



Enhancing Job Efficiency through Communication Skills

A. Hajira Banu

Assistant Professor, Department of English, PSNA College of Engineering and Technology, Dindigul, Tamilnadu, India.

Received 10th November 2016, Accepted 1st December 2016

Abstract

'Struggle for existence' and 'survival of the "fittest"' – this is the present scenario of the job seekers in the corporate world today. With Liberalization, Privatization and Globalization, the competition among enterprises has become stiffer than ever in satisfying customers. Globalization has led the world to shrink into a village where the need to work with people of different origin and region has become inevitable. The ability to connect and build rapport with other people is a foundation job skill. Hence competency in communication skills is not just a great benefit, but a compulsion that dictates survival in this exceedingly competitive world. This paper focuses on the importance of presentation skills for engineers.

Keywords: Presentation skills, Constant practice, motivation, screening videos.

© Copy Right, IJRRAS, 2016. All Rights Reserved.

Introduction

Be it a job or business, a person has to communicate with other people either verbally or non-verbally to get the work done or to attain the desired goals. Of course, all of us do communicate. But the question is, 'how well?' The Oxford English Dictionary defines the word 'skill' as the ability to do something well. To borrow the words of Shiv Khera, 'Information Technology has increased the speed of communication tremendously, no doubt. But unless people know how to and what to communicate, they will only miscommunicate a lot faster'. Miscommunication leads to lack of information, misunderstanding and doubts that further result in decreased productivity from the employee's side. Ineffective communication can pose problems and conflicts not only for the individual but also for the entire organization. Therefore, in organizations, institutions or universities, recruitment is done made on the basis of a selection process which involves oral presentation in the form of short lectures, business presentations or some form of the oral presentation.

Of the many skills that contribute to the professional success, none is more important than the ability to communicate orally in front of a group of people. Business people rank oral presentation skills among the most important factors responsible for their success. The teachers of English language are entrusted with the huge responsibility of making our students with mediocre skills and talents stand out in the crowd of job

hunters. Helping the learners to master all the four (LSRW) skills can definitely be rewarding. But speaking seems to be the handiest, immediate and most obvious form of communication. Therefore, this paper mainly focuses on enhancing the presentation skills of professional students. Throughout their career they are bound to encounter innumerable situations which demand effective presentations. It could be industry conferences, product launches, annual general meetings, departmental presentations etc. These objectives may range from exploring a new area of information to introducing a new product by a company.

Presentation is communicating and not conversing with others. Presentation is not simply relating the right information but communicating the same in an appropriate way. A good presentation can do wonders for a person; it may help in getting a lucrative job offer from his/her dream company, or he/she may get a business deal or promotion that he/she had been long waiting for. If you can communicate better, you receive recognition and can go up the ladder faster.

The reverse is also equally true that a poor presentation of ideas not only reduces the professional image of the person presenting it, but it may result in major business or personal loss. Constant practice is the key to acquiring this skill. This paper has been evolved out of my own experience in the class room and deals with the practices which have proved to be successful to a great extent. To begin with, though a methodical tutoring was done how a presentation had to be, it did not bring in the desired result from the students. Screening the video of popular speeches of eminent personalities did make a great impact on the learners. The students may find it difficult to understand their pronunciation and accent. What they cannot understand, they can never

Correspondence

A.Hajira Banu

E-mail: hajiranowsath@gmail.com, Ph. +9188709 64955

enjoy. Therefore, before screening the video to the learners, the teachers have to watch it, observe it and make notes. The teachers can explain their wards, what they are going to watch. After explaining each idea, the video can be played so that it does not result in boredom or lack of understanding.

This method in fact has received wide acceptance from the learners. After every pause, the learners have to be explained of the body language of the speaker, his voice, modulation, his eye contact, his gestures, his timely pause etc which make the presentation captivating. Some of the successful public speakers adopt the technique of rhetorical questions, question tags etc to make their presentation lively and interactive. Unless the teacher explains, the learners fail to observe these key traits in a speaker.

In addition to screening videos, guest speakers can be invited at proper intervals. Listening to them in person has a greater effect in inspiring the learners. Though the teachers of English try to motivate them, the motivation does not last long. Indeed, motivation is like fire which needs constant and consistent fuelling. What we can do is, to inspire them to motivate themselves. For inspiration is more permanent. Observing the presentations by experts becomes a personalized knowledge for the listeners. Life is full of imitations. By listening to such effective speeches, the learners automatically develop a curiosity, and learn the techniques gradually without any conscious effort. This was experimented with the students of second year engineering and found to be very practical in assisting them acquire the presentation skills.

Concluding Remarks

As it is a well-known fact that marketability and job elevation depend largely on the oral communicative ability, it is obligatory on the teachers to be proficient in the presentation skills and impart the same to their learners through innovative and effective techniques.

Reference

1. Khushwant K.S. Pittenger, Mary C. Miller, and Joshua Mott. Using real-world standards to enhance students' presentation skills. *Business Communication Quarterly*.
2. Develop Oral Presentation Skills Through Accounting Curriculum Design and Course-Embedded Assessment *Journal of Education for Business*, Volume 85, 2009 –Issue 3.
3. Shiv Khera, *You can Win*, 2001 Bloomsbury, India.