

AECC-2 Business Communication & Personality Development

UNIT IV: Personality Development – concept; self-awareness; body language, time management

Personality Development

Personality is defined as:

- A relative stable set of characteristics that influences an individual's behaviour

Personality determines how a person is likely to react to a managerial practice.

Several factors influence the shaping of our personality. Major among these are

1. Heredity
2. Culture
3. Family Background
4. Our Experiences through Life
5. The People we interact with
6. Education

Pitfalls in assessing personality

- Drawing hasty conclusions/judgements about personalities
- Biased towards identifying behavioural traits that affirm judgements already made

Personality Development is enhancing and grooming one's persona. Improvement in level of confidence, communication skill, etiquette and manners, dressing, grace and poise can bring about a change in the personality of an individual. Personality starts taking shape right from the childhood and is influenced by various factors, as mentioned above. However as we grow and realize which aspect of our personality needs improvement, those aspects can be worked upon and taken care of. But, this is time taking and a lot of perseverance and practice is required.

Importance of Personality Development

- **Grooms the inner and outer self of an individual and create a distinct mark of his/her own.** - Personality development not only helps individuals to look good and presentable but also makes them strong from inside to face

any challenges with a smile. People look up to such individuals for support and guidance.

- **Reduces stress and conflicts** – Personality development makes individuals strong enough not to buckle under pressure. They learn to find the solution to a problem which helps in reducing unnecessary stress and conflicts with peer. Individuals also learn to balance their personal and professional lives.
- **Helps develop a positive attitude in life** - . Personality development makes individuals learn to look at brighter side of things instead of crying over spilt milk.
- **Helps instill positive qualities** – Personality development helps people learn to be disciplined and inculcates positive qualities like punctuality, flexibility, willingness to learn, helping attitude, etc.
- **Improves communication skills** - Personality development helps individuals to be expressive in an acceptable way.

Self Awareness

Self awareness is the first step towards personality development. One can change or improve one's personality only when he/she is aware of what he/she wants to change. It involves self introspection and awareness of one's strength and weaknesses. Individuals must also realize the impact that their behavior has on others. They must learn to take cues from the reaction of their listeners and take measures to rectify themselves.

Self awareness should not be misinterpreted as self consciousness, which generally happens with people who are public figures and are bothered more with their looks and appearances.

Body language

Communication is done both consciously and unconsciously, through words and without using words. Body language is the instinctive use of physical behavior, expressions, and mannerisms to communicate non-verbally. Gestures, postures, tone of voice, eye contact, physical distance between speakers are examples of non-verbal communication which can complement the spoken words and sometimes contradict them. Hence, interpretation of body language is a skill and must be learned. Otherwise it may confuse and offend the listeners. Proper interpretation, on the other hand, will help develop stronger relationship and trust.

A few **types of body language** are:

Facial expressions - that show happiness, sadness, anger, surprise, fear, and disgust

Body movement and posture – like how you stand, sit, walk, and the subtle movements one make.

Gestures - hand movement for waving, calling, etc. Meaning varies from country to country so chances of misinterpretation are high. For example, OK sign made with the hand, is a positive message in English-speaking countries, but considered offensive in Germany, Russia, and Brazil.

Eye contact – shows, for example, interest, affection, hostility, or attraction.

Touch - a weak handshake, a tight hug, a pat on the head, or a controlling grip on the arm, for example, conveys different meaning.

Space – distance or physical space between speakers indicates intimacy and affection, aggression or dominance.

Voice – not the words spoken but **how** it is said. The tone of the voice conveys sarcasm, anger, affection, or confidence.

Interpretation of Body language

Examples

Arms crossed over chest - Defensiveness or anxiety

Swinging arm - Want to walk away from a situation

Eye blinking - Fast blinking signals stress

Downward gaze - Feeling defeated

Taking notes - Shows interest or involvement

Hand over mouth - Can mean boredom

Arms behind head and leaning back - Looking for power or control

Unbuttoning coat - Openness

Buttoning coat - Feels trapped and wants to leave

Standing with hands behind back - Confidence

Clearing throat - Nervousness

Rubbing back of neck - Defensiveness

Hands flat on table - Ready to agree

Stroking chin - Evaluating or thinking

Foot tapping - Impatience

Rubbing the eye - Doubt or disbelief

Rubbing hands - Anticipation

Tilted head - Interest

Pulling / tugging ear - Indecision

Time Management

“Time management” is the process of organizing and planning how to divide one’s time between specific activities to effectively accomplish one’s goals. Clear goals and priorities are important to effectively manage time.

Benefits:

- Increases Efficiency and productivity thereby ensuring success
- Increases Dynamism

Obstacles:

- Unclear objectives – hence priorities cannot be set
- Too many things at once – over load
- Dis-organisation – lacks organizing skills
- Inability to say “no”
- Interruptions
- Periods of inactivity – wastage of time
- Stress and fatigue – mental and physical reasons
- All work and no play – over worked

What can we do?

- Recognise what obstacles exist
- Identify them
- Employ strategies to overcome

SET GOALS which are

- Specific
- Measurable
- Achievable
- Realistic
- Time based

PRIORITISE

- Do
- Delegate
- Delay
- Delete
- Address the urgent
- Accomplish what you can early
- Attach deadlines to things you delay

Organise

Learn when to say “NO”

You can't do everything

Don't undertake things you can't complete

Remain consistent to your goals

- Set goals
- Prioritise
- Organize
- Learn when to say “NO”
- Use your waiting time
- Concentrate on the task in hand
- Consider your personal prime time
- Celebrate success

Use your waiting time

- On public transportation
- At the doctor's office
- Waiting for your plane
- On hold
- When you are early

-Correspondence

-Letter or memos

- Books or tapes

Concentrate on the task in hand

- Focus on your goal
- Tune out interruptions

Consider your personal prime time

- Morning?

- Evening?
- Late night?

Review

- Set goals
- Prioritise
- Organize
- Learn when to say “NO”
- Use your waiting time
- Concentrate on the task in hand
- Consider your personal prime time
- Celebrate success