

‘Leadership and Group Communicational Skills is a Key to Business Success’



P. Prabhavathy, R. Arvind, A. Sowmiya

Abstract: Research has reported that IQ ranks next position to EI in concerning with an excellent job performance and long time target. Emotionally Intelligent persons have studied the meaning of life, living in harmony and peace with others. Instead, they react to the critical circumstances in a wise and smart behaviour, further to any situations. Skills, aims, talents, challenges, knowledge and competencies are very crucial to communicate effectively in varied personal, relational and professional contexts. Verbal and Non-verbal communication is thus mandatory for interpersonal skills in order to face real life activities. In the words of John Hancock, ‘The greatest ability in business is to get along with others and influence their actions’. Similarly, it is significant to keep in touch with enhancing ‘Soft Skills’ cum ‘Life Skills’ in one’s life. The major form of Group Communication includes Leadership traits and Theories, Team working, Task building and Maintenance strategies, Problem Solving, Brainstorming Sessions, Decision Making and Stress Management Strategies.

Keywords: Communication, Interpersonal, Leadership, Management, Strategies

I. INTRODUCTION

Globalization reaches beyond national limits that have extended the hands for market scenario for centuries in order to mainly enrich human life economically likely (village markets, urban industries, or financial sectors). Hence, Trade and Commerce results in integration. Moreover, global requires a support of Linguistic, Engineering and Marketing base. Recruiters will demand the leaders / managers to energise themselves with new skills such as, language skill and other administrative skills.

Perhaps, in recruiting employees from other countries, the leaders / managers will either have to acquire / learn new languages or else they must have foreign ambassadors on their roll. Indeed, organization should take into an account that to meet cultural fact and differences, the management must take the responsibilities to shape employees managerial skills, ethics and attitudes, while conducting Multi-national managerial events. For instance, British managers would value one’s individual achievements and autonomy, on the other, French managers would appreciate the employee’s competent supervision, fringe benefits, safety and security

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* Correspondence Author

Dr. P. Prabhavathy*, English, Suguna College of Engineering, Coimbatore, India. Email: prabhavathy4u@gmail.com

Mr. R. Arvind, Electronics and Communication Engineering, Suguna College of Engineering, Coimbatore, India. Email: arviraaj@gmail.com

Ms.A.Sowmiya, English, PSGPS, Coimbatore, India. Email: speedkce@gmail.com

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and other feasible situations, whereas an Indian manager would give more importance for the rituals, culture and tradition. Moreover, the leaders / managers should be familiar and aware of cultural differences. An organization which seeks cultural diversification will absolutely be profited being it employs the market that it does service to the large extent. Perhaps, promoting increase in competition within the business; continuous workforce has to be concentrated for a strong customer benefits. With this regard, HR / PRO professionals will be the incharge for granting cultural inheritance training for the employees on the whole from the entire organization.

II. LEADERSHIP AND PROFESSIONAL COMMUNICATION

‘There is nothing noble in being superior to others.

True nobility lies in being superior to your former self’.

- Ancient Indian Proverb

A goal emphasizes that one who aims to do a positive remark in the near future. Meanwhile, self-development and self recognition is the main core to the promotion of the organisation, whether in the field of entrepreneurship, education sector, government works, in the area of research cum laboratory, a hospital, media or other services. It is the route driven attitude towards appraisal, performance and the decorum of the organisation. Leadership is all about encouraging the spirit of others and to be open minded always. Leadership is easier than said. Harder to define than recognise, yet when people see it they know it. [2] Business processes illustrate clearly that for the business success the Mission, Values, Objectives, Strengths, Strategy, Marketing, Revenue, Service, Results and finally to Manage are an important criteria to follow in any of the field to gain success as well as to achieve the best performance. [3]

III. GROUP COMMUNICATION

Communication among groups can bring out the merits and the demerits of any issues. At the outset, the groups can respond with the kind of synergy in which an individual dare to do his/her performance by themselves. On the contrary, the least section is that the person can result with negative remarks due to his/her discrepancy and personal goals. It’s rather easy for an individual to lack the current news or goals among the groups. In spite of that, the group members have to meticulously work hard and to ascertain the group pride and dignity with scintillating and crystal clear agendas.

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Thus, it is the responsibility of all the members in the group to cope up with everyone officially and then to ensure sincerely themselves as the responsible communicators atleast for the sake of the group, intended goals, aims, target and as well as for the self-growth too.

It is well said that the great speakers are not born with such talent instead; by the way, it is a leadership skills that can be acquired with open minded by putting serious efforts.

‘I am the most spontaneous speaker in the world because every word, every gesture and every retort has been carefully rehearsed.’

- **George Bernard Shaw**

The speakers who are very effective, studious and impressive will certainly follow the steps like outlining the contents, skimming and scanning the main theme, planning for the accuracy and fluency, preparing to gain the attention of the audience and practising professionally for the presentations with keen interest, efforts and self-motivating. Therefore, the leaders/managers or so called professionals must mould themselves with the respective skills in order to face the competencies in the competitive market.

The leader and the group communicators must enhance the following skills:

- ❖ Flexibility
- ❖ Greet and respond
- ❖ Invite and offer
- ❖ Listen and follow
- ❖ Expressing and Enquiring
- ❖ Directing the Group
- ❖ Group work and Maintenance
- ❖ Interaction
- ❖ Professional with Values
- ❖ Time Management
- ❖ Knowledge about Current Affairs
- ❖ Body Language
- ❖ Respecting Social Protocols
- ❖ Group Dynamics
- ❖ Team Work
- ❖ Managing Stress
- ❖ Effective Communication
- ❖ Decisiveness
- ❖ Leadership Qualities
- ❖ Strategic Planning
- ❖ Network Building
- ❖ Client Service Orientation
- ❖ Organizational Awareness
- ❖ Self Confidence
- ❖ Sharing of Expertise
- ❖ Global and Cultural Understanding
- ❖ Multiple Language Competencies and others

The above skills are in accordance with communicational performance; in addition to it the professionals must update their analytical skills being the demands in the market are so high and the leaders are in the place to prove some either special or the dynamic results, in turn professionals must provoke quantity and quality remarks which will show their section is outsourcing some useful programme to the others. The product will definitely outline the prescribed objectives, vision, mission and goals which have already set forth by the organization. Some of the key points stated below are to be

practiced among each and every person in order to attain and develop the so called Leadership Skills. [1]

1. TAKING PERSONAL RESPONSIBILITY
2. MASTERING THE ARTS OF STRAIGHT TALK
3. ACTION PLAN
4. SYNCHRONISE YOUR BODY LANGUAGE
5. REBUILDING THE BARRIERS AT WORK
6. THE POWER OF GIVING AND ACCEPTING PRAISE
7. LISTEN AND PLAN FOR SUCCESS
8. KEEP THE TECHNOLOGY IN PERSPECTIVE
9. BE A CONSIDERATE COLLEAGUE
10. BE PROFESSIONAL, NOT ANTISOCIAL.

The Table which is given below states some of the useful Phrases - while beginning a presentation in the group. [4]

TABLE - I: PHRASES

Greet the audience	Good morning /afternoon /evening to everyone /one and all
Introductory Announce the topic	I'm / his/ her name is... The topic is all about....
Ending the introduction Beginning the main body	That's all for the introduction So, to begin with...So, first of all... Now, to take up the first point...
Beginning a new part	Let's move on to... So, now we come to the question of...
Summing up	So, to sum up... Let me now sum up what I/We was/were saying...
Concluding closing	So, I'd like to conclude by saying... Finally, I'd like to say that... Thank you for listening... Thank you for kind attention.
Questions	If you have any questions, I'll be glad to try and answer them

IV. CONCLUSION

To sum up, through this paper, I would like to convey that in the workplace , over a period of time the leaders has certainly changed in many ways than one could have ever dreamt, resulting in technology, creation, innovation and globalization this all done due to the practice and team work of the best group communicators. Accordingly, there will be the greatest change in the forth coming years in the workplace, mainly in the role of leaders or the hierarchy.

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ATHORS PROFILE



Dr. P. Prabhavathy has accomplished Ph. D. in English Literature with the specialization in English Language Teaching from Bharathiar University, Coimbatore, Tamilnadu, India and currently serving as Associate Professor of English, department of Science and Humanities at Suguna College of Engineering,

Coimbatore. Additionally, she works as a freelancer for Versatile Corporate Solutions, Chennai. She owes membership in IJELL, MISERP. Earlier, she had been serving in reputed Self-Financing Engineering Colleges and has a rich and profound teaching experience over 9 years and 4 years as Soft Skills Trainer - cum -Public Relation Officer /CRO in one of the reputed industry in Coimbatore. She has been certified as International Trainer on Behavioral Science (CBS); Personality Development & Soft / Life Skills Training from MAC – SINGAPORE. To her credit, she has authored 1 textbook and 3 workbooks pertaining to engineering curriculum in Tamil Nadu. She has published more than 10 research papers in International Journals with good impact factor. She has also published 17 papers in the proceedings of the National, International Conferences and Seminars sponsored by UGC, AICTE and NAAC. Her areas of research interest include Indian English Literature and English Language Teaching. She has been the oral examiner and the evaluator for the Speaking & Writing Skills of Cambridge University – BULATS - ESOL Examinations. She has won “Proficiency Award” and many ‘shields’ related to studies. She has been a trainer for the MSME, NSDC and MHRD sponsored projects. She has conducted many Seminars, National Conference, Workshops, FDP’S in and around Coimbatore. She has been ranked in the editorial column cum journal reviewer of some reputed journals and newsletter. She has initiated the necessary of Women Development Cell in the colleges and she has been as Chairperson for the cell and conducted many entrepreneurship programmes namely, SWATCH BHARAT, Start-up of LIFE SKILLS COUNSELLING CENTRE and so on. Recently, she has won the International award titled as “Innovative Researcher and Dedicated Academician (English)” and the other award titled as “Innovative Researcher and Professional Teaching” from “The Society of Innovative Educationalist and Scientific Research Professional (MARA University, Malaysia). Currently, she has completed her BSS, Advanced Course in Acupuncture.



Mr. R. Arvind has accomplished B.E., MBA., M.E. currently working as Head of the Department of ECE, Suguna College of Engineering,Coimbatore, Tamilnadu, India. He has more than 12 years of experience. His strong experience in all facets in hardware development from design, implementation, maintenance, support and testing.

Excellent design and programming skills in ‘Embedded Technology. Strong leadership and team management skills. Good team player. Recently, he has won Appreciation Award from AICTE and Internshala. He has been a member in MSIERP. He has won “Innovative Researcher and Dedicated Teacher Award” at Malaysia. He has also published 5 papers in the proceedings of the National, International Conferences and Seminars sponsored by UGC, AICTE and NAAC. His areas of research interest include Digital Signal Processing and Embedded Systems.



Ms. A. Sowmiya has completed M.A., B.ed, M. Phil in English Literature. She has published 1International paper and 2 papers in the national conferences. Currently she is working as a teacher at PSG Primary School, Coimbatore, Tamilnadu, India. She is keen towards story telling. She is a soft skills trainer .