

IQRA NATIONAL UNIVERSITY, PESHAWAR

Department of Electrical Engineering

Course Title: Communication Skills

Module: 02

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Total Marks: 50

STUDENT DETAILS

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Q1	In many interpersonal encounters, the first few minutes are extremely important. How do you maintain the success of verbal communication for further interaction?	Marks 10
		CLO 2
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?	Marks 10
		CLO 2
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?	Marks 10
		CLO 2
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?	Marks 10
		CLO 2
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.	Marks 10
		CLO 2

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

Ans: Verbal Communication

Verbal communication is the use of words to share information with other people. It can therefore include both spoken and written communication. However, many people use the term to describe only spoken communication. The verbal element of communication is all about the words that you choose, and how they are heard and interpreted.

It is important to remember that effective verbal communication cannot be fully isolated from non-verbal communication: your body language, tone of voice, and facial expressions, for example: Clarity of speech, remaining calm and focused, being polite and following some basic rules of etiquette will all aid the process of verbal communication.

Opening Communication

In many interpersonal encounters, the first few minutes are extremely important. First impressions have a significant impact on the success of further and future communication.

When you first meet someone, you form an instant impression of them, based on how they look, sound and behave, as well as anything you may have heard about them from other people.

This first impression guides your future communications, at least to some extent.

For example, when you meet someone and hear them speak, you form a judgement about their background, and likely level of ability and understanding. This might well change what you say. If you hear a foreign accent, for example, you might decide that you need to use simpler language. You might also realise that you will need to listen more carefully to ensure that you understand what they are saying to you.

Of course your first impression may be revised later. You should ensure that you consciously 'update' your thinking when you receive new information about your contact and as you get to know them better.

Characteristics for maintaining successful verbal communication skills

An effective communicator's attributes include:

1. Effective Speaking and Listening

Effective speaking involves three main areas: the words you choose, how you say them, and how you reinforce them with other non-verbal communication.

All these affect the transmission of your message, and how it is received and understood by your audience.

It is worth considering your choice of words carefully. You will probably need to use different words in different situations, even when discussing the same subject. For example, what you say to a close colleague will be very different from how you present a subject at a major conference.

How you speak includes your tone of voice and pace. Like non-verbal communication more generally, these send important messages to your audience, for example, about your level of interest and commitment, or whether you are nervous about their reaction.

Active listening is an important skill. However, when we communicate, we tend to spend far more energy considering what we are going to say than listening to the other person.

Effective listening is vital for good verbal communication. There are several ways that you can ensure that you listen more effectively. These include:

- **Be prepared to listen.** Concentrate on the speaker, and not on how you are going to reply.
 - **Keep an open mind** and avoid making judgements about the speaker.
 - **Concentrate on the main direction of the speaker's message.** Try to understand broadly what they are trying to say overall, as well as the detail of the words that they are using.
 - **Avoid distractions if possible.** For example, if there is a lot of background noise, you might suggest that you go somewhere else to talk.
 - **Be objective.**
 - **Do not be trying to think of your next question** while the other person is giving information.
 - **Do not dwell on one or two points at the expense of others.** Try to use the overall picture and all the information that you have.
 - **Do not stereotype the speaker.** Try not to let prejudices associated with, for example, gender, ethnicity, accent, social class, appearance or dress interfere with what is being said.
2. **Adaptability - adapting your communication styles to support the situation**
 3. **Clarity**
 4. **Confidence and assertiveness**
 5. **Constructive feedback - giving and receiving it**
 6. **Emotional intelligence - identifying and managing your emotions, as well as other people's emotions**
 7. **Empathy**
 8. **Interpersonal skills - social skills which are especially useful in building strong rapports**
 9. **Interpretation of body language - this will help you understand how someone is feeling**
 10. **Open-mindedness**
 11. **Patience**
 12. **Simplifying the complex**
 13. **Storytelling**

Techniques for improving your communication skills

There are several tools and techniques that you can use to improve the effectiveness of your verbal communication. These include;

1. Reinforcement

Reinforcement is the use of encouraging words alongside non-verbal gestures such as head nods, a warm facial expression and maintaining eye contact.

All these helps to build rapport and are more likely to reinforce openness in others. The use of encouragement and positive reinforcement can:

- Encourage others to participate in discussion (particularly in group work);
- Show interest in what other people have to say;
- Pave the way for development and/or maintenance of a relationship;
- Allay fears and give reassurance;
- Show warmth and openness; and
- Reduce shyness or nervousness in ourselves and others.

2. Questioning

Questioning is broadly how we obtain information from others on specific topics.

Questioning is an essential way of clarifying areas that are unclear or test your understanding. It can also enable you to explicitly seek support from others.

On a more social level, questioning is also a useful technique to start conversations, draw someone into a conversation, or simply show interest. Effective questioning is therefore an essential element of verbal communication.

We use two main types of question:

- **Closed Questions:** Closed questions tend to seek only a one- or two-word answer (often simply ‘yes’ or ‘no’). They therefore limit the scope of the response. Two examples of closed questions are:

“Did you travel by car today?” and

“Did you see the football game yesterday?”

- **Open Questions:** Open questions demand further discussion and elaboration. They therefore broaden the scope for response. They include, for example,

“What was the traffic like this morning?”

“What do you feel you would like to gain from this discussion?”

3. Reflecting and Clarifying

Reflecting is the process of feeding back to another person your understanding of what has been said.

Reflecting is a specialised skill often used within counselling, but it can also be applied to a wide range of communication contexts and is a useful skill to learn.

Reflecting often involves paraphrasing the message communicated to you by the speaker in your own words. You need to try to capture the essence of the facts and feelings expressed and communicate your understanding back to the speaker. It is a useful skill because:

- ✓ You can check that you have understood the message clearly.

- ✓ The speaker gets feedback about how the message has been received and can then clarify or expand if they wish.
- ✓ It shows interest in, and respect for, what the other person has to say.
- ✓ You are demonstrating that you are considering the other person's viewpoint.

4. Summarising

A summary is an overview of the main points or issues raised.

Summarising can also serve the same purpose as 'reflecting'. However, summarising allows both parties to review and agree the message and ensure that communication has been effective. When used effectively, summaries may also serve as a guide to the next steps forward.

5. Closing Communication

The way a communication is closed or ended will, at least in part, determine the way a conversation is remembered.

People use both verbal and non-verbal signals to end a conversation.

Verbal signals may include phrases such as:

"Well, I must be going," and

"Thank you so much, that's really helpful."

Non-verbal conclusions may include starting to avoid eye contact, standing up, turning away, or behaviours such as looking at a watch or closing notepads or books. These non-verbal actions indicate to the other person that the initiator wishes to end the communication.

People often use a mixture of these, but tend to start with the non-verbal signals, especially face-to-face. On the telephone, of course, verbal cues are essential.

Closing an interaction too abruptly may not allow the other person to 'round off' what he or she is saying so you should ensure there is time for winding-up. The closure of an interaction is a good time to make any future arrangements. Last, but not least, this time will no doubt be accompanied by a few socially acceptable parting gestures.

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?

Ans: Non-verbal communication is the form of communication which is as old as Mesolithic and clearly involves complex human psychology behind the simple visual aesthetic.

Nonverbal Communication

The term nonverbal communication was introduced in 1956 by psychiatrist Jurgen Ruesch and author Weldon Kees in the book "Nonverbal Communication: Notes on the Visual Perception of Human Relations."

Definition: Those aspects of communication, such as gestures and facial expressions, that do not involve verbal communication but which may include nonverbal aspects of speech itself (accent, tone of voice, speed of speaking, etc).

“The most important part of communication is hearing what isn’t said.” – Peter Drucker

Although verbal communication is important, spoken words make up only a small part of communication. The majority of communication is nonverbal. In fact, some research has shown that up to 93% of communication is nonverbal! The amount of communication that is nonverbal shows why it is so important to pay close attention to people’s actions as well as their words.

So how do people communicate non-verbally? Nonverbal communication is made up primarily of facial expressions and body language. Understanding these nonverbal cues helps to fully understand what the speaker is saying. Mastering nonverbal communication will enable you to be a better communicator as you get a better understanding of the nonverbal cues you and the people you communicate with are sending. If you don’t understand nonverbal communication, you will miss out on part of the message. Nonverbal cues can tell you how people feel, if they are telling the truth, and whether or not they are paying attention.

So what are nonverbal cues and how can you identify them? Here is a list of common nonverbal cues that can tell you a lot about what a person is saying:

- ❖ Eye contact
- ❖ Pace or speed of speech
- ❖ Crossed arms or legs
- ❖ Posture or body position
- ❖ Facial Expressions

Now that you know some nonverbal cues to watch for, you can start looking at what they might mean. When reading nonverbal communication, pay attention to differences between what the people are saying and what they are doing. It is also important that you are aware of your own nonverbal cues. When your words don’t match up with your facial expressions, body language, and posture, people will notice. While they might not actually think, “This person’s nonverbal communication doesn’t match their words,” they will experience feelings of mistrust, uncertainty, and confusion when talking to you.

Types of nonverbal communication

The many different types of nonverbal communication or body language include:

- 1) **Facial expressions:** The human face is extremely expressive, able to convey countless emotions without saying a word. And unlike some forms of nonverbal communication, facial

expressions are universal. The facial expressions for happiness, sadness, anger, surprise, fear, and disgust are the same across cultures.

- 2) **Body movement and posture:** Consider how your perceptions of people are affected by the way they sit, walk, stand, or hold their head. The way you move and carry yourself communicates a wealth of information to the world. This type of nonverbal communication includes your posture, bearing, stance, and the subtle movements you make.
- 3) **Gestures:** Gestures are woven into the fabric of our daily lives. You may wave, point, beckon, or use your hands when arguing or speaking animatedly, often expressing yourself with gestures without thinking. However, the meaning of some gestures can be very different across cultures. While the OK sign made with the hand, for example, conveys a positive message in English-speaking countries, it's consider offensive in countries such as Germany, Russia, and Brazil. So, it's important to be careful of how you use gestures to avoid misinterpretation.
- 4) **Eye contact:** Since the visual sense is dominant for most people, eye contact is an especially important type of nonverbal communication. The way you look at someone can communicate many things, including interest, affection, hostility, or attraction. Eye contact is also important in maintaining the flow of conversation and for gauging the other person's interest and response.
- 5) **Touch:** We communicate a great deal through touch. Think about the very different messages given by a weak handshake, a warm bear hug, a patronizing pat on the head, or a controlling grip on the arm, for example.
- 6) **Space:** Have you ever felt uncomfortable during a conversation because the other person was standing too close and invading your space? We all have a need for physical space, although that need differs depending on the culture, the situation, and the closeness of the relationship. You can use physical space to communicate many different nonverbal messages, including signals of intimacy and affection, aggression or dominance.
- 7) **Voice:** It's not just what you say, it's how you say it. When you speak, other people "read" your voice in addition to listening to your words. Things they pay attention to include your timing and pace, how loud you speak, your tone and inflection, and sounds that convey understanding, such as "ahh" and "uh-huh." Think about how your tone of voice can indicate sarcasm, anger, affection, or confidence.
- 8) **Clothing:** Clothing is a means of communicating nonverbally that relies upon materials other than one's body. Further, it is a form of nonverbal communication that everyone engages in unless living on a nudist colony. The types of clothing an individual wears convey nonverbal clues about his or her personality, background, and financial status. Even if an individual does not put much thought into his attire, what he wears still communicates something to others, even unintentionally. An example of how people are aware that their clothing serves to communicate is the notion of proper dress. You would dress differently to go to a wedding than a job interview than camping.

Consequences

Nonverbal communication can have serious consequences, even if the public understands the message they are receiving is being conveyed unintentionally. For example, individuals tend to trust and support taller people. Obviously, an individual has no control over his height but,

nevertheless, others perceive height to communicate certain character traits. In American elections, the taller candidate usually wins. In the 2004 presidential debates, George W. Bush (the shorter candidate) insisted that his podium be altered so that he appeared to be the same height as John Kerry. The point is that everything about ourselves, whether under our control or not, communicates information to an audience.

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?

Ans: Writing Effective Business Material

Today's business world is information-centric. Whether you own a small company or you're employed by a huge global corporation, one thing is for sure: a lot of your time is spent communicating with other people, normally in writing.

You may write proposals to your clients, send memos to your company's senior executives, or communicate with colleagues through emails.

While improving your writing may seem like a tedious exercise, it offers many benefits. Knowing how to write intelligent and interesting business material is key to communicating effectively, setting yourself apart, and winning business.

Your ideas may be out of this world, but if you can't write well, nobody will ever know them.

If you're not very good at writing for business, you are not alone. Most businesspeople have very little experience in writing. They probably did some writing in college, but writing is rarely emphasized in business school—it's not the reason people study business in the first place.

The good news is that writing is not a gift you are born with, it is a skill you cultivate. Here are some tips you can use to become better at writing business material.

Avoid Jargon

If there is one trait your writing needs to have, it's clarity. Unfortunately, this is the one trait that most business material lacks. It is neither informative, precise, or professional, it is just vague.

Jargon refers to words or phrases used by a particular group of people that are difficult for others to understand. It is unnecessarily complicated language people use to impress—rather than inform—their audience. You may use jargon on a daily basis, but when writing business copy, it's best to avoid it.

These are some commonly abused jargon phrases:

- Paradigm shift
- Synergize
- Results-oriented
- Think outside the box

- Give 110 percent

When writing for business, write for an audience with a 9th grade reading level. This is the average American adult reading level. Go through your writing and check if there are any words that might be difficult to understand without a dictionary. If there are, replace them with words that an average person can understand. This helps give your writing a conversational tone readers will find more relatable.

Just to be clear, when we say that you shouldn't use jargon, we're not saying you should leave out important technical terms. What we're saying is that you should make words as clear as possible. Some technical terms can be very useful within a particular audience and can clearly communicate with that group. But going beyond those terms and using jargon can lead to misunderstandings or alienation, even if your readers are experts.

People usually complain about jargon more than any other writing mistake. This is because most businesspeople fail to realize that the terms they are very familiar with are meaningless or difficult for their audience. Try to substitute jargon with everyday words as often as possible. For example, instead of saying "involuntarily undomiciled," you can say "homeless."

Be Concise

Albert Einstein said, "If you can't explain it simply, you don't understand it well enough."

In business writing, and in other kinds of writing, being concise is key. As written information takes on a vital role in the smooth running of companies, people are less willing to read. How ironic.

Magazines and websites that used to publish 3,000-word articles are now publishing 500-word features. Readers want clear, effective, and professionally-written content.

Most people find that the writing style they developed in school has no place in the business world. One of the biggest mistakes is putting off the message until the middle part of the content. By diving into your main idea first, you sharpen your argument before getting into the bulk of your writing and save the reader a lot of time.

If you're writing a long memo or a proposal, state the issue and the proposed solution in less than 150 words—preferably at the beginning of the first page. Use words sparingly. Avoid long, meandering sentences, and cut out flowery prose. Develop a knack for summarizing and remember that if your opening line is no good, the entire piece will be no good.

Keep in mind that most people will skim your copy and will get quickly overwhelmed if they see huge blocks of text. Break up paragraphs every one to four sentences. White space enhances readability and gives the page a rich, elegant appearance.

Use the active voice to keep your copy concise. Avoid using unnecessary words and phrases. Make headlines big and bold to ensure readers stop skimming and pay attention.

Check Your Work Twice

After you're done writing your business material, go back and read it through critical eyes. Every word you've written should work toward your larger point. Put yourself in the reader's shoes and check whether your points are clear and well-structured. Nothing is as embarrassing as a typo in a well-written document.

You're probably thinking, "It's not fair, typos are inevitable!" Yes, they are. But people will judge you for the mistakes you make, and they will judge you very harshly.

Unless you have a deadline to beat, save the document and go through it later. If you decide to proofread the document immediately after you've written it, your brain will ignore the errors you've just made. Go through the document a few hours later—or a day later—before sending it.

Read the words out loud as that's how the flaws will reveal themselves: clunky sentences, gaps in your arguments, and paragraphs that are too long. Check that you've used the right tone throughout: your content must say what you want it to say in the way you want to say it.

Make sure people's names, titles, and genders are properly written. (Did you address Mr. Smith as Ms. Smith?) If you're not sure how someone's name is spelled, their gender, or their job title, find out from someone who knows. "They" and "their" are now acceptable gender-neutral pronouns. Use them when you are unsure.

After proofreading your content, request a colleague or a friend to go through it and edit it. You can also use an editing tool like ProWritingAid to get the job done in less time.

Write Business Material Every Day

Writing is a skill and the only way to improve this skill is through practice. Think of writing practice as a type of physical activity. If you decided to start running for the first time, would you be ready to run a marathon immediately?

The obvious answer is no. You would have to train for a very long time to improve your stamina and strengthen your muscles.

The same goes for writing.

Just like you need to strengthen your muscles before you run a marathon, you must habitually practice writing in order to write better business material. This doesn't mean you write multiple reports or respond to every email you get, we know you don't have the time for that.

Spend some time reading well-written business material every day. Pay attention to every sentence, structure, and the flow. Build time into your schedule every day for editing and revising. As you continually work on your writing, change will happen.

Be Professional, Not Formal

Not every piece of business material needs to read like a dissertation or a court filing. Many businesspeople make the mistake of thinking that all business copy is formal, but this isn't always the case.

It's okay to use formal language when you're writing legal documents or job applications. However, just like jargon, formal content has the tendency to obscure rather than reveal its meaning. Being informal doesn't mean being unprofessional. You can write copy that informs and entertains at the same time.

However, even if you decide to let your guard down a little bit, your business material should:

- Have proper grammar and spelling
- Be devoid of off-color humor
- Not include gossip or snarky comments
- Not trash the competition

Remember that businesses are legally required to maintain copies of all written communication. Don't circulate or email anything you wouldn't want read in public. While being informal is good, there is no excuse for letting standards drop and giving people the wrong impression about your company.

Write Better Business Copy from Today

If you constantly write emails and work-related reports, it's vital that your writing is accurate and clear. Poor writing could mean failing to secure a crucial business relationship or losing a multi-million dollar bid. Email recipients may ignore your poorly-written email because they don't understand it well enough to reply. Some may see it as "unprofessional" and not worth their time.

Improving your writing skills will boost your company's image and help you to save time. You'll be able to get your ideas across with greater impact. Don't let your business material get lost in the crowd, use these tips to make it stand out from the pack.

Think Before You Start Writing

Before you start writing anything, stop and think about what you want and need to say. Ask yourself, "What does this person need to know or understand after reading this email?"

You can also use the "**5 Ws + H**" that all journalists use when crafting their work:

- **Who:** Who is my audience?
- **What:** What do they need to know?
- **When:** When does this apply, when did this happen, or when do they need to know it by?
- **Where:** Where is this happening?
- **Why:** Why do they need this information?
- **How:** How should they use this information?

You also need to ask yourself, "Do I really need to send this email?"

Professionals in every sector are inundated with emails every day, many of which are unnecessary. Save yourself and your reader time by making sure that each email you send is truly necessary and relevant.

Keep It Short

Once you've identified what you need to say, get to the point quickly. People are always pressed for time, and they will appreciate your brevity.

Need more convincing? Stop and think about how frustrated you feel after reading an email that's three times longer than it needs to be, with the main points buried way at the bottom. It's a waste of time and energy, right?

Don't make your audience go through this – be brief.

It can help to think about how people read. Novelist Elmore Leonard offers some succinct but great advice when he says, "Try to leave out the part that readers tend to skip." Generally, this means long paragraphs that have more to do with what you want to say than what the reader needs to hear. Always keep your reader in mind.

If you find that you can't write an email that's less than half a page long, then email isn't the best way to communicate this information. Instead, call the person and talk to them directly.

Avoid Pretentious Words

In writing, your goal is to be clear and direct. If your reader has to use Google to decipher what you're trying to say, they're going to feel alienated and annoyed.

Mark Twain once said, "Don't use a five-dollar word when a fifty-cent word will do." Avoid the temptation to use flowery, pretentious words to sound smarter. Stick with the fifty-cent words.

In the same vein, avoid jargon whenever possible. Jargon often makes you sound pretentious, and it can further alienate your reader. Instead, write the way you talk. Keep it natural and direct.

Use the Active Voice

Active sentences are direct, bold, and more interesting than passive sentences. Passive sentences are weak and wordy; they're like a limp handshake. Your writing will improve dramatically if you strive to use active sentences whenever possible.

For example, look at the two sentences below:

- The cat scratched the woman.
- The woman was scratched by the cat.

The first sentence is written in the active voice. It's clear and direct. The second sentence is passive.

In an active sentence, the subject performs the action of the verb. In a passive sentence, the subject is letting the action happen to them. Here's another simple example:

- The golfer hit the ball.
- The ball was hit by the golfer.

In the first sentence, the subject (the golfer) performs the action (hit the ball). In the second sentence, the subject (the golfer) comes after the verb; it's receiving the action.

To spot the passive voice, look for forms of the verb “to be,” such as “will” or “was,” in front of a verb. For example, “The meeting will be held at 8pm,” is passive. Instead, say, “The meeting is at 8pm.”

Always Be Professional

Sometimes it’s tempting to throw in a joke or include some office gossip in an email. However, these add-ins don’t contribute to your message and can negatively affect your reputation. They’re also easily misunderstood.

Yes, you need to be authentic and to let your voice shine through in your writing. But you also need to stay professional; it’s a balancing act. A good way to check the appropriateness of your content is to ask, “Would I be comfortable with this if it was on the front page of the newspaper tomorrow morning?” If this makes you cringe, do some editing.

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?

Ans: 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. From the old school advice of picture everyone in the room without clothes. To the look at everyone directly in the eye when you are speaking.

Advices come and go, but there are a few strategies that remain, and these are the ones proven successful when addressing a group of people.

Practice makes perfect

Practice your speech a few weeks ahead of the big day. Use this time to master each word that comes out of your mouth. Record yourself and see how fast or slow you are speaking, watch your body language and how you are using your hands to address the audience.

Know every word of your speech but give it personality, make it your own, make it unique.

As you’re practicing see how different your speech would be if you change your tone of voice in certain parts. Know the subject of your speech well, confidence is crucial when addressing an audience and it will show on stage how confident you are.

Practice with an audience

You’ve practiced your speech by yourself for some time now, but what about in front of an audience? One of the best ways to practice your speech is to practice it under conditions that will resemble the day of your speech. Practice in front of a small group of people, to build your confidence that way when you hit the stage you won’t get flustered by the amount of people you’ll see.

❖ **Hook your audience's attention**

It's no secret that capturing your audience's attention early on is one of the fundamental points in public speaking. You should deliver your big idea or proposition during the first few minutes of your speech. This will be your "hook." As soon as you start speaking you should start stating all the points of your speech. This way you will obtain and hold your audience's attention quickly.

❖ **Your body language is key**

You are the first thing that the audience will see and how you present yourself plays a crucial part on how the audience will receive the information you're about to present. Stand up straight when entering the stage and speaking to your audience, it will show your authority and confidence. If you walk into the stage slouching and not standing straight the audience will possibly get bored quickly because you are.

❖ **Be conversational**

Avoid standing behind a podium and remember to move around and engage with your audience. Don't wait until the end of a speech to ask questions and seek audience feedback. Allowing the audience to participate early on will ensure that your engagement adds value to the listeners and answers questions they may have.

Think about your presentation in 8-10-minute sections. Look for ways to incorporate engagement in every 10 minutes segment.

❖ **Don't get stuck, move around**

Use the stage to your advantage, walk, run, jump or skip by doing this you will keep your audience eyes on you and keep them engaged continuously by moving around. If you've seen a Kevin Hart comedy show, you'll see that he doesn't stop moving and uses his body to emphasize what he's telling the audience. Standing behind the podium or the microphone during your whole speech and not moving will turn your captive audience into a sleepy audience.

❖ **Set your goal**

Another way to grab your audience's attention early on is to mention all of your talking points for the speech. By stating the order of your talking points, you will provide an overview of what the presentation will be like and what it will cover. You will tell the audience what your goals for that day, and during your speech you will dive in depth into each talking point and finalize by summarizing each of them.

❖ **Get to know your audience**

Know exactly the type of audience that will be attending your speech. You can use this information to tailor your speech around the type of people that will be attending. Knowing more about your audience will help reduce stress levels regarding your speech. Furthermore, it will make you feel as you're not standing in front of strangers, but a group of people that share the same interests.

❖ **Begin with an interesting question or story**

Start your speech with a question, story or puzzle. It will help take the audience's focus off you and into what you're asking them to place their attention on. The theory behind this is that it will get the audience thinking of another thing than using those first moments of your speech to judge you. It's a way to start your speech with ease and find a common ground with the audience.

❖ **Find others going through your same issues**

You're not the only one going through stage fright, you can be sure about that. Find a group of people who are going through your same issues you are and see how they overcome it or how they are working through them. A support team is always a beneficial tool to have in your armory of public speaking.

❖ **Cut the fillers, speak clearly**

Just like in writing effectively, you should cut down on extra words when you speak. Don't be afraid to pause, but don't fill that moment with words like "um, ya" and other typical fillers. You will sound more confident as you make your words concise. Be careful to not speak too fast. If you become nervous, excited or worried about time you may often find yourself speaking at a pace that's hard to understand. Try taking a deep breath in between points and ask someone to monitor your speed during engagements.

❖ **Strong conclusion**

Help your listeners remember what you talked about with a quick recap of key points and leave them with a powerful ending statement. What do you want them to remember about the experience?

❖ **Get feedback**

There's nothing wrong with receiving feedback, either if it is positive or negative feedback. Listening to what your audience says is one of the most important parts of being a successful public speaker. Your audience may point out things that you do while speaking that you may have not noticed before. Take every feedback as constructive criticism and apply it to your future speeches.

Public speaking is never an easy thing to do, some people are born with the talent, others need time to practice and perfect it. These strategies will help you prepare better for any future speaking engagements you may have. It's important that while preparing for your speech, you let your personality show, after all the audience is there to see you.

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.

Ans: CV Resume

CURRICULUM VITAE

Objective :

Certified public accountant with 2 years of experience of ledger process, account reconciliations, streamlining accounts. Possess an MBA with focus in accounting. Seeking to leverage accounting expertise and experience to a managerial role as a corporate banker.

Personal Profile:

Name : Muhammad Faizan

Father's Name : Eid Muhammad

Nationality : Pakistani

CNIC No : 11201-9149136-1

Domicile : Lakki Marwat

Religion : Islam

DOB : 20/03/2001

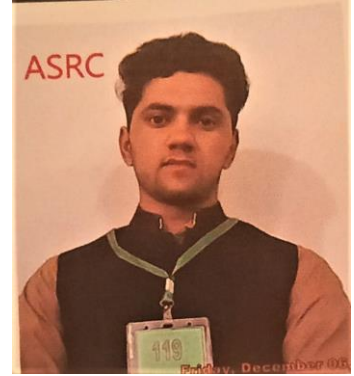
Mailing Address : Iqra Hostel Gul Abad Room # B-14 near B.I.S.E Peshawar

Permanent Address : **Village:** Dharma Khel **P/O:** Serai Naurang **Tehsil:**
SeraiNaurang, **District:** Lakki Marwat

Martial Status : Single

Mobile No : 0304-0700911/0317-0050911

E-Mail Address : mfaizan.cric@gmail.com



ACADAMIC QUALIFICATION

S.No	Exam	Passing Year	Marks Obtained	Total Marks	Grade	%age	Board/University
1	S.S.C	2016	841	1100	A	76	BISE Bannu
2	F.Sc(Pre engg)	2019	742	1100	B	70	BISE Bannu

3	BBA (Accounting)	2018	3.6	04	A	83	INU Peshawar
4	MBA (Accounting)	2020	3.8	04	A	88	INU Peshawar

Experience:

- ◆ **Financial Analyst (Langford partnership, Boston MA/ September 2019-Present)**
- ◆ **Financial Advisor (Bringham & Sons Bakersfield, CA/ June 2018-july 2019)**

Personal Characteristics:

- **Self-Motivated & able to take initiative**
- **Able to adjust in different Environment**
- **Studious & confident**
- **Organizing Capacity**

IT Skills:

- **Ms. Word**
- **Ms. Excel**
- **Ms. Power Point**

Hobby:

- **Playing Cricket**

Languages:

- ✓ **English**
- ✓ **Urdu**
- ✓ **Pashto**