

# **Iqra University National University**



**Name : Muhammad Zubair**

**ID : 16597**

**Department : Electrical engineering**

**Paper : Communication Skills**

**Q1. In many interpersonal encounters, the first few minutes are extremely important. How do you maintain the success of verbal communication for further interaction?**

Strong verbal communication skills are important for everyone to master. They are extremely valuable in both your personal and professional life. When speaking clearly, confidently, and with poise, you are much more likely to command the respect of others and build rapport. This is particularly important in business interactions.

The following 7 tips will help you improve your verbal communication skills so that you can better connect with your audience, earn respect, and build the relationships necessary for successful business interactions:

### **1. Think before you speak**

By organizing your thoughts in advance, you can eliminate many of the awkward pauses that occur when speaking. It will also help you relay your information more concisely. While writing down your thoughts is not always possible in impromptu discussions, it is still effective to take a minute to organize your thoughts in your mind before you begin to speak.

### **2. Be clear and concise**

The most effective way to get your point across is to make it in a clear and concise manner. Avoid using complex, convoluted sentences, and try to state your argument in direct language. Before speaking, ask yourself, “What is the clearest way I can make my point?”

### **3. Speak with confidence**

Speaking in a confident manner will help you build trust and command the respect of your audience. There are several factors which can impact your ability to speak confidently, including your command of the subject matter, your word choice, the tone of your voice, your body language, and your ability to make direct eye contact with your audience.

### **4. Vary your vocal tone**

Speaking in a monotone voice is a surefire way to bore your audience. Instead, use voice inflection to add emphasis to important points, and vary the pitch of your voice to express emotion. This will help keep your audience engaged in your message.

### **5. Be a good listener**

Being a good listener is as important as being a good speaker, and it will improve the quality of your verbal interactions. It shows the people you are speaking with that you genuinely care about their ideas, and it helps ensure you understand their needs. This will enable you to build trust and rapport much quicker.

### **6. Be aware of your non-verbal communication cues**

Your body language significantly impacts the way others interpret what you say. Pay attention to the gestures you make, your facial expressions, and your body language to ensure they align with the message you are trying to get across.

### **7. Think about the perspective of your audience**

Just because you have a strong command of a topic doesn't mean the people you are speaking to have the same knowledge as you. Try to think about how someone else will understand what you are trying to

communicate, particularly if they lack the technical knowledge about a subject that you possess.

## Call Recording Services to Help Improve your Employees' Verbal Communication Skills

CallRail's call recording services can be a valuable training tool to help you improve the way your employees speak with customers over the phone. You can listen back to conversations to learn from what your employees are doing well and identify areas for improvement. Over time, this can help you implement training that will improve the verbal communication skills of your employees, which will ultimately lead to greater success for your business.

**Q2. Which form of communication is as old as the Mesolithic and complex human psychology involves in it? Define the form of communication and explain that how does the types of this form of communication change the society and individual?**

The Mesolithic is the Old World archaeological period between the Upper Paleolithic and the Neolithic

Forms of communication can be categorized into three basic types: (1) verbal communication, in which you listen to a person to understand their meaning; (2) written communication, in which you read their meaning; and (3) nonverbal communication, in which you observe a person and infer meaning. Each has its own advantages, disadvantages, and even pitfalls.

### **Verbal Communication**

Verbal communications in business take place over the phone or in person. The medium of the Message is oral. Let's return to our printer cartridge example. This time, the Message is being conveyed from the Sender (the Manager) to the Receiver (an employee named Bill) by

telephone. We've already seen how the Manager's request to Bill ("We need to buy more printer toner cartridges") can go awry. Now let's look at how the same Message can travel successfully from Sender to Receiver.

## **Storytelling**

Storytelling has been shown to be an effective form of verbal communication; it serves an important organizational function by helping to construct common meanings for individuals within the organization. Stories can help clarify key values and help demonstrate how things are done within an organization, and story frequency, strength, and tone are related to higher organizational commitment. The quality of the stories entrepreneurs tell is related to their ability to secure capital for their firms. Stories can serve to reinforce and perpetuate an organization's culture, part of the organizing P-O-L-C function.

## **Crucial Conversations**

While the process may be the same, high-stakes communications require more planning, reflection, and skill than normal day-to-day interactions at work. Examples of high-stakes communication events include asking for a raise or presenting a business plan to a venture capitalist. In addition to these events, there are also many times in our professional lives when we have crucial conversations—discussions where not only the stakes are high but also where opinions vary and emotions run strong. One of the most consistent recommendations from communications experts is to work toward using "and" instead of "but" as you communicate under these circumstances. In addition, be aware of your communication style and practice flexibility; it is under stressful situations that communication styles can become the most rigid.

## **Written Communication**

In contrast to verbal communications, written business communications are printed messages. Examples of written communications include memos, proposals, e-mails, letters, training manuals, and operating policies. They may be printed on paper, handwritten, or appear on the screen. Normally, a verbal communication takes place in real time. Written communication, by contrast, can be constructed over a longer period of time. Written communication is often asynchronous (occurring at different times). That is, the Sender can write a Message that the Receiver can read at any time, unlike a conversation that is carried on in real time. A written communication can also be read by many people (such as all employees in a department or all customers). It's a "one-to-many" communication, as opposed to a one-to-one verbal conversation. There are exceptions, of course: a voicemail is an oral Message that is asynchronous. Conference calls and speeches are oral one-to-many communications, and e-mails may have only one recipient or many.

Most jobs involve some degree of writing. According to the National Commission on Writing, 67% of salaried employees in large American companies and professional state employees have some writing responsibility. Half of responding companies reported that they take writing into consideration when hiring professional employees, and 91% always take writing into account when hiring (for any position, not just professional-level ones).

Luckily, it is possible to learn to write clearly. Here are some tips on writing well. Thomas Jefferson summed up the rules of writing well with this idea "Don't use two words when one will do." One of the oldest myths in business is that writing more will make us sound more important; in fact, the opposite is true. Leaders who can communicate simply and clearly project a stronger image than those who write a lot but say nothing.

## **Nonverbal Communication**

What you say is a vital part of any communication. But what you don't say can be even more important. Research also shows that 55% of in-person communication comes from nonverbal cues like facial expressions, body stance, and tone of voice. According to one study, only 7% of a Receiver's comprehension of a Message is based on the Sender's actual words; 38% is based on paralanguage (the tone, pace, and volume of speech), and 55% is based on nonverbal cues (body language). Mehrabian, A. (1981). Silent messages. New York: Wadsworth.

Research shows that nonverbal cues can also affect whether you get a job offer. Judges examining videotapes of actual applicants were able to assess the social skills of job candidates with the sound turned off. They watched the rate of gesturing, time spent talking, and formality of dress to determine which candidates would be the most successful socially on the job. For this reason, it is important to consider how we appear in business as well as what we say. The muscles of our faces convey our emotions. We can send a silent message without saying a word. A change in facial expression can change our emotional state. Before an interview, for example, if we focus on feeling confident, our face will convey that confidence to an interviewer. Adopting a smile (even if we're feeling stressed) can reduce the body's stress levels.

To be effective communicators, we need to align our body language, appearance, and tone with the words we're trying to convey. Research shows that when individuals are lying, they are more likely to blink more frequently, shift their weight, and shrug.

## **Forms of communication for social change**

Forms of Communication for Social Change is defined as 'a process of public and private dialogue through which people define who they are, what they want, what they need and how they can act collectively to

meet those needs and improve their lives. It supports processes of community-based decision making and collective action to make communities more effective and it builds more empowering communication environments' (Communication for Social Change Consortium CFSC).

**Q3. People all the times write proposals to clients, memos to senior executives and constant flow of emails to colleagues. How can you ensure that your Business Writing is as clear and effective as possible? How do you make your Business communications stand out?**

You probably write on the job all the time: proposals to clients, memos to senior executives, a constant flow of emails to colleagues. But how can you ensure that your writing is as clear and effective as possible? How do you make your communications stand out?

What the Experts say Overworked managers with little time might think that improving their writing is a tedious or even frivolous exercise. But knowing how to fashion an interesting and intelligent sentence is essential to communicating effectively, winning business, and setting yourself apart. "As Marvin Swift memorably said, clear writing means clear thinking," said Kara Blackburn, a senior lecturer in managerial communication at the MIT Sloan School of Management. "You can have all the great ideas in the world and if you can't communicate, nobody will hear them." Luckily, everyone has the capacity to improve, says Bryan Garner, author of *The HBR Guide to Better Business Writing*. Effective writing "is not a gift that you're born with," he says. "It's a skill that you cultivate." Here's how to write simply, clearly, and precisely.

Think Before you put pen to paper or hands to keyboard, consider what you want to say. "The mistake that many people make is they start



writing prematurely,” says Garner. “They work out the thoughts as they’re writing, which makes their writing less structured, meandering, and repetitive.” Ask yourself: What should my audience know or think after reading this email, proposal, or report? If the answer isn’t immediately clear, you’re moving too quickly. “Step back and spend more time collecting your thoughts,” Blackburn advises.

**Be direct** Make your point right up front. Many people find that the writing style and structure they developed in school doesn’t work as well in the business world. “One of the great diseases of business writing is postponing the message to the middle part of the writing,” says Garner. By succinctly presenting your main idea first, you save your reader time and sharpen your argument before diving into the bulk of your writing. When writing longer memos and proposals, Garner suggests stating the issue and proposed solution in “no more than 150 words” at the top of the first page. “Acquire a knack for summarizing,” he says. “If your opener is no good, then the whole piece of writing will be no good.”

**Cut the fat** Don’t “use three words when one would do,” says Blackburn. Read your writing through critical eyes, and make sure that each word works toward your larger point. Cut every unnecessary word or sentence. There’s no need to say “general consensus of opinion,” for instance, when “consensus” will do. “The minute readers feel that a piece of writing is verbose they start tuning out,” says Garner. He suggests deleting prepositions (point of view becomes viewpoint); replacing –ion words with action verbs (provided protection becomes protected); using contractions (don’t instead of do not and we’re instead of we are); and swapping is, are, was and were with stronger verbs (indicates rather than is indicative of).

**Avoid jargon and \$10 words** Business writing is full of industry-specific buzzwords and acronyms. And while these terms are sometimes unavoidable and can occasionally be helpful as shorthand, they often indicate lazy or cluttered thinking. Throw in too many, and your reader

will assume you are on autopilot — or worse, not understand what you're saying. "Jargon doesn't add any value," says Blackburn, but "clarity and conciseness never go out of style." Garner suggests creating a "buzzword blacklist" of words to avoid, including terms like "actionable," "core competency," "impactful," and "incentivize." You should also avoid using grandiose language. Writers often mistakenly believe using a big word when a simple one will do is a sign of intelligence. It's not. Read what you write. Put yourself in your reader's shoes. Is your point clear and well structured? Are the sentences straightforward and concise? Blackburn suggests reading passages out loud. "That's where those flaws reveal themselves: the gaps in your arguments, the clunky sentence, the section that's two paragraphs too long," she says. And don't be afraid to ask a colleague or friend — or better yet, several colleagues and friends — to edit your work. Welcome their feedback; don't resent it. "Editing is an act of friendship," says Garner. "It is not an act of aggression." Practice every day "Writing is a skill," says Blackburn, "and skills improve with practice." Garner suggests reading well-written material every day, and being attentive to word choice, sentence structure, and flow. "Start paying attention to the style of The Wall Street Journal," he says. Invest in a guide to style and grammar for reference — Garner recommends Fowler's Modern English Usage. Most importantly, build time into your schedule for editing and revising. "Writing and reworking your own writing is where the change happens, and it's not quick," says Blackburn. "The time is well spent because good writers distinguish themselves on the job."

Principles to Remember:

Do:

- Plan out what you will say to make your writing more direct and effective.
- Use words sparingly and keep sentences short and to the point.

- Avoid jargon and “fancy” words. Strive for clarity instead.

Don't:

- Argue that you simply can't write. Anyone can become a better writer with practice.
- Pretend that your first draft is perfect, or even passable. Every document can be improved.
- Bury your argument. Present your main idea as soon as possible.

Stand Out: Business Communication Strategies that Work rises to the occasion, providing modern students with a text specifically tailored to their needs, imbued with depth and a sense of urgency that allows them to immediately apply what they learn. Shaped by the feedback of students and their future employers, Stand Out equips students with the workplace-ready skill sets that are most lacking in younger employees today. This text empowers students to use their innate critical thinking skills to tackle the infinitely diverse variety of business communication scenarios they will encounter, rather than limiting them to specific formulas or structures. From cover to cover, Stand Out provides meaningful concepts and exercises to increase professional credibility.

Stand Out: Business Communication Strategies that Work:

- Inspires students to build the skills employers frequently complain they lack: written, oral, and interpersonal communications.
- Includes an online unit of case studies, allowing opportunities for further study and enabling professors to deepen their students' learning.
- Engages the reader with a humorous tone, providing tips relevant to even the most advanced working professionals.

**Q4. Public speaking, some people love it, some are terrified by it. There are so many articles regarding how to prepare yourself for speaking engagements that it's overwhelming. But what strategies and techniques do you think are proven to be successful when addressing to a group of people?**

Team dynamics are critical for organisational success. Without positive team dynamics, your business can't fully leverage the potential of your employees and tap into their skills and experience. So what are team dynamics and how can you manage and improve your team's performance through enhanced dynamics? No two teams are exactly the same, so improving team dynamics starts with identifying any issues and formulating a tailored strategy for your team.

### **What are team dynamics?**

- A team can be defined as two or more people working together to interdependently to meet a specific goal or purpose. Outside of this, a team can be for the long term or come together for a few hours. Group dynamics can be understood as how team member's distinct roles and behaviours impact other group members and the group as a whole. Team dynamics are therefore the unconscious, psychological factors that influence the direction of a team's behaviour and performance.

### **What do positive group dynamics look like?**

- A team with positive group dynamics tend to have team members who trust each other. They can work towards collective decisions and they are held accountable for outcomes. A team with good group dynamics may be constructive and productive, and it may demonstrate mutual understanding and self-corrective behaviour. On the other hand, poor group dynamics can be disruptive for successful decision making and work outcomes.

- Group dynamics matter because they impact things like creativity, productivity and effectiveness. Since group work is integral to organisations, for business leaders, addressing group dynamics can lead to better work outcomes, customer satisfaction and an improved bottom line.
- Strategies for boosting team dynamics
- 1. Conduct a diagnosis and get to know your team
- Conduct a diagnosis of what is going wrong in your team by doing a team health check. Observe your team at work and conduct individual interviews in a private, safe and confidential space. Talk to other relevant people, such as customers and line managers, to find out as much as you can about your team's problems.
- As you do, stay aware of the common causes behind poor group dynamics.

Weak leadership – Weak leadership, where the team lacks a strong leader, can pave the way for a dominant team member to take over, resulting in a lack of direction and conflict.

- ● Authority and groupthink – Excessive deference to authority can have a stagnating effect of teams as people would rather agree with the leader than offering innovative ideas and opinions. Groupthink can have a similar effect.
- ● Blocking behaviours – Aggressive, negative, withdrawing, recognition-seeking and even joking behaviours can block the flow of information in the team.
- ● Free riding – Some team members taking it easy at the expense of other colleagues can lead to poor group dynamics and outcomes.

- ● Evaluation apprehension – Team members may hold back their opinions and ideas as result of feeling they are being judged harshly by other team members.
- Other potential causes of poor group dynamics include poor communication and a lack of focus. Take time to observe, talk to team members and figure out what is happening amongst the team.

## **2. Address problems quickly**

- If you see a team member engaging in unhelpful behaviour, work to address it quickly. Speak to the team member directly and invite him or her to reflect on the behaviour and how it can be changed to support the team's goals. Conflicts can happen from time to time – even in the healthiest of teams – so encourage open discussion of the conflict and help guide team members to a resolution, allowing your team to return to a state of positive group dynamics.

## **3. Create a team charter**

- Teams and individual team members need a strong focus to thrive. If you create a team charter and offer clearly defined roles, you could motivate team members to address their responsibilities and work together more effectively. A clear charter also helps you set clear behavioral and outcomes expectations. It gives you standards by which you can hold underperforming team members to account.

## **4. Enhance team culture**

- Deliberately build a supportive team culture. Use team-building exercises to encourage stronger relationships between individual team members. Create a workplace that supports employee well-being, success and enthusiasm for work. Value diversity and

think about how you can build trust and respect among team members. Support open communication, sharing of ideas through an inclusive work culture.

## **5. Build communication**

Give your team tools to drive open communication and encourage team members to communicate clearly to each other. Keep team members updated about project changes and news, and they will feel included and alerted to what is going on. Make sure both opinionated and quieter team members feel their voices are heard.

## **6. Always pay attention**

- As part of the organization's leadership, you should always be paying attention to your team and know what is going on. Look out for unacceptable behaviors such as bullying, groupthink and freeriding so you are ready to address them right away. Reinforce positive behaviors like successful collaboration, sharing of ideas, trust and respect.
- Excellent group dynamics can facilitate employee productivity and satisfaction while allowing your teams to reach their set targets on time. However, teams with excellent dynamics still require ongoing observation, correction and guidance, so be prepared to continue providing your team with the leadership and training they need to thrive

**Q5. Public Service Commission Lahore has advertised the vacancies for the Accountant. On the basis of the ad, decide which of your skills and experiences you should discuss to convince the Secretary that you are the person for the job. Create a resume.**

M.Zubair

Nawa Kali Umer Gul Road

Mobile: 03009393475

[mzubair1122@email.com](mailto:mzubair1122@email.com)

## Personal Statement

A Marketing graduate from Iqra University Possesses the skills and knowledge essential for managing an organization's key areas along with the problem solving skills necessary in the field. Looking for a post in marketing where I can use my communication and sales skills.

## Education

2017 – 2020: Iqra Univesity

BA (Hons) Marketing 2:1

Modules included:

- Marketing
- Advertising
- Accounting & Finance
- Human Resource Management

Completed two dissertations in the final year including one on the immediate impact of the global financial crisis on marketing strategies.

2014-2017: Muslim College of Commerce and Management

Leaving Certificate Honours: Mathematics, English, History, Physics, Business Studies, Irish and Accounting.

## Work Experience

Feb 2014 – Aug 2016: Market Researcher, Sadder Marketing, Dublin

This role involved helping clients make effective decisions about their products by researching and analysing customer opinion data. Worked as part of a team that determined what our clients' target audience wanted, why people chose the brand and why they purchase certain products.



Also worked in a number of high profile projects for clients such as Tyrell, Jones and Mitchells. Was a member of teams that identified the needs of clients' target audiences and increased sales revenue. Jones saw an 20% increase in profits in first 6 months after we gave them our findings.

June 2012 – Jan 2014:           Retail Assistant, Marks & Spencer, Pakistan

This role involved working the tills and taking deliveries. Worked as part of a team that was entrusted with reducing queuing times and increasing customer satisfaction levels. Was chosen to count the till receipts and open and close the shop on a regular basis.

Oct 2010 – May 2012:           Ladieswear Advisor, Primark, Pakistan

Supported the store in delivering outstanding customer service, successfully promoted products and helped customers choose purchases by offering 1-on-1 advice in a friendly manner. Helped customers to further understand the features and benefits of the clothing on offer.

### Key Skills

- Interpersonal: Ability to develop good working relationships with people of all backgrounds while encouraging development of colleagues in order to achieve specified team goals.
- Innovation: Uses a methodical and detailed thought process to resolve in-depth queries with the aim of finding efficient, safe and appropriate resolutions.
- Initiative: Resourceful, energetic and results-driven. Keen self-starter who enjoys taking ownership of her work to ensure the expectations of colleagues and customers are managed.

- Communication: Experience dealing with internal and external customers via telephone and email and has the ability to actively listen and ask probing questions to discover a solution.
- Flexibility: Versatile, adaptable, and multi-skilled. Has a penchant for forward planning with long-term targets in mind.

#### Additional Achievements & Interests

- Proficient in Microsoft Office packages including Word, PowerPoint and Excel.
- Experienced in social media content marketing.
- Volunteered at Johnston's Conservation Club 2012-2015
- Enjoys reading business articles in a bid to learn more about marketing techniques and increasing customer satisfaction.

#### References

Mr. Safi Ullah

Mrs. Kate

Brady

Manager

Assistant

Manager

Johnson Marketing

Marks &

Spencer, Pakistan

Tel: 086543210

Tel: 0eeeeee

Email: saking055@gmail.com

Email:

kbrady8765@email.com