

TIPS FOR PERSONAL INTERVIEW AND EXPECTATIONS OF INDUSTRY AND RECRUITER

“If you know the enemy and know yourself, you need not fear the result of a hundred battles. If you know yourself but not the enemy, for every victory gained you will also suffer a defeat. If you know neither the enemy nor yourself, you will succumb in every battle.”

— Sun Tzu, *The Art of War*

Personal Interview

Personal Interview has been very significant activity in selection process since times immemorial. The activity involves employer or representative(s) thereof meeting the prospective employee, in person, either face-to-face or through video conferencing. Many organisations use other tools for short listing prospective candidates prior to the personal interview like personality test, aptitude test, physical test, language proficiency test, written tests i.e. picture story test, essay writing test, PQ/IQ/EQ/SQ tests, email, letter or report on given topic, proof reading, review or summarize document etc, group exercises i.e. ice-breakers, group discussion (GD), role play etc, case study interviews, group interviews, in tray exercise, interview presentation, elevator pitch, medical test etc.

It is important for a potential candidate going for personal interview to carry out a SWOT analysis of self and the Industry and understand the expectations. In addition it is important to carry out the similar exercise for recruiter and understand recruiter's perception. In addition it's important to understand the role and responsibility of the position and competencies required. The analysis helps the candidate to know self, global and local business environment, industry, organisation, position's role and responsibility, competencies required for the position and the perspective with which the recruiter would make an assessment during the personal interview.

Expectations of Industry

Organisations are made of people and their ability to use technology to achieve organisational goals. Therefore, an organisation has organisation chart, comprising of positions / roles, with specific job description and job specification, to be filled by people, holding definite competencies, as per their competency manual, aligned & synergised, so as to achieve its goal.

The expectation of the industry is to source suitable people, who possess required competencies & potential to deliver and excel expectations of the position. Each position when synergised and aligned with organisational requirements, provides focus, direction and competitive power to excel and grow, thus making it more profitable. It's also important that these people are groomed and nurtured to adapt to the changing circumstances and conditions and made capable of using changing technology to sustain the growth and edge over the competition.

Expectations of Recruiter

Expectations of recruiter to find a suitable person, whose competencies are matching with the competencies required for the position and whose strengths are resonating with the strengths of the company:

- (a) **Job Description or Job Expectations.** These are the set of tasks or activities to be performed by the candidate to accomplish organisational goal. The recruiter knows the importance of the position for the organisation and that of tasks required to be performed.
- (b) **Job Specifications or Personal Expectations.** These are the minimum requirement that a potential candidate must hold to perform the task assigned or activities specified in the job description for the position.
- (c) **Competencies.** The competencies are a set of behaviours required in the potential candidate who will perform the responsibility and be accountable assigned to the position. It includes the following:-
 - (i) **Know How.** Technical knowledge required to perform the assigned task.
 - (ii) **Attitude.** Ability to do the task with open mind and put in best efforts with dedication and devotion with the aim to achieve the goal of the organisation
 - (iii) **Skills.** Ability to do task speedily and with absolute accuracy.
 - (iv) **Habits.** The behaviour or attributes acquired consciously or unconsciously, by the potential candidate, over a period of time, which impacts working culture, relation and compatibility for the position, while executing an assigned task.
- (d) **Company, Industry and Sector Knowledge.** The recruiter has knowledge and experience of other organisations in the industry covered under that particular sector. Understands the strengths and weakness of his/her organisation
- (e) **Global Business Environment Knowledge.** The recruiter has knowledge of global business environment and external factors that influence opportunities and threats to the organisation he represents.

CORPORATE ETIQUETTES AND THEIR RELEVANCE FOR FRESHERS

Etiquettes

Cambridge University defines etiquette as “the set of rules or customs that control accepted behaviour in particular social groups or social situations”.

Acceptable conduct and sensitivity to others in any given environment is how one starts on the right foot.

There are several sets of etiquettes of which the most commonly expected and practiced are:

- Social etiquettes
- Dining etiquettes
- Email etiquettes
- Telephone etiquettes
- Virtual meeting etiquettes
- Corporate etiquettes

Etiquettes are the cornerstone of every self-improvement initiative. They enable one to be familiar to the ground rules in an unknown environment and be able to put their best foot forward as per the expected code of conduct and mannerisms.

In a learning environment instructions serve as guard rails for students in a predefined setup which is continuously assessed by checks for expected code of conduct.

In contrast these guard rails come off in the professional environment. To carve a niche in this new environment it is imperative for students to reset their understanding of expectations around code of conduct.

The transition of students to the new professional code of conduct is essential to their understanding of the corporate life, its expectations, rules and conduct guidelines.

What are corporate etiquettes?

Simply put corporate etiquette is being mindful of yourself in a professional/ working environment paving way to your success eventually.

Given below are basic corporate etiquettes expected from freshers with no work experience at the beginning of their corporate careers.

The following do's help transition a student to a thorough bred professional with a competitive edge.

1. Discipline: Discipline goes a long way and is a reflection of your character.
2. Never adopt a casual attitude at work
3. Understand and follow official dress code
4. Stand when you are being introduced to someone
5. Punctuality goes a long way: don't be late
6. Be polite and professional in all forms of communication
7. Pay attention to names, titles and designations

8. Respect other's space
9. Have a good firm handshake
10. Plan what you say- no random waffling
11. Put your phones on silent once you enter your office space
12. Take care of your pitch and tone during verbal interactions
13. Keep your work station clean and organised
14. Don't point fingers at people and if you need to keep your fingers together so that you are pointing with your hand and not fingers
15. Avoid consuming too much food or drinks during official gathering – you are not there for the food or free booze
16. Body language- be aware of your body language and gestures
17. Learn how to offer business cards - When presenting your card, do so with both hands holding the card at the top in between your thumb and index finger with the writing facing the recipient. After receiving a business card, spend a few moments examining it, providing positive feedback with a smile, before placing it either in your chest pocket or in front of you at the table.
18. Clean up after yourself – when using common places like conference rooms, washrooms, pantry etc. if you found it clean you leave it clean
19. People are very sensitive to smells – perfumes, colognes, strong smells in food can often make other people uncomfortable be mindful about the same.
20. Do unto others as you would want them to do unto you – treat people as you would want to be treated.

In addition to knowing what to do it is equally critical to understand what should be avoided. Given below are some Dont's in a corporate environment:

1. Avoid invading other's personal space
2. Avoid office gossip
3. When having a meal together avoid starting before everyone else
4. Avoid peeping into other people's screen or cubicles – don't be nosy
5. Avoid losing your temper or cool during a discussion
6. Avoid being aggressive but be assertive – understand the difference between the two
7. Avoid making fun of others – culture, ethnicity, accent, English, communication style etc.

8. Avoid discussing politics and religion – people are very sensitive when it comes to these topics.
9. Avoid the intermingling of personal and professional life. Keep them separate
10. Avoid over committing
11. Avoid going to a meeting without your own note pad and pen
12. Avoid taking office supplies like stationary home – this is considered as stealing
13. Avoid being part of the group be neutral in your approach
14. Avoid being too informal with your colleagues
15. Do not come across as lacking enthusiasm
16. Avoid complaining about everything – you are an adult learn to trouble shoot your problems
17. Do not whine about things that don't have a resolution
18. Avoid waiting around for someone to train you- take initiative and approach people for self-learning.

The above is prescribed and widely accepted conduct, behaviour and mannerism in a corporate work setting. If followed it facilitates the process of being accepted in this environment.

Lastly there are no short cuts to success. In the corporate world one needs to be at their best and contribute towards adding value to the organisation through conduct every single day.

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RESEARCHING INDUSTRY & COMPANY– INTRODUCTORY NOTE

The placement season in B-School usually starts by August/ September. Each student strives hard to get a job in their dream company. Facing interviews and group discussions is a part and parcel of student's life. No one can skip this process. B-Schools and their students are very serious about the placement process.

The Placement department along with academic department works hard to make students ready for placement. They give rigorous training to students to crack interviews and group discussions. Mock interviews and group discussions are conducted regularly which helps the students as it boosts their confidence when they face interviews and group discussions organized by corporates.

The aim of this article is to make students aware regarding the importance of research about the industry and company before they face the interview. Students are expected to be well versed with the environment in which industry/firm operates.

It creates good impression in the mind of the interviewer, regarding how serious the candidate is regarding the job he/she has applied for. As we are aware that research cannot be done in a random manner. We will discuss how one can research about the industry/firm, what are the points one should take into consideration while doing research.

Importance of research about Industry/Company before an interview:

- It helps in understanding the environment in which industry operates.
- Understanding company's culture, mission & values.
- It helps in facing interview question like, "What do you know about our company?"
- It helps in understanding image of the company amongst its stakeholders.
- It helps, when negotiating for salary.
- If candidate can understand the work culture of the company, it will help him in deciding whether his temperament is compatible with the working environment of the company.
- It helps in understanding financial health of the company.

How to do research about the company?

In today's world, one can get information regarding anything in a jiffy. We are living in the world of information overload. Information regarding company can be collected from various sources, which will help in getting accurate picture about the company. Let us discuss what are the various sources from which one can get the information about the company.

A) Website of the company

Website of the company is goldmine of information. It will give a candidate all the basic information about the company. However this information will not have any element of negativity attach to the company. The information which can be collected from the website are as follows.

- Founder /Promoters/Directors of the company
- How and when company came into existence
- Mission & Vision of the company
- Hierarchy in the company
- Businesses of the company
- Location of plants of the company
- Products of the company
- Subsidiaries of the company
- Balance sheet and other statutory report
- Investors in the company
- Awards & recognition received by the company

B) Social Media Sites

In today's world no organization can ignore social media. Visiting social media accounts like Facebook, Instagram, and Twitter etc. can give lots of information which one may not get from company's website. The image of the company amongst its target audience can be gauged from the reaction on social media sites. Many customers now uses social media for filing complaint about the company's product & services. The response time from the company will help the candidate in knowing how customer centric the company is.

C) Newspapers, Magazines & News Channels

Newspapers, magazine and news channels can give lots of critical information regarding industry and company. The information gather from these sources helps in forming opinion about the company as candidate will come to know how experts from the industry view the company's past performance and future prospects. They can give information about the how company is performing against the competitors. Information like what is the advantage/disadvantage over its competitors can be gathered from these sources.

D) Ex-employees/Current Employees

These are the people who are working in the organization or have worked with the organization and you know them. They can give feedback regarding the health of the company along with the culture of the organization. Their feedback will help the candidate in getting insights, which will help the candidate in forming opinion regarding the company.

Conclusion:

It is very important to do research before facing an interview. Research about the company and industry in which one plan to work helps in creating positive impact in the mind of interviewer. Interviewer feels that candidate is eager to join the company as he has studied about the environment in which firm operates before facing the interview. Candidate should not rely on only one source before forming an opinion about the company.

IMPRESSION MANAGEMENT

Impression Management is a conscious or subconscious process in which people attempt to influence others' perception about a person, object or event by regulating and controlling information in social interactions. Additionally, the theory elaborates on the fact that people must ensure that their perceptions and cognitions are consistent with their goals and actions.

People will always present themselves as positively as possible to others. Most people often wonder what others will think of them when they do, don't do or say something. That's no different in the business world, for example, salespeople will try their best to present their product or service as positively as possible. In fact, it's their job to manage the impressions of the public and the potential consumer to maximize the results.

Impression management is usually used synonymously with self-presentation, in which a person tries to influence the perception of their image. The notion of impression management was first applied to face-to-face communication, but then was expanded to apply to computer-mediated communication. The concept of impression management is applicable to academic fields of study such as psychology and sociology as well as practical fields such as corporate communication and media.

Motives for Impression Management

Let us examine several motives behind managing one's impression

1. Maximizing Rewards and Minimizing punishment

A primary consideration is that people manage their impression to maximize expected returns and minimize expected punishments. For example, during a meeting with potential investors the aspiring entrepreneur wants to make a positive self-representation in order to attract investors. Not receiving funding would be a punishment because the entrepreneur's efforts at launching the new company could be hampered without funding.

2. Gaining power over others

Self-presentation is also based on the desire to gain power over others. By creating a positive impression, it is possible to control the actions of others towards you in a favourable direction. The supervisor who creates a favourable impression will have an easier time inducing subordinates to work extra hard than a supervisor who creates a negative impression.

3. Creating a public self in accord with the ideal self

A subtle reason for impression management is to create a public self that is consistent with the ideal self. Many people have ideal images that go beyond their typical behaviour. The ideal image might include believing that one is trustworthy, moral and highly intelligent. To make others believe that this ideal image is valid, the person constructs a public image that might include references to trustworthy activities such as being a treasurer for a temple or an executor of an estate.

Techniques used for Impression Management

Impression management refers to people's attempts to control and influence the impression others have of them. There are approximately seven Impression Management techniques. These techniques are all used in daily life.

1. Conformity

Conformity means being accepted and is intended to let others enjoy the surroundings or the people in the surroundings. This technique is applied by companies when they have employees come together to work together and in doing so ensure that the employees feel accepted and comfortable.

2. Excuses

The second Impression Management technique concerns excuses. Excuses generally refer to a person's explanation about a negative or unacceptable event. This explanation is given to avoid a severe punishment or judgment. Excuses are often made. When being late for a meeting, or when a driver is fined for failing to wear his seatbelt.

3. Acclaim

Acclaim means proudly greeting the audience because someone knows he or she did their job perfectly. Someone does this with a sense of excellence about himself. In the business world, this could refer to a project team member who is praised by the project manager because of a good idea or initiative. This encourages other employees to work harder and better.

4. Flattery

Flattery means excessively complimenting someone else to appear perceptive and likeable. Flattery is an assertive social technique for managing others' impressions to increase one's social attractiveness. This is done by saying things that flatter, praise or compliment the other. This impression technique is especially common in the online marketing world.

5. Self-promotion

Self-promotion is about emphasizing one's best characteristics or downplaying one's shortcomings. This draws the attention to one's own achievements. This phenomenon is particularly frequent in the business world. An example of this is a salesman who tells his boss: 'colleague x has taken three years to reach the number of sales transactions I've done in six weeks.'

6. Favours

Favours is another popular technique, both in business and in everyday life. Favours are about doing something nice for others to receive acceptance and approval from them. For instance, a salesman of luxury cars could offer his customer tickets to the theatre because he can't use them himself.

7. Association

Association concerns improving or protecting one's image by managing information about people and things with which one is associated. For instance, an applicant could tell the interviewer: 'that's such a coincidence; your boss and I were roommates at university'. Association also means collaborating with others to strengthen and protect each other with regards to the information and image of the people involved in the association.

Conclusion:

Effective and authentic impression management is not easy. Like all social skills, it is something that needs to be developed and practiced continually. Managing our image not only aids in leaving a lasting impression on others, but it also helps in attaining our goals and being successful.

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NETWORKING: ENHANCING LINKEDIN PROFILE

Networking

Networking occurs every time you strike up a conversation with someone at the store, participate in a school, college or social event, volunteer in the community, converse with your neighbours, or even connect with friends and others online. These means are mostly considered the part of our personal network where we interact everyday with our family, relatives, friends, neighbours, teachers and others. Professional networking is a process or an activity of developing contacts in the business scenario and using these contacts to create and establish business relationships, partnerships and business opportunities. Example: creating client database for business development.

An individual will try to develop professional network or connections within their working areas with different leaders, experts, high profile work professionals in the same or similar area. Apart from these connections, clients, vendors, financiers, recruiters are also included. These connections provide a lot of support in establishing, building and reaching the professional goals. Both personal and professional network may be looked as sources for career development as people in your network will have their own network leading to exponential growth in your potential contacts.

It is extremely important for the college graduates, especially the post-graduates, before they even enter the workforce to establish and enhance their professional network. These connections may help in providing guidance for future, getting an internship offer and even getting their first job. They may act like mentors and even referrals for any new opportunity. Over a period of time, networking has evolved and is seen to be made both in-person as well as through social media (online). The aim is definitely to expand your network, get connected to like-minded people and promote self or/and your business.

Advantages of networking

Professional networks serve different purpose at different stages of your career. The connections you develop over a period of time helps benefitting you in multiple ways.

- Advancement in career
- Job and business opportunities
- Promote self or business
- Advice and support
- Having positive and long lasting relations

- Get fresh ideas
- Develop your confidence
- Information exchange
- Having competitive advantage

Networking skills

An individual may focus on and develop certain skills which always prove to be essential skills for building better networks. These skills or competencies mainly included behavioural competencies which are extremely essential to build and maintain the professional networks. The competencies give an edge to an individual over others to reap the benefit of the important connections. These networking skills include the followings:

- Interpersonal skills
- Public speaking skills
- Communication
- Social skills
- Being positive
- Being participative
- General awareness
- Being empathetic
- Being confident

Building networking skills

Looking at the advantages of professional networks or connections, it is important to understand certain ways to building and keeping networks strong. These are the few ways suggested to build strong professional networks.

- Open to new connections
- Do not hesitate to make the first move
- Make real connections
- Build relationships
- Make yourself worthy
- Establish conversation
- Be yourself
- Be active listener

- Develop online presence

Essential online networking skills

Google, YouTube, Skype, Facebook, LinkedIn, Twitter has become synonymous to social networking and has their own languages. Every platform has its own uniqueness, needs to be handled in different manner but are excellent networking channels. These are undoubtedly exceedingly important platforms to create and develop networks with countless number of people across different nations, industries, organizations, job profiles and interests in today's time. The world seems really small and reachable through these channels. Certain additional skills are definitely required to build strong professional connections and reap the benefit out of that through different social media platforms. Some needed online skills and ways to build them are discussed herewith.

- Digital competence
- Have a LinkedIn profile
- Get a Twitter handle
- Maintain proper profile
- Make networking a regular activity
- Connect to resourceful and influential people
- Look for common interest
- Be professional
- Use positive language
- Know the right way to reach out
- Don't expect and ask anything
- Be careful, nothing is private
- Right way to draft messages
- Able to articulate
- Proper email etiquettes

Importance of networking on LinkedIn

LinkedIn is a social networking site primarily focused on building professional networks. Being founded in the year 2002, LinkedIn has become the largest online professional networking site. It allows individuals to become members (free and paid), create profiles, connect with people and build strong professional connections. Apart from these, LinkedIn allows the members to write articles, post pictures and videos, join different groups, search for opportunities and many more. Employers can also become the members and can brand their organizations, post their openings and connect with multiple candidates. LinkedIn is a safer site compared to many other websites but be aware of the privacy and security settings.

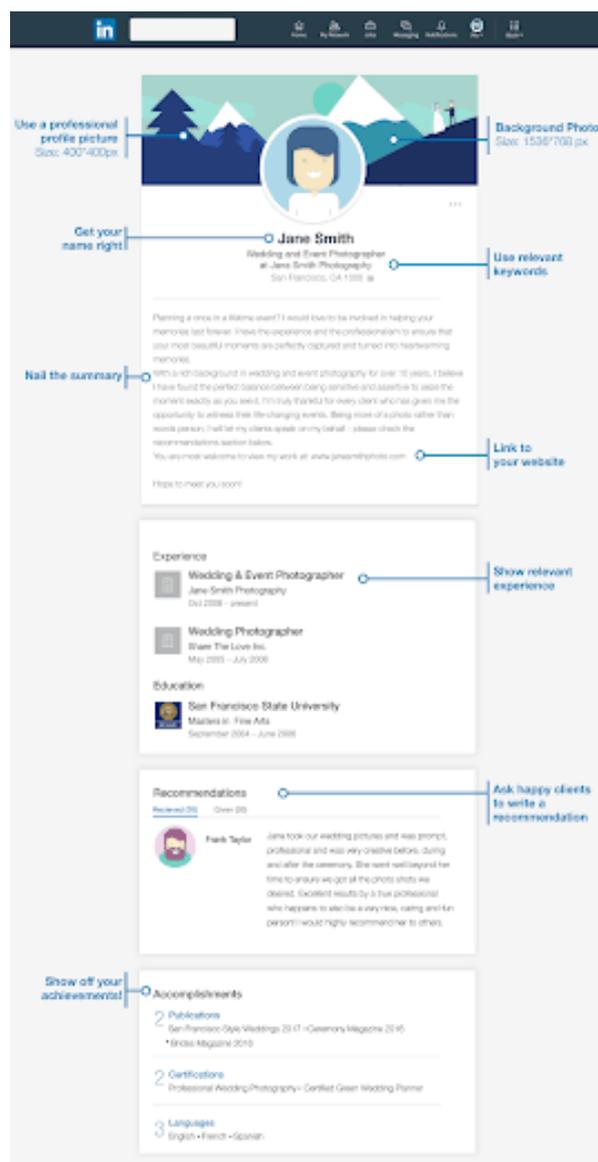
Certain benefits of being on LinkedIn are as follows:

- Personal branding – It's a great platform to build your personal brand and showcase your talent, skills, strengths, achievements, expertise within your network.
- Networking – It is definitely the ultimate platform to build excellent professional network in your field.
- Job search – Candidates looking for job opportunities get aware of openings posted by different individuals like recruiters as well as the companies themselves. It works as an open space for the students and candidates search for good internship or jobs.
- Research tool – It is a superb place to research about everything happening around us. Individuals can search for industry trends, different companies, their culture, structure, policies, hiring managers and many more. Members can follow companies and also join different groups to remain updated.
- Advertising – Individual businesses of any scale or size can brand and advertise about themselves, their vacancies, and their business in order to develop more business or even to attract desirable talent.
- Messaging – Members can reach out to other members, recruiters, companies through directly messaging them. Individuals keep their contacts updated by posting and updating them with stories, pictures, videos etc. Even using the contact ID, members can reach out to others.
- Publishing – It is a great platform to the members to even publish articles and let other read and give feedback on them. Also it serves as a source of information for people who are not aware of certain matters.
- Academic development – LinkedIn also provides a lot of industry related certification courses for students as well as working professionals. Members can enrol themselves and complete essential courses which are very well accepted by the industry.

Optimizing your LinkedIn profile

This is the template of any LinkedIn profile created by an individual after becoming the member. Let's start understanding how you can take your LinkedIn profile to the next level. It can do more what you can even imagine of.

- Keep your profile public – Make sure you keep your settings such that people can see your profile and get in touch with you for any opportunity.
- Get customized URL – The automatic URL that gets created has lot of extra & unnecessary stuff making it long and difficult to remember. Hence don't forget to customize the URL to make it short as well as having your full name in it. Example: URL created: <http://www.linkedin.com/pub/joan-smith/6a217b542> Customized URL: www.linkedin.com/in/joansmith



- Connect with relevant people– The way it is important to grow your network, it is essential to connect with relevant people. It helps you to get connected to the right people, learn the right things, build knowledge and confidence and grow and develop.
- Add proper background– Keep a background that helps you to brand yourself, your areas of expertise, show what matters to you. This helps people having an idea about you and then chose to connect to you as well.
- Keep a professional profile picture – Lot of profiles are seen without any picture or a pic that is very informal or casual in nature. This is a don't towards optimizing your LinkedIn profile. Definitely use your updated profile pic which is more formal in nature and includes only you. It should give a close view of your face rather than the full

posture. According to LinkedIn, profiles with professional headshots are 14 times more likely to be viewed than those without a profile picture.

- Work on your headline – After your name, what people see is your headline. It should give them a fair idea about who you are, what you are skilled at and what you can offer. It is important to draft an appropriate headline for yourself which is brief and grabs people's attention. Here you may use relevant keywords.
- Be careful of profile summary – It's a place where you give a snapshot of yourself including everything you have achieved till date and what you can offer to others. Hence write a winning bio which needs to be constantly updated with time.
- Keep your location updated – It helps in connecting to more people around your location, get invites for events happening in your place or being approached for offers for your location at times.
- Update your work experience – This is where you may provide the detail of the work experience and portray your roles and responsibilities you have performed in your previous jobs. This gives an indication of your future capabilities.
- Update your academics – This section not only bring in from your academic achievements but also help others to understand your interest and background.
- Add volunteering activities – If you have been involved with social activities, do not forget to mention them here. This helps you to get connect with people of similar interest and extend your support to the needy.
- Skills & endorsements – The skills you mention highlight your strength and expertise in your area. It also helps in coming in the search list of the recruiters who will be using those skills as key words for candidature search. Endorsements reinforce your skills & expertise by others who could also see those in you.
- Update your certifications & licences – This section showcases your passion for learning throughout your career. It gives an idea that you are interested in keeping yourself updated with the latest in your field.
- Share your achievements – Another section which reinforces your strength, skills and expertise is the mention of your achievements.
- Add publications – If you have been interested in writing and publishing, update your publications in this section. Any research interest leading to develop some research finding may also be included, if it has been published in any online or offline forum.

- Request for recommendations – Positive feedback from your former teachers, colleagues, supervisors or clients always reinforce your strengths, skills and expertise. Hence never lose an opportunity to ask for recommendation which will add value to your profile and may also work as referrals.
- Join right groups – This helps you to be updated with all relevant information that you are interested in and that's too the very first hand information. You come across a lot of new information, can exchange ideas and thought through discussions and build stronger relations with the right set of people.
- Follow right people – Following the right kind of person can inspire and motivate you in multiple ways. Follow the leaders and influencers who has been successful as well as help other to attain success.
- Keep contact info updated – This is what you are maintain professional network, so that people can contact you for any opportunity at any point of time. Incorrect or not updated contact info increases the opportunity lost count. Hence make sure anyone can reach you through the contact info you have mentioned.
- Keep your profile alive – It is important that you keep your profile live, visible and vibrant by being active and regular on this platform. It can be done by posting your updates using pictures or videos, endorsing others, giving recommendations, building conversation either posting article or taking part in discussion. There are multiple ways to do the same. But be careful that you use simple language rather than jargons.

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THE POWER OF NON-VERBAL COMMUNICATION

"Actions speak louder than words".

It's true. Your body is a crucial part of communicating your inner feelings. Of course, we can't communicate ideas, thoughts, and plans without words. However, the way people interpret those words is tremendously influenced by our non-verbal communication.

The messages we send through these expressions and gestures play a key role in people's interpretation of the words we speak, strongly influencing **how we are viewed**.

John Locke, a British philosopher of the 1600s, said, *"I have always thought the actions of men are the best interpreters of their thoughts."*

When communication is broken down, 7% is verbal (words that are spoken), 38% is vocal (the tone and pitch in your voice), and **55% is nonverbal** messages (Gabor et al, 2014). Nonverbal communication is all around us and is exhibited in everyday life; it is expressed through facial gestures, touch, personal space, and vocal characteristics. The most common nonverbal communication signs that are the easiest for individuals to identify and interpret are facial expressions, gestures, body posture, pitch, and the tone of the individuals voice (Abercrombie, 1972).

Nonverbal behaviour is in everything that an individual says or does during communication with the exception of speech. Verbal language is used to transmit the information while nonverbal language expresses the sender's true intention of the message. (Gabor et al, NONVERBAL COMMUNICATION 6 2014). Nonverbal communication can tell us more about a person than the verbal information that the individual contributes. Smiling, waving, cheerful tone all translate into words of happiness; while using a deeper than normal tone and frowning translates into words of aggression or dislike. Nonverbal communication is in the individual's eye movements, facial and hand gestures, and their body as they convey important feelings or attitudes about the information that is being relayed (Gabor et al, 2014). Eye contact can convey an interest in the message, boredom, or sincerity (Gabor et al, 2014). Maintaining eye contact can convey a message of openness or candour, while looking down is a sign of modesty, or looking up is a sign that you are trying to remember information, and unwillingness for eye contact is a sign that you are not telling the truth (Gabor et al, 2014).

Non-verbal communication can have a great **impact on the listener** and the proper understanding of the communication. It is also related with the language of the unconscious which consist much more information wisdom and knowledge than the conscious use of language.

“60% of all human communication is nonverbal body language; 30% is your tone, so that means 90% of what you’re saying is not coming out of your mouth.”

There are different types of non-verbal communication : Body Movements (Kinesics), for example, hand gestures or nodding or shaking the head; Posture, or how you stand or sit, whether your arms are crossed, and so on; Eye Contact, where the amount of eye contact often determines the level of trust and trustworthiness; Para-language, or aspects of the voice apart from speech, such as pitch, tone, and speed of speaking; Closeness or Personal Space (Proxemics), which determines the level of intimacy; Facial Expressions, including smiling, frowning and even blinking; and Physiological Changes, for example, sweating or blinking more when nervous. And the eyes ... that are a whole world in themselves convey your feelings, attitude.

As an example, if something doesn’t go your way and your body language tells everyone you’re upset, people quickly detect that you’re displeased. If you appear this way every time something doesn’t go your way, then you will likely be viewed as a “big baby,” “a spoiled person,” or “Mama’s boy.”

On a positive side, if you handle a challenging disagreement without appearing rattled, then people will think, *“I’m impressed by the way he/she handled that situation.”* If you continue to control your emotions and body language, then you will become known as someone who’s in control of your actions and behaviour.

It’s important to recognize destructive body language so that you can become aware of the messages you are broadcasting. Remember that your posture, gestures, and mannerisms can overpower the words you speak and influence people’s assessment of you.

What body signals would convey a message for the following negative feelings? Aggravation, frustration, disgust, depression, distraction, annoyance, scepticism.

Body language plays a significant role in all aspects of work and business as well as in relationships at home and in the community. Control your emotions and avoid those signals that can destroy the image of the person you want to become.

Some of the most undesirable non-verbal messages we send stem from what Zig Ziglar called, *“Stinking thinking.”* What we choose to think about when faced with a challenging situation is a choice. The choice we make is often communicated before one word comes out of our mouths. These non-verbal signals can give us many additional information and meanings over

and above verbal communication; this is why understanding nonverbal signs and learning to use this knowledge effectively can help us in a many areas in our lives.

Here are some guiding principles to apply once you have an idea of your natural non-verbal:

1. Whether seated or standing, note your posture. You should be comfortably erect, angled toward the person with whom you're speaking in order to convey an approachable, open message. By contrast, hunching or angling away from someone can make you appear angry or unapproachable.
2. Watch your arms. Arms should be comfortably at your side or on your lap if seated. If you're at a podium or table, your arms may rest on the object. Do not cross your arms, finger-point, or use erratic arm gestures. Many people naturally make arm gestures when they speak. Be aware of yours, and work to calm the movements. Putting your hands on hips or behind your back can send a message that you're bored, mad, or disagreeable.
3. Make eye contact, and keep those eyes steady. People who don't look others in the eye or shift their eyes appear untrustworthy. You can still review notes, but make sure your eyes make contact with the person to whom you're speaking for the majority of your conversation. Some people blink rapidly when nervous, or blink too little when concentrating. Both extremes are unnatural and will distract from the message you're trying to send.
4. Note your facial expressions. Watch your natural expression at rest, when you hear confusing information, when you're happy or need to pause and think. Most people's expressions change for each of these moments. Each of your expressions will convey a message and could alter the direction of the conversation. Do you have a sincere smile, and do you smile at the right moment? e.g. I worked with someone who would smile – in a very forced way – at awkward moments, typically when hearing controversial or challenging information. Most people viewed this person as insincere and harsh maybe a nervous habit but does not really work.

Another example: Are your eyes wide open with eyebrows in an arch, conveying attentiveness, or are your eyebrows and forehead “scrunched”? Some people make a certain facial expression when they are concentrating or thinking. This processing expression can make others concerned that you're upset over something they said. Also be aware of habits that can be distracting, like pursing or biting lips.

5. Calm your fidgeting. Fidgeters are typically viewed as bored, impatient or distracted. Depending on your fidget habit, you can also appear anxious or mad. Examples here include picking or tapping your fingers, playing with fingernails, tapping or spinning pens or another small object, and frequently shifting your legs or seated position.
6. Watch for a disconnect between your verbal and non-verbal communication. The most common example of this is saying that you are happy or “fine,” while you’re frowning with shoulders slumped. This is inconsistent and can make other people uncomfortable. Worse, it’s important to note that when incongruent behaviours exist in a conversation, people will naturally focus on the unspoken messages. So moods and emotions will prevail.
7. If you’re having a challenging conversation, be aware of how others are entering the dialogue. This will help you predict and prepare for what you might see and experience. For instance, are they upset about something? Are you talking with a reporter who has a predisposition about your topic or company? In this situation, you may see that disconnect between verbal and non-verbal, so ask for clarification if needed.

few examples:

- Face: smiling shows happiness; frowning shows disapproval.
- Eyes: attentive gaze shows interest; rolling the eyes shows disgust.
- Gestures: nodding the head shows agreement; tapping fingers on table shows boredom or impatience.
- Posture: leaning forward shows eagerness, acceptance, or interest; slumped over shows discouragement.

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