

I. COMMUNICATION SKILLS AS CAREER FILTERS

Communication Skills as the Ticket to Success

Communication Skills are Soft Skills

- Soft Skills
 - Abilities that relate to how one works and interacts other people
- Hard Skills
 - Technical knowledge or training gained through one’s career and education
- Examples:
 - Teamwork
 - Interpersonal Skills
 - Creativity
 - Adaptability

Why Soft Skills?

- Typically, difficult to teach
- Better taught when younger
- Can be used for every single situation (career, friends and family, groups, community)
- Higher employability
 - It’s possible to beat someone who has better/same hard skills
 - Those with better soft skills usually stays longer in the company

Common Top Soft Skills:

- Communication
- Problem Solving
- Creativity (resourcefulness)
- Adaptability (can work under pressure)
- Work ethic (punctuality, dealing with others)

Importance of Communication Skills

- A means for team building
- Everyone can give their own opinion
- Innovation
- Personal and professional growth
- Strong management

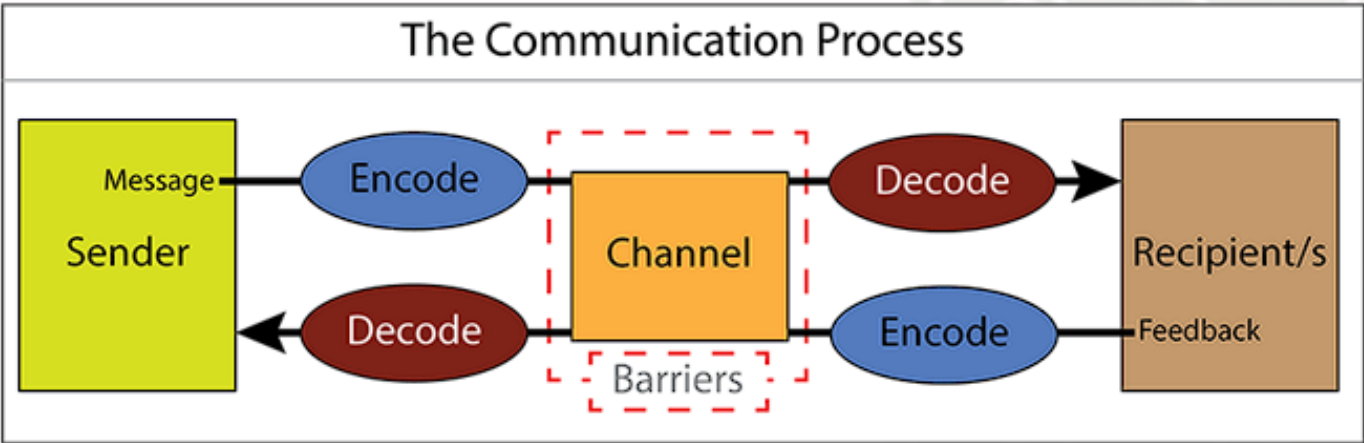
Related Communication Skills

- Active learning
- Confidence
- Conflict resolution
- Negotiation
- Public speaking
- Writing
- Nonverbal communication
- Empathy

Concepts in Communication

- Communication
 - Transfer of information or message from one entity to another
 - Have atleast one sender, and atleast one receiver
- Communication Skills
 - Set of abilities to transfer information between different entities in different situations

The Communication Process



Types of Communication

- **Verbal**
 - Medium of the message is **oral**
 - Examples:
 - Face-to-face
 - Telephone
 - Radio
 - Television
 - Messenger call
- **Non-Verbal**
 - **Part** of verbal communication
 - Examples:
 - Facial expressions
 - Body stance
 - Tone of voice
 - Volume of speech
- **Written**
 - Medium of the message is **printed or digital**
 - Examples:
 - Memorandums
 - Proposals
 - E-mails
 - Letters
 - Training manuals
 - Operating policies

Areas of Communication

- Focuses on how communication is **implemented**
 - **Verbal**
 - Speaking
 - Listening
 - **Written**
 - Reading
 - Writing

Introduction to Human Behavior in Organization

- **Organizational Behavior**
 - Study of **human behavior** in:
 - Organization settings
 - **Interface** between human behavior and the organization
 - Organization itself

Why HBO on Communication?

- Communication style varies on the company and team ("Company culture")
- Tasks in HBO require **strong communication** skills for the leader and team members.

Company Culture

- Also known as **organizational culture**
- Defines the proper way to behave within the organization
- Includes **shared beliefs and values**
- Sets the context for everything an organization does
- Every company has a **different type** of culture
- Effects:
 - **Strong culture = higher** success rate for companies
 - Weak culture = brings **down** the organization and its leadership
 - Merging companies can be broken down with **conflicting cultures**

Tasks in Organization Behavior

- Job satisfaction
- Finding the right people
- Organizational culture
- Leadership and conflict resolution
- Understanding employees better
- Understand how to develop good leaders
- Develop a good team
- Higher productivity

II. COMMON BUSINESS DOCUMENTS

What is a Business Document?

- **Collective** term for the documents, papers, reports, letters and other files that are related to the **business**
- Documents that **help** with the **operation** of a business
- Advantages:
 - Needed for specific government **processes**
 - **Safeguards** business integrity
 - Good for **documentation**
 - Secondary means of **proof**
 - Makes processes **easier**

Different businesses and departments may have different documents:

- Financial reports (budget, liquidation. Reimbursement)
- Business reports (graphs, charts, reports)
- Company bylaws
- Employee reports (contract, performance reports, hiring documents)
- Minutes of the meeting

Types of Business Documents

1. Cover Letter

• What is Cover Letter?

- Also known as the letter of intent or **letter of interest**
- Document used to formally initialize a binding argument:
 - Memorandum of Agreement (MOA)
 - Memorandum of Understanding (MOU)
 - Auction for companies
 - Employment
- Usually, the cover letter is submitted with the resume/CV to formally showcase intent of **getting hired** to a position/company

• Why a Cover Letter?

- Show **interest** into getting a job
- Show how you were able to know to get the job
- Outline academic and professional **experiences**
- Outline **soft skills**
- Explain **preference** for the company and position

• Cover Letter Format

- **Header**
 - Including the following:
 - Date of submission
 - Full name of the target person (usually the company's HR hiring officer)
 - Position of the company
 - Name of the company
 - Address of the company
 - There should space between the date and the name and company
 - Specify to whom the letter is for
 - **Highlight** name to whom the letter is for
 - Left alignment
 - Leave two spaces after the header
- **Salutation or greeting**
 - Address the letter with a common business **greeting**
 - Specify the salutation of name of the person
 - Examples; To Mr. Rizal, Hello Dr. Rizal, Dear Jose Rizal
- **Body**
 - This is the **content** of the cover letter
- **Intent**
 - The first paragraph of the body of the letter
 - Focuses on showing intent regarding the **position**
 - Include the following:
 - Position that you would **like to enter**
 - How were you **able to hear** about the position
 - One sentence of **why you want to enter** the specified company/ position
 - One sentence on your **"edge"** compared to other candidates
- **Experience**
 - Second paragraph of the body of the letter
 - Focuses on the **experiences** that would help get the job
 - Include the following:
 - Relevant, latest **educational** experience
 - Relevant **work** experience
 - 1-2 relevant **achievements** from the academe or industry (quantified)

- Relevant **skills and qualifications** (usually based on the job opening) with experience
- **Closing Statement**
 - Last paragraph of the body of the letter
 - Summarizes why you are a **great fit** and call to action
 - Include the following:
 - One sentence that states what **you can do** for the company
 - Where to **contact** you (email and mobile number)
 - Thank for their **consideration** and time
- **Closing remarks**
 - Add a simple professional statement to **close off** your letter
 - Sincerely,
 - Respectfully,
 - (Warm/est) regards,
 - Do not use (Sincerely yours," or "Respectfully yours,"
- **Name and signature**
 - If you didn't add you contact information at the closing paragraph, you may also place them here
- **Additional Tips**
 - Do not submit a cover letter unless requested
 - Create the CV/Resume first before the cover letter
 - Personalize the cover letter to every company and position
 - Research the company
 - Be specific, quantify if possible
 - Be clear and concise, especially for the experiences
 - Tell the truth
 - Use left/ justified alignment

2. Company Memorandum

- Shortened to memo
- Primary and most effective ways to communicate information to all members in the organization
- Can **communicate** to either one member, a team, or all members in the organization
- Used to:
 - Disseminate information
 - Request for a **call to action**
 - Reminding **existing** business processes
- **Parts** – Some memos can be written similar to a letter
 - **Company header**
 - Shows the name of the company and the contact **information**
 - This is usually made as **a logo**, or can be **typed in**
 - The header can vary depending on the **target audience** of the memo
 - **Employee header**
 - Looks into the date, **the target people** for the memorandum, and the topic of the memo
 - For the target people and topic, it must include the following headers:
 - **For**
 - These include the persons/ groups / people to whom the memo is **written for**
 - Examples: All employees, Human resources department, Jose P. Rizal Staff, Human resources department
 - **Though/Thru**
 - Intended from the "For" header
 - Includes the immediate officers/ heads/ supervisors that the letter would pass through:
 - ❖ Your own officer/ head
 - ❖ The officer/ **head of the persons you are writing** the letter for (especially if in different departments)
 - Not include if the letter will go to your own officer/ head/ supervisor
 - **From**
 - Name and position of the person **who wrote** the memorandum
 - **Re**
 - Sometimes referred to as Subject
 - Summarized **topic** of the body of the letter
 - **Body of the memo**
 - Depending on the topic, the body of the letter would vary
 - Common contents include the following:
 - **Purpose** of the memo (first paragraph)
 - **Details** of the memo (subsequent paragraph)
 - **Call** to action (last paragraph)

- o Noted by (end of the letter, if there is anyone who needs to note the memorandum)
- **Tips in creating the Company Memorandum**
 - Be aware of the format of the company
 - Be clear and concise
 - Simplify the contents of the memo
 - Keep positive/ neutral language throughout the memo
 - Add a **call to action** for every memo
 - Make sure to have it be **signed by all heads** involved

III. THE INTERVIEW PROCESS

Job Interview

- Most common way for **employee selection**
- Done after the **shortlisting** of employees using the CV / resume and application letter
- **Helps clarify** the decision-making process by **asking questions** that may not be seen in the CV / resume
- A type of structured interview
 - Interviewer asks questions from a **determined list** of questions
 - Interviewee (employee) answers questions
- Would vary **based** on the company and the job

Preparing for Job Interview

- **Dress Code**
 - Dress according to the **job** that you want to take
 - Safest option: business formal

Other Best Practices

- Carefully examine the **job description**
- **Research** about the company and the role
- Set up how you can be the **best fit** for the company
- Practice **answering** the commonly asked interview questions
- Practice speaking **voice and body language**
- Conduct **mock** interviews
- Have your resume / CV on hand

Common Interview Questions

- 1. Tell me about yourself.**
 - NOT an invitation for you to talk about your personal life
 - Focus more on explaining your **strongest traits, values, and skills** that makes you the best fit for the job and company
 - For those with experience, focus on your professional and academic **experience** relevant to the job
 - For those without experience, you may focus more on your **soft skills** that fit with the job and company
 - **Lace** this with the values and goals of the company to show that you are a **best fit**
 - Limit to **one minute** only
- 2. Why do you want to work in this company?**
 - Requires initial research from the **company**
 - Be honest on what you think is **good** about the company
 - If there is none, there it would be better for you to focus on the **job itself**
 - Even though it's about your choice regarding the job, it would be best if you can add something that **you can offer** to the company
- 3. What are your expectations for this job?**
 - Used to determine your **past expectations**
 - Give a lot of focus on what **YOU can offer** to the company and team
 - Include what the company and team can **offer you** last
 - **Prevent** adding anything **negative** regarding this question
 - Done by those who have had previous negative experience
 - Not good to talk down to your **previous experience / employer**
 - Prevent talking about a **specific** amount
 - For another (follow up) question
- 4. What is your biggest strength?**
 - Used to determine whether you are the **best fit** for the company
 - Narrow down your biggest strength to something that the **company and job requires**; not the strongest applicant
 - Best answered with a soft skill
 - Can be used even those without experience
 - Still requires some **previous experience** that would show this strength
 - Some employers do not want a one-to-one description with their job order

5. What is your biggest weakness?

- Used to determine **how you try to improve yourself**
- Do NOT answer "I do not have any weaknesses"
 - Too arrogant, resistant to change, or have not had experience
 - Others would say their biggest weakness hidden as a strength (Example: being a perfectionist)
- Be honest, but ensure that your biggest weakness is **not critical to the job**
 - Example: being lazy
- Include how you are improving yourself to **overcome** that weakness

6. Are you a leader or a team player?

- Used to see if it's possible for you to be placed in different scenarios
- Recommended to say that you can **do both**
 - Say at the beginning "I am comfortable with either, but if I had to choose..."
 - Sticking to just one means that you are resistant to change or do not want to improve yourself
- Still choose one that you are more **comfortable** with
 - Recommended to choose one that is **best with the job**
 - Explain why you are more comfortable / better with that role

7. Tell me an experience of when you had a conflict with someone else and how did you resolve it.

- Used to determine how you **resolve team conflict**
 - Sometimes interpreted as being able to be "the winner" of the conflict, which is untrue
 - Looks into how you can take everyone's best interests to resolve the situation
- Use the **STAR** (situation, task, action, result) method
 - Situation: **Specific conflict** or challenge seen in your professional or academic work
 - Task: Your **role** in the conflict
 - Action: Steps you took to **resolve** the conflict
 - Result: Description of the results of your actions

8. Where do you see yourself in 5/10 years?

- Used to see if you have a **plan for yourself** professionally
 - Sees if the company can **provide** that for you
 - Can also be used to determine company **loyalty**
- Prevent saying "I don't know"
- Focus on the skills you want to **have** that you can get through the job and company
 - You can also ask if the company has any career goals
- Prevent specifying any job title or company
 - Some companies are focusing on company loyalty
 - You may use terms like "managerial" or "upper management"

9. Why should we hire you?

- AKA "Why are you the best fit for this company?"
- NOT meant to say why you are the strongest / best applicant, but the **best applicant** for the job and company
- Select strengths aligned with the job order and company
 - Select the ones that would make you **stand out** from the others
 - Illustrate your qualifications and previous experience
 - Show what **you can offer to the job** and company

10. Do you have any questions for me?

- **What to ask**
 - Day-to-day responsibilities
 - Performance evaluation
 - Professional benefits (more on trainings)
 - Company culture
 - Questions for improvement
- **What not to ask**
 - Items explicitly stated in the job order
 - Non-work activities
 - Gossip to the employer or anything in the workplace
 - Salary and benefits (for first-time employees)

Best Practices for an Interview

- **During an Interview**
 - Arrive at the interview venue around 10 minutes before the start of the interview
 - Prevent bringing too many things with you
 - Turn off your phone, or put it in silent / vibrate mode
 - Greet the interview with a simple greeting
 - Relax
 - Talk as if you are talking to a mentor / someone that you respect
 - Prevent being too formal; bring your sense of humor
- **Answering Questions**
 - Display your confidence, but not arrogance
 - Listen to the interviewer; maintain eye contact

- Develop answers on your head before responding
- Prevent generic answers / memorizing
- Express your answers to impress
- Give honest, direct answers
- Prevent being too formal
- For the situational questions, answers are personalized but quick and concise
- **Making an Impression**
 - Tying your answers to the company values and goals to yourself and the job
 - Making yourself unique compared to other competitors
 - Still within the confines of professionalism
 - Not the same as being "controversial"
- **After the Interview**
 - Be aware of the time given to you
 - Be courteous; thank the interviewer for the time and the opportunity
 - Ask when and how the results will be given to you
 - If possible, send a message thanking them for the opportunity