevity
- ▶ Precision
- ▶ Conviction
- ▶ Logical sequence
- ▶ Appropriate word choice
- ▶ Avoid hackneyed phrases & clichés
- ▶ Natural voice
- ▶ Finding the right register

## **TYPES OF ORAL COMMUNICATION**

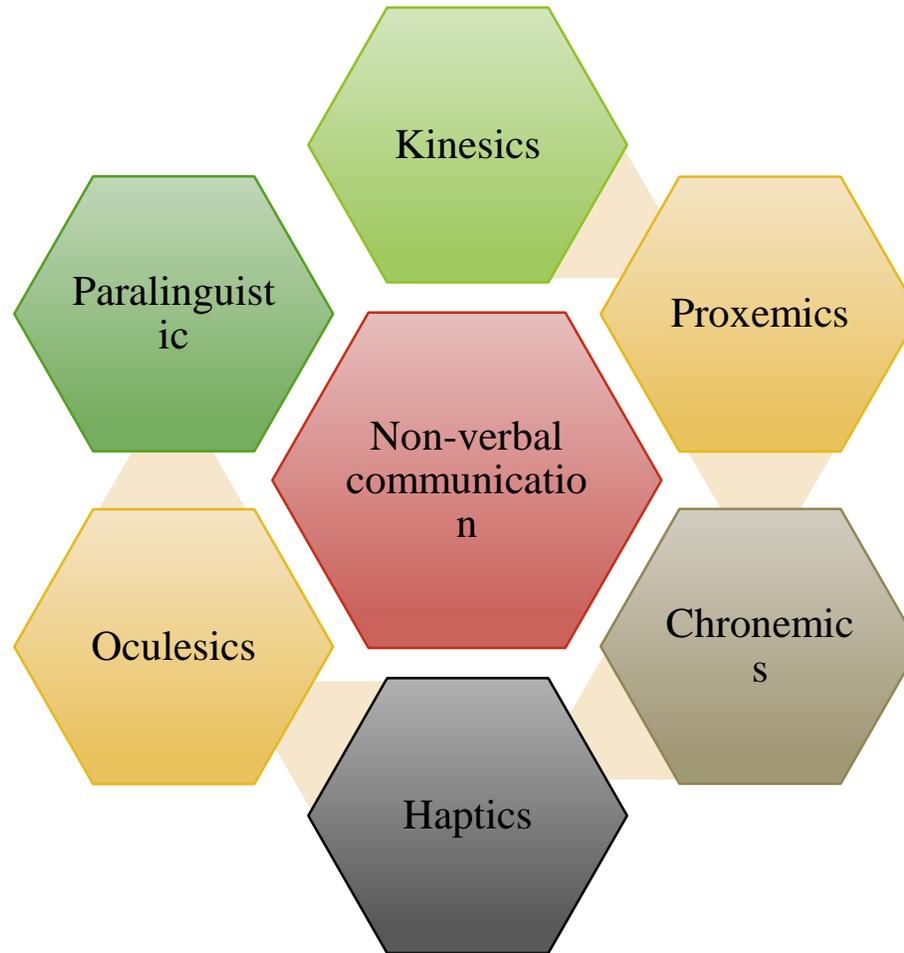
- ▶ Face to face
- ▶ Video conferencing
- ▶ Telephone
- ▶ Active-passive communication
- ▶ Interviews
- ▶ Group discussion
- ▶ Presentations
- ▶ Grapevine

## PARALINGUISTIC FEATURES

### INTRODUCTION

- ▶ Component of non verbal communication.
- ▶ Includes intentional and unintentional non verbal messages.
- ▶ It may be – complementary, unconscious and learned.
- ▶ They are the aspects of spoken communication that do not involve words.
- ▶ Study of the non verbal cues and signals of the voice.

# COMPONENTS OF NON-VERBAL COMMUNICATION



## **CUES OF PARALINGUISTICS:**

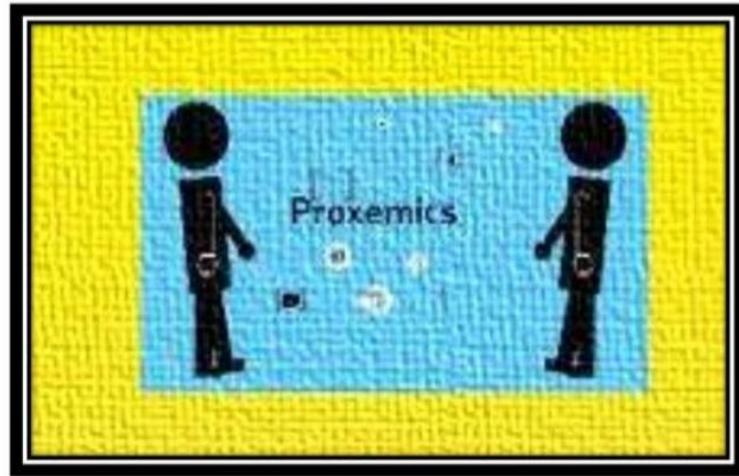
- ▶ Volume of voice
- ▶ Speed of voice
- ▶ Intonation
- ▶ Tone
- ▶ Pronunciation
- ▶ Articulation
- ▶ Pause
- ▶ Punctuation marks

## **FEATURES OF PARALINGUISTICS:**

- ▶ Body language
- ▶ Gestures
- ▶ Facial expressions
- ▶ Tone and
- ▶ Pitch of voice
- ▶ Are all examples of paralinguistic features. Paralinguistic features of language are extremely important as they can change message completely.

## DEFINITION

- ▶ Proxemics is the study of space and how we use it, how it makes us feel more or less comfortable, and how we arrange objects and ourselves in relation to space.



## Core Concepts and Assumptions

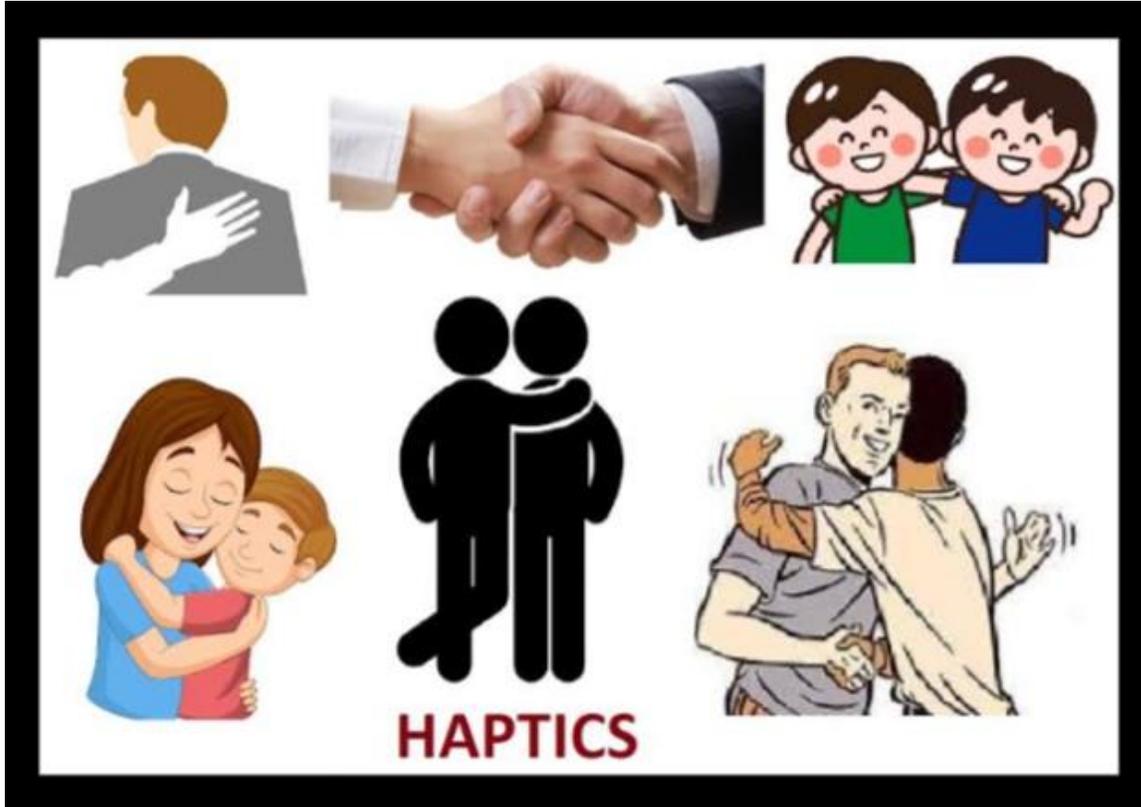
- ▶ 1. There are four types of distances people keep: intimate (0 to 18 inches), personal (18 inches to 4 feet), social (4 to 10 feet), and public (over 10 feet).
- ▶ 2. The distances outlined are those deliberately chosen by individuals. Forced closeness doesn't factor in proxemics.
- ▶ 3. Proxemics behaviour is learned mostly from observing others rather than from explicit instruction, which is why personal distance and physical contact varies by culture.
- ▶ 4. The physical distance between communicators indicates the type of relationship they have. Body angles, touch and eye contact further reveal the familiarity between people.
- ▶ 5. Americans generally prefer 18 inches of personal space.

## Types of Territories

There are four main kinds of territories in proxemics:

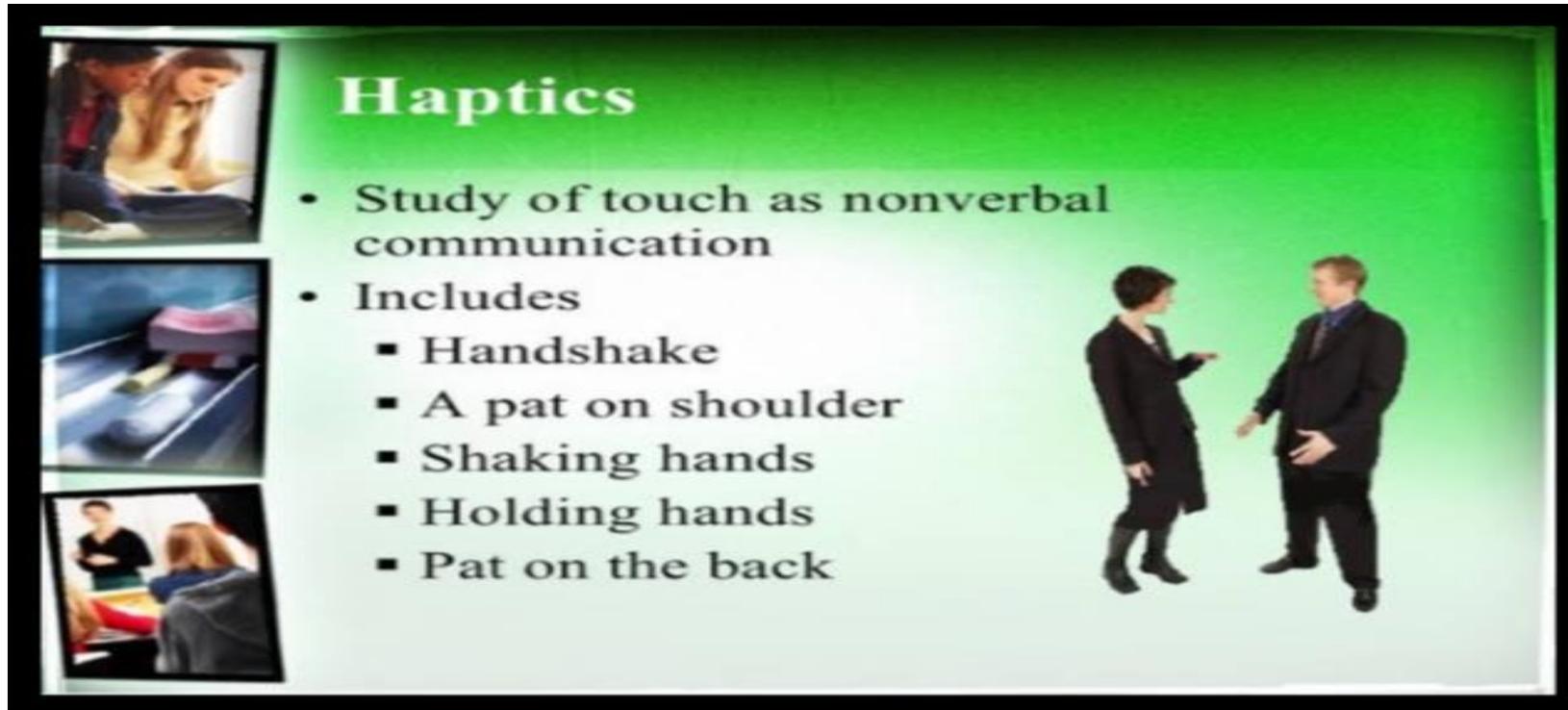
- ▶ 1. **Body Territory** – refers to the personal space, or “bubble,” that one maintains around their person.
- ▶ 2. **Primary Territory** – one’s home, vehicle or other living space.
- ▶ 3. **Secondary Territory** – a structured place where entry is reserved for particular individuals and certain norms are expected, such as a school, office or church.
- ▶ 4. **Public Territory** – an open space where anyone can come and go, such as a park or shopping mall.

# HAPTICS



## DEFINITION

- ▶ Haptic communication is a branch of nonverbal communication that refers to the ways in which people and animals communicate and interact via the sense of touch. Touch is the most sophisticated and intimate of the five senses.



### Haptics

- Study of touch as nonverbal communication
- Includes
  - Handshake
  - A pat on shoulder
  - Shaking hands
  - Holding hands
  - Pat on the back

## Application

- Touch communication is an effective and intimate way to handle and nurture the children. Anything communicated through touch would be more effective compared with other forms of communication as touch involves physical attachment.
- Haptic communication is applied with physically challenged students, where they learn through touch.
- Haptic communication widely used in the field of AI (Artificial Intelligence and Robotics sensor system), This system supports the medical haptic methods in surgical and other applications. In the Entertainment industry, the emergence of haptic methods and the haptic sensor provides adequate support for computing and gaming.



# Importance of Haptics

1. Touch gives us a sense of presence
2. Sensory experience helps us explore the world
3. Haptic feedback makes action possible
4. Touch is essential to emotional connection and wellbeing
5. Your sense of touch is astonishingly acute
6. Hand brushing wheat in a field is the next big thing

# **Group Discussion**

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# What is Group Discussion?

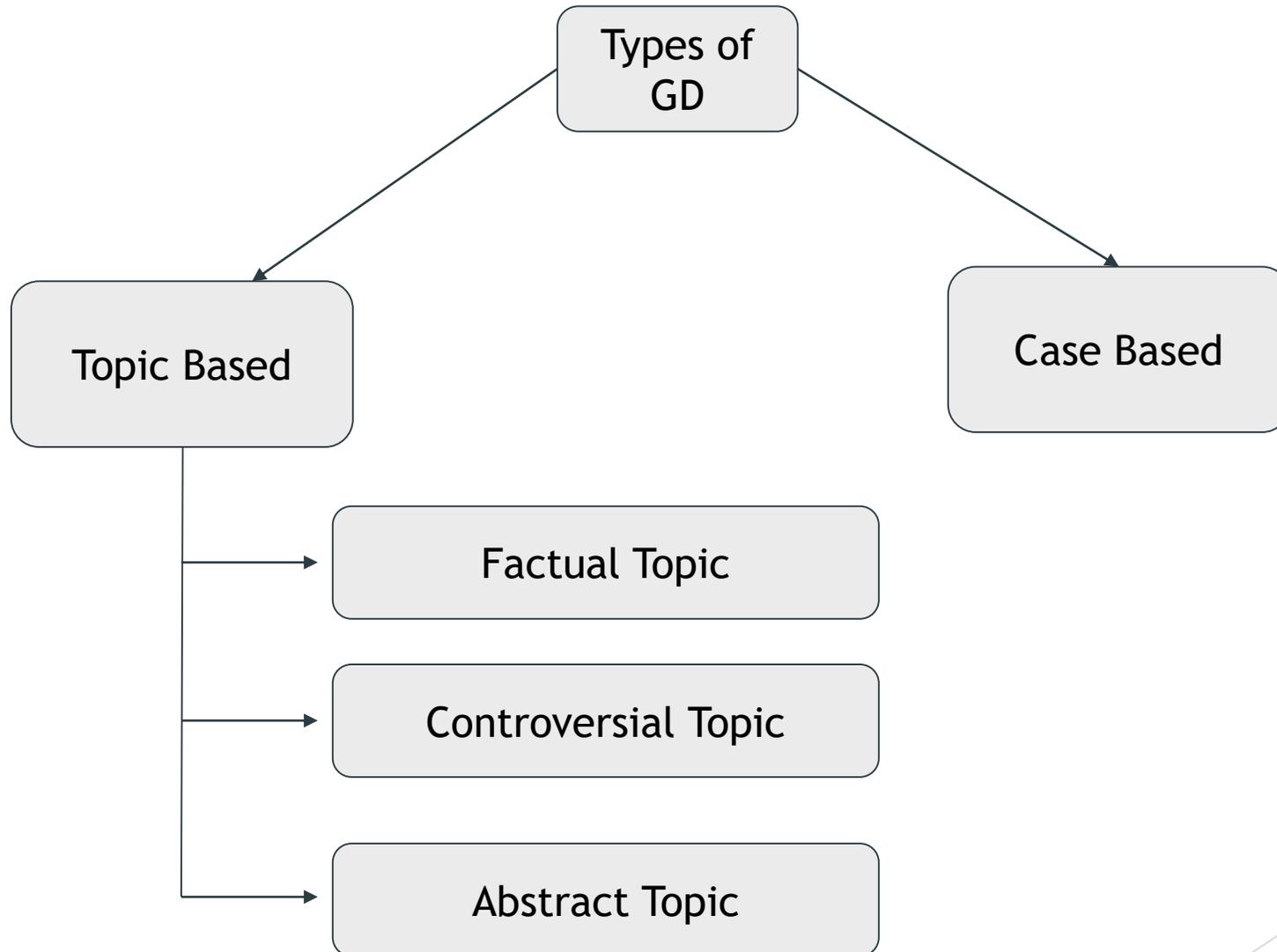
"Group" is a collection of individuals who have regular contact and frequent interaction and who work together to achieve a common set of goals.

"Discussion" is the process whereby two or more people exchange information or ideas in a face-to-face situation to achieve a goal. The goal, or end product, maybe increased knowledge, agreement leading to action, disagreement leading to competition or resolution or perhaps only a clearing of the air or a continuation of the status-quo.

- ★ group of candidates
- ★ having a common desire
- ★ given a topic or situation
- ★ given few minutes to think
- ★ then asked to discuss



# What are the types of Group Discussion?



## Types of Group Discussions

**Factual topics** are about practical things, which an ordinary person is aware of in his day-to-day life. Typically these are about socio-economic topics. These can be current, i.e. they may have been in the news lately, or could be unbound by time. A factual topic for discussion gives a candidate a chance to prove that he is aware of and sensitive to his environment.

E.g. The education policy of India, Tourism in India, State of the aged in the nation.

**Abstract topics** are about intangible things. These topics are not given often for discussion, but their possibility cannot be ruled out. These topics test your lateral thinking and creativity.

E.g. A is an alphabet, Twinkle twinkle little star, The number 10

**Controversial topics** are the ones that are argumentative in nature. They are meant to generate controversy. In GDs where these topics are given for discussion, the noise level is usually high, there may be tempers flying. The idea behind giving a topic like this is to see how much maturity the candidate is displaying by keeping his temper in check, by rationally and logically arguing his point of view without getting personal and emotional.

E.g. Reservations should be removed, Women make better managers

Another variation is the use of a **case** instead of a topic.

The case study tries to simulate a real-life situation. Information about the situation will be given to you and you would be asked as a group to resolve the situation. In the case study there are no incorrect answers or perfect solutions. The objective in the case study is to get you to think about the situation from various angles.

IIM A, IIM Indore and IIT SOM Mumbai have a case-based discussion rather than topic-based discussion in their selection procedures.

# Why Group Discussion?

- ❖ It helps you to understand a subject more deeply.
- ❖ It improves your ability to think critically.
- ❖ It helps in solving a particular problem.
- ❖ It helps the group to make a particular decision.
- ❖ It gives you the chance to hear other students' ideas.
- ❖ It improves your listening skills.
- ❖ It increases your confidence in speaking.
- ❖ It can change your attitudes.

# Processes in Group Discussion

**Prepare**

**Present**

Group Discussion involves two Process

# Skills you require while you Prepare!

**Reading:** This is the first and the most crucial step in preparation. This is a never ending process and the more you read, the better you are in your thoughts. While you may read anything to everything, you must ensure that you are in good touch with current affairs, the debates and hot topics of discussion and also with the latest in the IT and ITES industry.

**Mocks:** Create an informal GD group and meet regularly to discuss and exchange feedback. This is the best way to prepare. This would give you a good idea about your thoughts and how well can you convince. Remember, it is important that you are able to express your thoughts well. The better you perform in these mocks the better would be your chances to perform on the final day.

**Leadership Skills** - Ability to take leadership roles and be able to lead, inspire and carry the team along to help them achieve the group's objectives.

**Communication Skills** - Candidates will be assessed in terms of clarity of thought, expression and aptness of language. One key aspect is listening. It indicates a willingness to accommodate others views.

**Interpersonal Skills** - People skills are an important aspect of any job. They are reflected in the ability to interact with other members of the group in a brief situation. Emotional maturity and balance promotes good interpersonal relationships. The person has to be more people centric and less self-centred.

**Persuasive Skills** - The ability to analyze and persuade others to see the problem from multiple perspectives.

# General Skill Set required...

- Clarity of thought
- Group working skills (especially during a group task of case study discussion)
- Conflict handling
- Listening and probing skills
- Knowledge about the subject and individual point of view
- Ability to create a consensus
- Openness and flexibility towards new ideas
- Data based approach to decision making

# Discussion Etiquettes:

## Do's

- Speak pleasantly and politely to the group.
- Respect the contribution of every speaker.
- Remember that a discussion is not an argument. Learn to disagree politely.
- Think about your contribution before you speak. How best can you answer the question/ contribute to the topic?
- Try to stick to the discussion topic. Don't introduce irrelevant information.
- Be aware of your body language when you are speaking.
- Agree with and acknowledge what you find interesting.

## Don'ts

- Lose your temper. A discussion is not an argument.
- Shout. Use a moderate tone and medium pitch.
- Use too many gestures when you speak. Gestures like finger pointing and table thumping can appear aggressive.
- Dominate the discussion. Confident speakers should allow quieter students a chance to contribute.
- Draw too much on personal experience or anecdote. Although some tutors encourage students to reflect on their own experience, remember not to generalize too much.
- Interrupt. Wait for a speaker to finish what they are saying before you speak.

# **Participation in Meetings & interviews**

## Participating in Meetings

- ▶ A Meeting is when Two or More people together to discuss one or more topics often in a formal or business setting
- ▶ Meeting also occur in a variety of other environments
- ▶ Meeting may occur face to face or virtually as mediated by communication technology such as a telephone conference call skyped call or a video conference

# There are some basics expectations in meetings

## **A clearly defined purpose to your meeting**

- ▶ Ask questions such as why are we meeting? What are we trying to achieve? Meetings can also
- ▶ achieve interpersonal objectives like teambuilding, brain storming or problem solving. Make sure
- ▶ You clearly communicate the meeting purpose well in advance to give attendees time to prepare.

## **Advise people of the meeting in time for them to be able to attend**

- ▶ Lack of planning and sufficient notice can mean important people are missed out of meetings.

## **Set an agenda**

- ▶ An agenda aims to keep discussions on track and to keep everyone focused on the issues.
- ▶ The agenda should be distributed to attendees before the meeting. Stay focused on the topic under discussion.

## **Start and finish on time**

- ▶ Make sure the meeting starts and finishes on time so participants feel that their time is valued and
- ▶ that they can plan for effective meeting participation to fit in with their work load.

## **Manage the participants**

- ▶ It is important that every person feels their attendance and contribution is valued. People must be
- ▶ given the opportunity to express their opinion as well as recognizing they must also listen to others without interruption.

## Tips for meeting attendees

- ▶ respond in a timely manner to requests for agenda items
- ▶ be on time
- ▶ be well prepared:
- ▶ be familiar with the agenda and objectives
- ▶ if uncertain about the purpose or your role, ask beforehand
- ▶ review minutes of previous meeting, if any read or gather background information ahead of time
- ▶ have action items assigned to you at prior meetings completed
- ▶ bring a copy for yourself (and others if appropriate) of the agenda and other materials distributed in advance
- ▶ be concise and to the point
- ▶ participate in a constructive manner, don't interrupt, listen to others and be respectful
- ▶ stay on topic
- ▶ volunteer your time, talent and expertise to get things done
- ▶ be realistic in your availability and ability to carry out action items
- ▶ bring your diary for scheduling future meetings

# Participation in interviews

- ▶ An interview in qualitative research is a conversation where questions are asked to elicit information the interviewer is usually a professional or paid researcher sometimes trained who poses questions to the interviewee in an alternating series of usually brief questions and answers
- ▶ The traditional two-person interview format, sometimes called a one-on-one interview, permits direct questions and follow-ups, which enables an interviewer to better gauge the accuracy and relevance of responses.
- ▶ It is a flexible arrangement in the sense that subsequent questions can be tailored to clarify earlier answers. Further, it eliminates possible distortion due to other parties being present.
- ▶ Face to face interviewing helps both parties to interact and form a connection, and understand the other Further, face to face interview sessions can be more enjoyable

# Important things to remember in interview

- ▶ You worked hard on your resume and job application, and now you are called in for an in-person job interview. You are one step closer to your dream job.
- ▶ It's time to understand how to succeed in the job interview, so that you can actually land the job
- ▶ Dress appropriately
- ▶ Plan out an outfit that fits the culture of the company you are applying for. If the company does not have a dress code, it's a good idea to wear business casual.
- ▶ Leave your shorts and tank top at home, and put on a shirt and a pair of long pants. It's always better to be overdressed than under. Try on your outfit before the interview to make sure that it fits and looks smart.
- ▶ Arrive on time
- ▶ Don't ever arrive at a job interview late! It's best to arrive 15 minutes before the scheduled time in case you have to fill in some paperwork. This also allows you to settle down and check out the dynamics of the office.
- ▶ If you are not familiar with the area in which the company is located, do a test run a week or two before to make sure that you won't get lost. If you are driving, make a note on where you can park your car.

- ▶ Mind your manner
- ▶ Be polite and greet everyone you meet, including people you meet in the elevator. When you enter the interview, offer the interviewer a warm greeting. These first few seconds can make or break your interview.
- ▶ At the end of the interview, don't forget to thank the interviewer for giving you the opportunity for the meeting. When you leave the company, say goodbye to the receptionist.
- ▶ Pay attention to your body language
- ▶ Poor body language such as playing with a pen, chewing gum, slouching, and even brushing back hair, can be a distraction. If you notice you have a tendency to do any of these, train yourself to avoid these bad habits. You can replace them with positive body language that include nodding, eye contact, smiling, and solid posture.
- ▶ Ask insightful questions
- ▶ Most interviewers end an interview by allowing the candidate to ask questions. Regardless of how well you know the company and how thorough the interviewer in telling you about the job, you must ask a few questions. The more insightful your questions are, the more you will impress your interviewer.

# DESIGNING AND DELIVERING PRESENTATIONS

**Presentations** are one of the most visible forms of professional or technical communication you will have to do in your career. Because of that and the nature of being put “on the spot,” presentations are often high pressure situations that make many people anxious. As with the other forms of communication described in this guide, the ability to present well is a skill that can be practiced and honed.



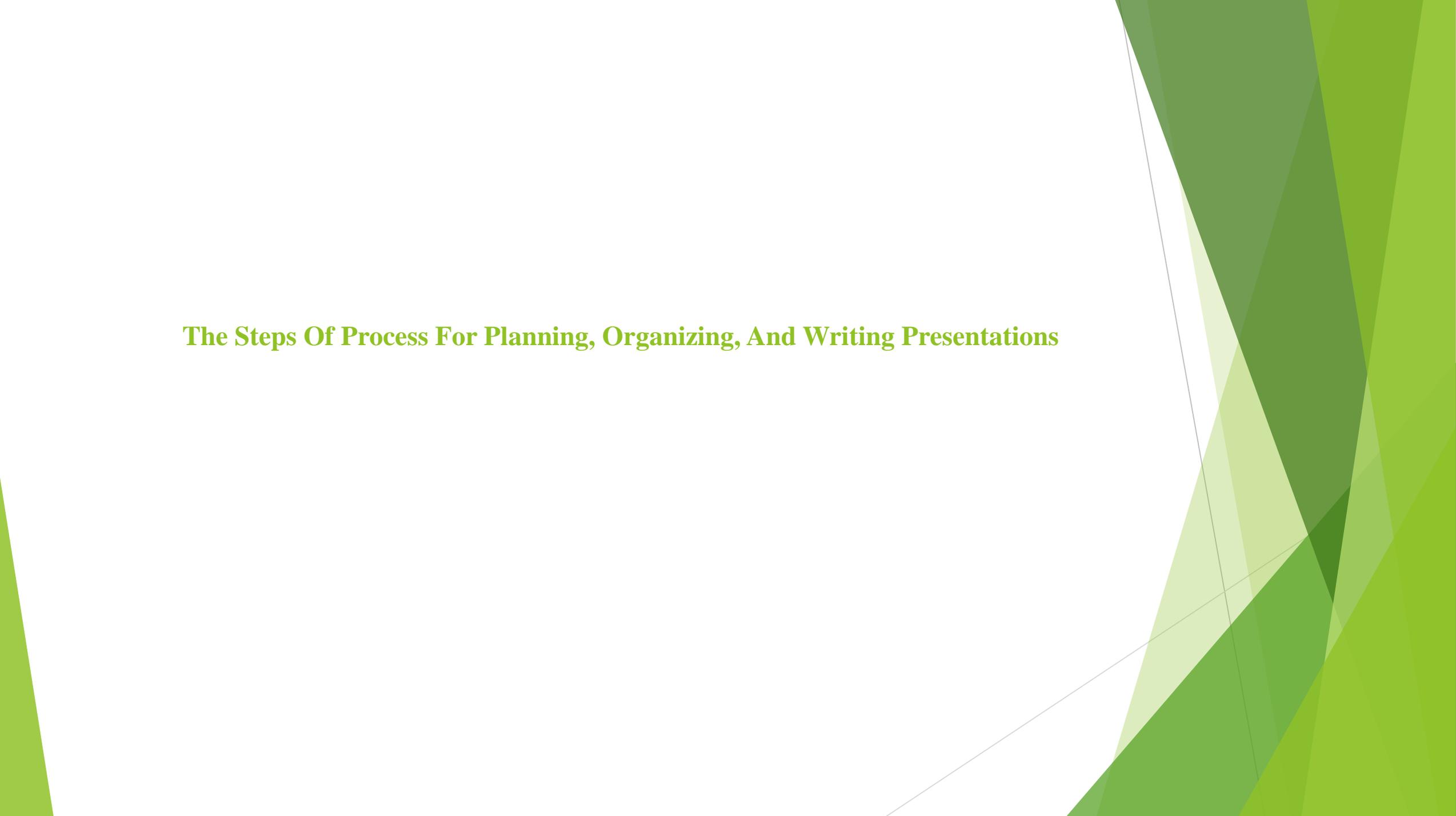
## Presenting Skills

- ▶ studying and practicing.
- ▶ use your voice confidently to communicate
- ▶ delivering information verbally and “physically,”
- ▶ engage your audience
- ▶ practice your presentation skills,
- ▶ put effort into developing these skills.

## PROCESS FOR PLANNING, ORGANIZING, AND WRITING PRESENTATIONS

- ▶ 1: Identify and state the purpose of the presentation.
- ▶ 2: Outline major sections.
- ▶ 3: Draft content.
- ▶ 4: Write presentation notes.
- ▶ 5: Design supporting visuals.

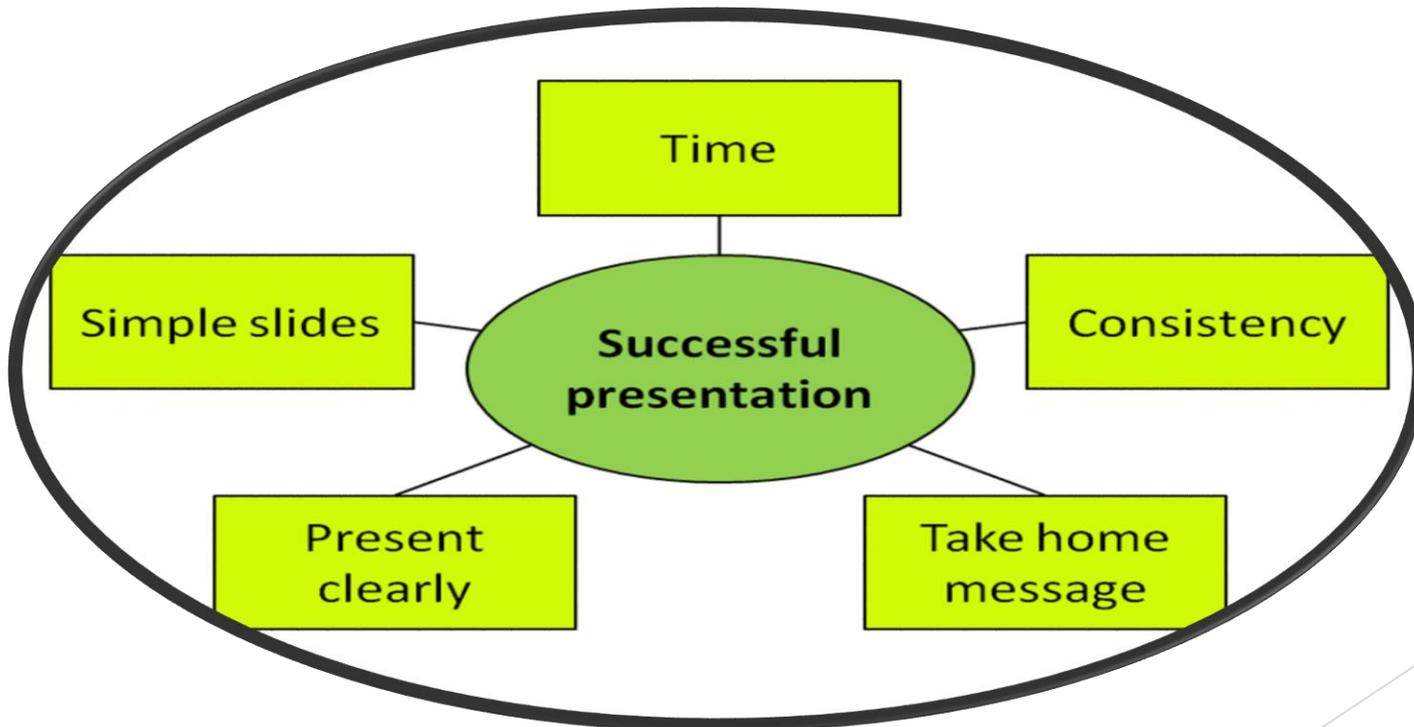


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## **The Steps Of Process For Planning, Organizing, And Writing Presentations**

## THE POINTS OF SUCCESSFUL PRESENTATIONS

- ▶ have a stated purpose and focus;
- ▶ are clearly organized, with a beginning, middle, and end;
- ▶ guide the audience from one idea to the next, clearly explaining how ideas are connected and building on the previous section; and
- ▶ provide multiple ways for the audience to absorb the most important information (aurally and visually).



# CHARACTERISTICS OF A STRONG PRESENTATION STYLE

## Verbal

- ▶ **Volume:** Project your voice appropriately for the room. Make sure everyone can hear easily, but avoid yelling or straining your voice. If using a microphone, test it (if possible), check in with your audience, and be willing to adjust.
- ▶ **Pace:** Don't rush! Many people speak too quickly when they are nervous. Remind yourself to speak clearly and deliberately, with reasonable pauses between phrases and ideas, and enunciate carefully (especially words or concepts that are new to your audience).
- ▶ **Dynamics & tone:** Speak with a natural rise and fall in your voice. Monotone speaking is difficult to listen to, but it is easy to do if you're nervous or reading from a script. Remember that you are speaking to your audience, not at them, and try to use a conversational tone of voice.
- ▶ **Filler words:** Limit the number of "filler" words in your speech—"uh," "um," "like," "you know," "so," etc. These are words that creep in and take up space. You might not be able to eliminate them completely, but with awareness, preparation, and practice, you can keep them from being excessively distracting.

## Non – verbal

- ▶ **Location:** Position yourself where your audience can see you, but do not block their view of the visuals.
- ▶ **Eye contact:** Look at your audience. You should have practiced the presentation enough that you can look up from your notes and make them feel as though you're talking to them.
- ▶ **Posture:** Stand comfortably (do not lean on the wall or podium). Depending on the setting, you might move around during the presentation, but avoid too much swaying or rocking back and forth while standing—stay grounded.
- ▶ **Gestures:** Use natural, conversational gestures; avoid nervous fidgeting (e.g., pulling at clothing, touching face or hair).
- ▶ As you plan and practice a presentation, be aware of time constraints. If you are given a time limit (say, 15 minutes to deliver a presentation in class or 30 minutes for a conference presentation), respect that time limit and plan the right amount of content. As mentioned above, timing must be practiced “live”—without timing yourself, it's difficult to know how long a presentation will actually take to deliver.
- ▶ Finally, remember that presentations are “live” and you need to stay alert and flexible to deal with the unexpected:

- ▶ **Check in with your audience.** Ask questions to make sure everything is working (“Can everyone hear me ok?” or “Can you see the screen if I stand here?”) and be willing to adapt to fix any issues.
- ▶ **Don’t get so locked into a script that you can’t improvise.** You might need to respond to a question, take more time to explain a concept if you see that you’re losing your audience, or move through a planned section more quickly for the sake of time.
- ▶ Have a plan and be able to underscore the main purpose and message of your presentation clearly, even if you end up deviating from the plan.
- ▶ **Expect technical difficulties.** Presentation equipment fails all the time—the slide advancer won’t work, your laptop won’t connect to the podium, a video won’t play, etc.
- ▶ You should do everything you can to avoid this by checking and planning, but if it does, stay calm, try to fix it, and be willing to adjust your plans.
- ▶ You might need to manually advance slides or speak louder to compensate for a faulty microphone.
- ▶ Also, have multiple ways to access your presentation visuals (e.g., opening Google Slides from another machine or having a flash drive).

# DEVELOPING STRONG GROUP PRESENTATIONS

**Group presentations** come with unique challenges. You might be a confident presenter individually, but as a member of a group, you are dealing with different presentation styles and levels of comfort.

## **Transitions and hand-off points.**

- ▶ Be conscious of and plan for smooth transitions between group members as one person takes over the presentation from another.
- ▶ Acknowledge the person who is speaking next
- ▶ Don't spend too much time on transitions

## **Table reads.**

- When the presentation is outlined and written, sit around a table together and talk through the presentation—actually say what you will say during the presentation, but in a more casual way.
- This will help you check the real timing and work through transitions and hand-off points

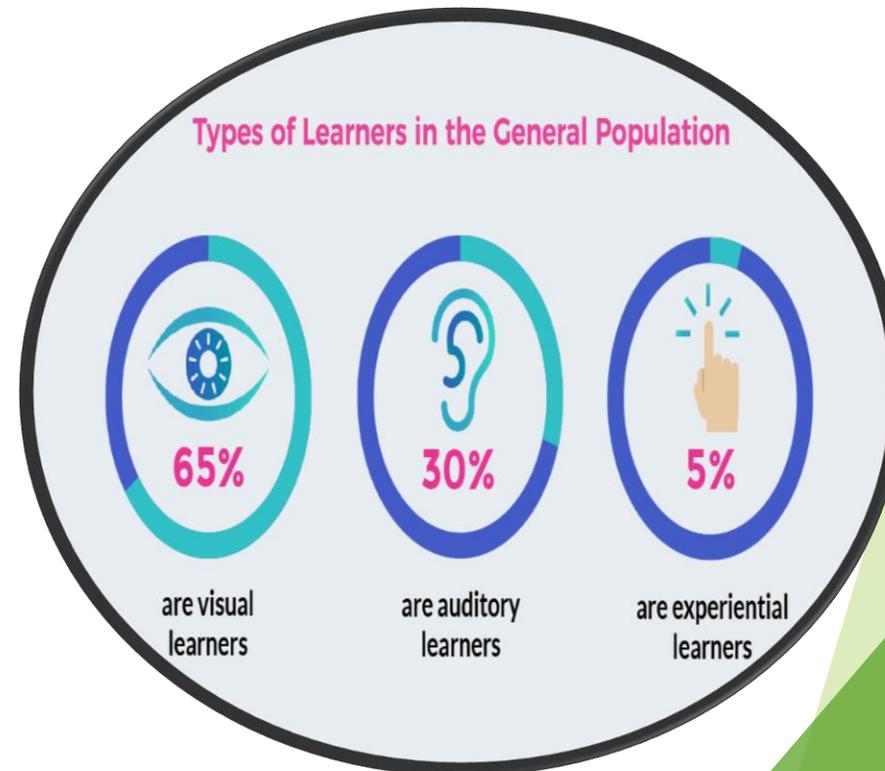
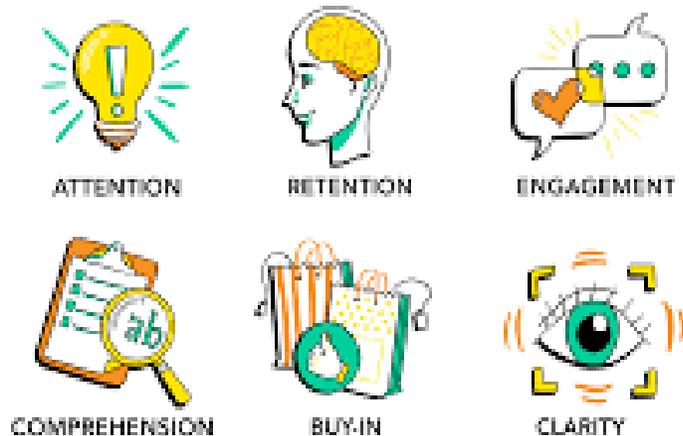
## **Body language.**

- Remember that you are still part of the presentation even when you're not speaking.
- Consider non-verbal communication cues—pay attention to your fellow group members, don't block the visuals, and look alert and interested.

## DESIGNING EFFECTIVE VISUALS

- ▶ **Presentation visuals** (typically slides, but could be videos, props, handouts, etc.) help presenters reinforce important information by giving the audience a way to *see* as well as hear the message.
- ▶ As with all other aspects of presentations, the goal of visuals is to aid your audience's understanding, not overwhelm or distract them. One of the most common ways visuals get distracting is by using too much text.
- ▶ Plan and select visuals aids carefully—don't just put your notes on the screen, but use the visuals to reinforce important information and explain difficult concepts.

### The Power of Visuals



## USEFUL STRATEGIES FOR DESIGNING PROFESSIONAL, EFFECTIVE PRESENTATION SLIDES.

- ▶ **Write concise text.** Minimize the amount of reading you ask your audience to do by using only meaningful keywords, essential data and information, and short phrases
- ▶ **Use meaningful titles.** The title should reveal the purpose of the slide.
- ▶ **Use images and graphics.** Wherever possible, replace wordy descriptions with visuals.
- ▶ **Keep design consistent.** The visual style of the slides should be cohesive. Use the same fonts, colors, borders, backgrounds for similar
- ▶ **Use appropriate contrast.** Pay attention to how easy it is to see elements on the screen. Whatever colors you choose, backgrounds and overlaid text need to be some version of light/dark.
- ▶ **Avoid positioning text** over a patterned or “busy” background—it is easy for the text to get lost and become unreadable.
- ▶ Know that what looks ok on your computer screen might not be as clear when projected.

# 5 WAYS TO START YOUR PRESENTATION POWERFULLY

# 1



## MAKE A BOLD CLAIM

Start your presentation with a bold claim, and then overdeliver.



# 2

## GIVE THEM THE UNEXPECTED

Grab attention right from the start by contradicting audience expectations.

# 3

## PIQUE CURIOSITY

The minute someone says they have "something to confess," we HAVE to know what it is.



# 4

## ASK QUESTIONS

The key is to make the question one that cannot be answered with a simple yes or no, but rather plants the seed of an idea.

# 5

## TELL A STORY

Stories are powerful. The human brain seems to have been wired to listen to stories.



# Public Speaking

**Public speaking** is the process of communicating information to an audience. It is usually done before a large audience, like in school, the workplace and even in our personal lives. The benefits of knowing how to communicate to an audience include sharpening critical thinking and verbal/non-verbal communication skills.



## Types of Public Speaking.

- **Ceremonial Speaking** is the act of praising shared values and condemning shared faults. speeches of this sort commemorate a ceremony marking an important event in the life of the community. To "commemorate" means to bring together in memory and create a shared space of remembering.
- **Demonstrative Speaking** is one in which you will demonstrate to your audience how to do something.
- **Informative Speaking** generally centers on talking about people, events, processes, places, or things. Informing an audience about one of these subjects without being persuasive is often a difficult task to complete.
- **Persuasive Speaking** is a specific type of **speech** in which the speaker has a goal of convincing the audience to accept his or her point of view. The **speech** is arranged in such a way as to hopefully cause the audience to accept all or part of the expressed view.

# Importance of Public Speaking

- ▶ Win Over Your Crowd
- ▶ Motivate Others
- ▶ Inform People
- ▶ Career advancement:
- ▶ Stand out in the workforce:
- ▶ Bring people together:
- ▶ Make New Social Connections
- ▶ Developing Leadership Skills
- ▶ Become a thought leader:
- ▶ Boost Confidence
- ▶ Critical Thinking
- ▶ Improve Communication Skills

# Effective Public Speaking

## Writing the Speech

### 1. Be prepared:

- ▶ When you are comfortable, you are confident. Write a good speech that makes sense to you and that you are prepared to deliver.

### 2. Research the topic:

- ▶ When you have thoroughly researched the topic, you will feel more confident when writing and delivering the speech.

### 3. Outline or write it out?

- ▶ When you write out an entire speech, it will be easier to memorize as it can be stored word for word in your memory. The downside is that it could sound robotic and you risk reading it straight from the page. When you write an outline for a speech, it may sound more natural and you can glance at your outline as you.

# Overcoming Stage Fright

## 1. Read your speech out loud:

- ▶ Even if it's just to yourself, reading it aloud will help you work out any hiccups and have you feeling confident with your voice.

## 2. Practice in front of a group:

- ▶ Don't just practice in the mirror or with a friend. To get over a fear of speaking in front of a crowd, try to practice in front of a small group first.

## 3. Attitude

- ▶ The answer is, probably not. Even though this is common advice to get you to relax, it can be distracting. The best thing to do is to make eye contact

## 4. Pump yourself up:

- ▶ Whatever gets you going before a test or a game, the same applies here. Listen to your favorite music on the way, or go for a run in the morning.

## 5. Use the power of knowledge:

- ▶ When you know both your speech and your topic inside and out, you will have the confidence to focus on delivery and staying relaxed in front of others.

## **Things To Remember As You're Giving The Speech**

1. Eye contact
2. Move your view
3. Talk, don't read
4. Your voice is a tool
5. Body language

# Debates

## **What is debating?**

- An argument with rules
- Two teams present a resolution (sometimes called a proposition) or topic that they will debate
- Timed arguments
- One team is for the resolution (pro or affirmative) and the other team is (against or negative)
- A judge, or a panel of judges decides at the end of the debate who is the winner.

# Structure

- Teams will be made up of 7-8 people students will be placed on their specific team and on either the pro or con side
- Students will divide the following positions
- Opening
- Closing
- Proposing
- Rebutting
- Countering
- Teams will have a maximum of 2 minutes per point, 1 minute per rebuttals, with 30 seconds between rebuttals.
- A coin toss will decide who is team 1 and who is team 2

## Do's and Don'ts

- Do be aware of what your partner(s) plan are.
- Do recycle information in your closing speech
- Do stick to your planned, researched arguments.
- Don't work alone and risk being redundant, make the most of your team's time.
- Don't side track your opponents with irrelevant points, stay on topic
- Don't attack your opponents .
- Remember: the closing speaker should sum up all relevant arguments and rebuttals without introducing any new information

## Tips

- Cue cards can help a debater to stay focused, but don't read from them, use them as a guide.
- Speak to the audience or moderator
- Research both sides of the arguments to prepare for the rebuttals and opposite arguments
- Strategically plan your arguments. Save your best and most polished points for last.

# TELEPHONE ETIQUETTE



## TELEPHONE ETIQUETTE

- ▶ Answer the call within three rings.
- ▶ Immediately introduce yourself.
- ▶ Speak clearly.
- ▶ Only use speakerphone when necessary.
- ▶ Actively listen and take notes.
- ▶ Use proper language.
- ▶ Remain cheerful.
- ▶ Ask before putting someone on hold or transferring a call.
- ▶ Be honest if you don't know the answer.
- ▶ Be mindful of your volume.
- ▶ Check for and respond to voicemails.

## **Answer a call within three rings.**

- ▶ If your position entails always being available to callers, you should actually be available. That means staying focused and answering calls immediately. The last thing you want to do is keep a customer waiting after a string of endless ringing or send them to voicemail when you should've been able and ready to reply.

## **Speak clearly.**

- ▶ Phone calls, while a great option for those who detest in-person interaction, do require very strong communication skills. For one, the person on the other end of the line can only judge you based on your voice, since they don't get to identify your body language and — hopefully — kind smile.

## **Immediately introduce yourself.**

- ▶ Upon picking up the phone, you should confirm with the person whom they have called. In personal calls, it's sufficient to begin with a "Hello?" and let the caller introduce themselves first. However, you want to allow the caller to know if they've hit a wrong number, as well as whom they are speaking with.

## **Only use speakerphone when necessary.**

- ▶ We all know the trials of speakerphone. It's easier for you because you can use your hands to multitask. However, for the other caller, it's like trying to hear one voice through a honking crowd of taxis in Manhattan — impossible and frustrating.

## **Be honest if you don't know the answer.**

- ▶ You might need to put a customer on hold or transfer their call if the dreaded occurs — you don't know the solution. Perhaps you've tried everything you can or simply have no idea what they're talking about. Don't panic; customer support representatives are humans, too, and it's okay not to be the omniscient voice of reason.
- ▶ It's best to admit when you don't know something, rather than making excuses or giving false solutions. However, tell them that you're going to do everything you can to find an answer and get back to them momentarily, or find a co-worker who does know the answer. Customers don't typically expect you to have all the solutions at hand, but they will expect you to be transparent.

## **Be mindful of your volume.**

- ▶ You may be so focused on your phone call with a customer that you're barely paying attention to your present setting. When working in a call centre, things can get pretty loud. You always want to be mindful of your volume and ensure that you're not disrupting the ability of your co-workers to speak to customers and get their work done.
- ▶ If you are on a call that requires you to speak louder due to a bad connection or a hard-of-hearing customer, simply step out of the room and speak with them separately. Your customers are always your main concern, but you don't want to inhibit the work ethic of others in your workplace.

## **Actively listen, and take notes.**

- ▶ Speaking of paying attention to your customers, it's essential that you're actively listening to them throughout the conversation. Actively listening means hearing everything they have to say and basing your response off of their comments, rather than using a prescribed script. This proves to your customers that you're present and are empathetic to their inconveniences.

## **Use proper language.**

- ▶ A key difference between professional and personal phone calls is obvious — the language. It might be acceptable to use slang and swears when talking on the phone with your friends, but this kind of language can cause you to lose a customer for life.

## **Remain cheerful.**

- ▶ You never know when a customer is having a bad day. When someone is rude to you on the phone, your immediate reaction may be to put them in your place. First, though, take a moment to step into their shoes and recognize why they're so upset.

## **Ask before putting someone on hold or transferring a call.**

- ▶ There's often nothing more infuriating than being put on hold. After waiting on hold for ten or fifteen minutes to speak with a real-life human being, you finally get to explain your problem. Then, you're immediately put back on hold and then transferred to someone else to whom you must re-explain the whole problem. Talk about exhausting.

# **NEGOTIATION SKILLS**

Negotiation skills are qualities that allow two or more parties to reach a compromise.. Understanding these skills is the first step to becoming a stronger negotiator.

## **KEY NEGOTIATION SKILLS**

- Communication
- Persuasion
- Planning
- Strategizing
- Cooperating

## **TYPES OF NEGOTIATION ?**

Most negotiation outcomes will fall into one of two categories: "win-win" or "win-lose."

### **Distributive negotiations**

Also called "distributive bargaining," this form of negotiation occurs when there is a limited amount of resources and each party assumes if they lose something, the other party will gain something.

### **Integrative negotiations**

Often referred to as a "win-win," an integrative negotiation occurs when everyone benefits from the agreement.

### **Management negotiations**

Negotiating with management can be stressful. In some cases, employees may feel uncomfortable sharing their wants and needs with someone in a more senior position.

### **Co worker negotiations**

Depending on your job, you may have to negotiate with your co workers.

### **Vendor negotiations**

Some employees manage external vendors, and their performance ratings may be affected by how they negotiate. Also, the ability to reach an agreement with service providers can affect your professional relationships and general business success.