Summary Document – Business Communication (Module 7)

(Based on uploaded study material)

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1. Blog

Module 7-1

Highlights / Key Points

- A **blog** is a self-publishing platform for sharing writing, photos, videos, and other media.

- Used for:
  ✓ Expressing thoughts
  ✓ Sharing knowledge/experiences
  ✓ Building personal branding
  ✓ Income generation (e.g., ads, affiliate marketing)

Brief Notes

- Popular platforms: **Blogger.com**, WordPress, etc.

- Each entry posted is called a **blog post**.

- Blog posts are usually **topic-focused**, **educational**, and often include multimedia.

- Blogs help individuals and businesses **communicate**, **engage audiences**, and **share expertise** effectively.

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2. Inter-Office Memorandum (Memo)

Module 7-1

Highlights / Key Points

- A memo is an **internal communication document** within an organization.

- Used for:
  ✓ Policies
  ✓ Procedures
  ✓ Announcements
  ✓ Instructions

Structure / Format

- **Header**: Identifies document as "Inter-Office Memorandum"

- **From**: Sender with designation

- **To**: Recipient(s)

- **Date**

- **Subject**: Brief, precise topic

- **Body**: Clear explanation of message—introduction, facts, solution, conclusion

Writing Guidelines

- Keep language **clear**, **concise**, and **audience-appropriate**

- Follow standard formatting with short sentences and headings

- Avoid unnecessary details

- Focus on the **main message** and readability

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3. Circulars

Module 7-1

Highlights / Key Points

- Circulars are internal documents circulated within an organization.

- They provide:
  ✓ Policy updates
  ✓ Announcements
  ✓ Instructions
  ✓ General communication for employees/members

Brief Notes

- Distributed via email, intranet, or print.

- Not meant for external audiences.

- Used to ensure consistent communication across departments or teams.

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4. Business Correspondence

Module 7-1

Highlights / Key Points

- Includes **formal letters**, **interoffice memos**, and other written communication.

- Goal: Maintain professionalism, clarity, and consistency.

Formal Business Letter Format

- Sender's address

- Date

- Recipient's address

- Salutation

- **Body** (clear, structured paragraphs)

- Closing and signature

- Common layout: **Block format** (all text left aligned)

Interoffice Memorandum

- Should be **brief**, **audience-focused**, and **action-oriented**.

- Includes introduction, main content, and action items.

- Used for confidential or internal messages.

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5. Graphical Representation

Module 7-1

Highlights / Key Points

- Graphs help **visualize, analyze, clarify, and interpret data**.

- Useful across mathematics, statistics, business analytics, and reporting.

Types of Graphical Representation

- **Line Graph** – Shows trends in continuous data

- **Bar Graph** – Compares categories

- **Histogram** – Displays frequency distribution

- **Pie Chart** – Shows proportions of a whole

- **Frequency Polygon** – Line representation of frequencies

- **Ogives (Cumulative Frequency Graphs)** – Shows cumulative distribution

Advantages

1. Enhances understanding

2. Improves communication

3. Serves as a visual aid for presentations

Rules for Effective Graphs

- Use clear titles

- Specify units

- Choose proper scale

- Use appropriate colors and line styles

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6. Listening & Speaking Skills

Module 7-1

Highlights / Key Points

Effective communication requires strong **listening and speaking** abilities. These skills improve personal and professional relationships.

Listening Skills

- **Focus fully** on the speaker

- Avoid interrupting

- Do not pre-judge or form opinions too early

- Show interest and engagement

- Identify and manage **noise** (distractions, emotions, cultural barriers)

Speaking Skills

- Speak **confidently** and **clearly**

- Stay **on-topic**

- Practice **turn-taking**

- Use simple and clear language

- Engage in activities like Inside-Outside Circles, Four Corners, Table Talk to improve communication

Importance

- Leads to better interpersonal relationships

- Essential for career success

- Helps individuals communicate thoughts effectively and professionally

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Summary Document – Module 8: Digital Branding

(MBA – Business Communication)

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1. Digital Branding

Module 8-1

Highlights

- Digital branding builds a **strong online identity** using digital channels.

- Aims to create **trust, engagement, and long-term customer relationships**.

- Uses tools like **social media, email campaigns, SEM, and display ads**.

- Graphic design and illustrations strengthen the brand's visual identity.

Brief Notes

- Effective digital branding requires understanding the target audience and using engaging, authentic content.

- Should align with brand values and customer expectations.

- Partnering with digital branding agencies helps build cohesive brand experiences.

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2. Examples of Digital Advertising Formats

Module 8-1

Key Types

- **Search Engine Marketing (SEM)** – ads on search results pages.

- **Display Advertising** – banner images, audio, video ads on websites/apps.

- **Social Media Ads** – promoted posts on platforms like Facebook, Instagram, LinkedIn.

- **Email Ads** – promotional emails.

- **Video Ads** – YouTube, Facebook Watch, streaming platforms.

- **Audio Ads** – music/streaming apps.

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3. Benefits of Digital Advertising

Module 8-1

Highlights

- Lower cost and high ROI

- Real-time performance measurement

- Better targeting & flexibility

- Wider audience reach

- Higher engagement

- Rich customer insight for strategy improvement

Brief Notes

Digital advertising outperforms traditional channels due to precision, measurability, and adaptability.

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4. Impact of Digital Advertising on Traditional Advertising

Module 8-1

Key Changes

- **Shift in spending** – massive increase in digital ad budgets globally.

- **Consumer behaviour change** – users choose what/when they view.

- **Challenges for print media** – declining circulation, shift to digital editions.

- **Return to traditional ads** – TV, radio gaining value for breaking through digital clutter.

- **Hybrid approach** – integration of digital + traditional marketing.

Major Challenges for Traditional Advertising

- Need to adapt to digital era

- Managing huge datasets

- Lack of technical/digital expertise

- Losing attention to digital media

- Maintaining credibility

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5. Purpose of Advertising

Module 8-1

Main Objectives

1. **Inform** customers

2. **Persuade** them

3. **Remind** and maintain visibility

4. **Announce** new products

5. **Educate** about benefits/features

6. **Build emotional connections**

7. **Compare** with competitors

8. **Build brand identity**

Common Persuasive Techniques

- Emotional appeal

- Social proof

- Celebrity endorsements

- Facts & statistics

- Bandwagon effect

- Promotional giveaways

- Colors & visual rules (Rule of Thirds, Golden Mean)

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6. Use of Facts & Statistics in Advertising

Module 8-1

Why Companies Use Data in Ads

- Establishes **credibility**

- Easier for customers to **interpret & compare**

- Helps target the right audience

- Builds trust

- Supports campaign optimization

Caution

- Misleading statistics harm customer trust and damage brand image.

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7. Types of Advertising

Module 8-1

List of Types

- Online search ads
- Social media ads
- Print ads
- Direct mail
- TV/video/broadcast ads
- Outdoor/OOH ads
- Mobile advertising
- Product placement
- Consumer-generated ads
- Radio/podcast ads

Paid Search vs Display Ads – Main Differences

- **Intent**: Search = high intent; Display = awareness
- **Placement**: SERPs vs websites/social media
- **Formats**: Text vs multimedia
- **Cost**: Search ads generally more expensive
- **Measurement**: Search provides more immediate analytics

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8. Suggestions for Advertising

Module 8-1

Creative Advertising Ideas

- Sponsored quizzes
- Coupon books
- Pop culture references
- Humor & puns
- Animals in ads
- Creative billboards
- Print ads
- Brand ambassador programs

- Social media & mobile advertising

Effective Social Media Advertising Tips

1. Start organically

2. Use audience targeting

3. Experiment A/B testing

4. Use marketing tools

5. Improve quality score

6. Make mobile-friendly ads

7. Advertise on multiple platforms

8. Track and measure results

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9. Use of Graphic Design & Illustration

Module 8-1

Role in Advertising

- Creates memorable logos and imagery

- Supports visual storytelling

- Builds emotional connection

- Helps brands stand out

- Works across all channels (print, digital, billboards)

Role in Branding

- Strengthens brand storytelling

- Establishes personality

- Creates unique, recognizable identity

- Builds long-term recall

Real-Life Examples

- **Logos**: Apple, Nike, McDonald's

- **Packaging**: Food products, electronics

- **Websites**: Airbnb, Spotify, Pinterest

- **Social media visuals**

- **Advertising campaigns**

- **Books, magazines, movie/TV graphics**

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10. Ethics & Values in Advertising

Module 8-1

Ethical Principles

- Transparency & honesty

- Respect consumer privacy

- Avoid offensive content

- Uphold social responsibility

Unethical Advertising Practices

- False claims

- Hidden fees

- Misleading images

- Pressure tactics

- Fake endorsements

- Exaggerated results

- Deceptive pricing

- Cultural insensitivity

Consequences of Unethical Advertising

- Loss of consumer trust

- Legal penalties

- Negative brand reputation

- Consumer harm

- Competitive disadvantage

- Declining loyalty

- Regulatory scrutiny

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11. Examples of False Advertising Claims

Module 8-1

- Volkswagen emission cheating
- L'Oreal false "clinically proven" claims
- Airborne supplements (unsupported health claims)
- Bait-and-switch tactics
- Misleading sale prices
- New Balance performance claims
- Dannon Activia digestive claims

12. How Consumers Can Spot False Ads

Module 8-1

Red Flags

- "Too good to be true" promises
- Hidden fine print
- No scientific evidence
- Fake testimonials
- Before–after photos
- Quick-fix solutions
- Emotional manipulation
- Competitor bashing

13. How Consumers Can Fact-Check Ads

Module 8-1

Methods

- Verify the source
- Research claims independently
- Be skeptical of superlatives
- Avoid being influenced by emotional content
- Check whether the ad leverages current events to manipulate decisions

Trusted Fact-Checking Sources

- **PolitiFact**

- **FactCheck.org**

- **Snopes**

- **Hoax Slayer**

- **Media Bias/Fact Check**

Summary Document – Module 9: Business Reports

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1. Introduction to Business Reports

Module 9-1

Highlights

- Business reports are **formal documents** containing facts, data, research findings, and insights.

- Used for **data-driven decision making** and internal communication.

- Serve multiple purposes: pitching ideas, mergers, compliance, research analysis, etc.

Brief Notes

- Types include **analytical**, **research**, and **financial** reports.

- Goal: Provide stakeholders with a clear understanding of a problem and ways to address it.

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2. Key Components of a Business Report

Module 9-1

1. **Title Page** – Title, author, audience.

2. **Executive Summary** – Brief overview of findings & recommendations.

3. **Table of Contents** – For navigation in long reports.

4. **Introduction** – Purpose and scope.

5. **Main Body** – Data, arguments, discussion.

6. **Methods** – How data was collected/analyzed.

7. **Findings** – Key data outcomes.

8. **Analysis** – Interpretation with charts/graphs.

9. **Conclusions & Recommendations** – Summary + actionable steps.

10. **Supporting Information / Appendices** – Detailed data, visuals, documents.

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3. Difference Between Business Report and Business Proposal

Module 9-1

Business Report

- Analyzes a situation/problem.

- Provides recommendations for improvement.

- Includes data, research, findings, and analysis.

Business Proposal

- A **sales-focused** document.

- Requests another company to do business with you.

- Includes business model, strategy, scope, timelines, and costing.

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4. Tailoring a Business Proposal to a Specific Audience

Module 9-1

Key Steps

- **Audience segmentation** – investors, partners, clients.

- **Research** – understand needs, pain points, industry factors (PESTLE).

- **Customize proposal** – highlight benefits relevant to each segment.

- **Format appropriately** – written, video, presentation, etc.

- **Use data/statistics** – show measurable impact.

- **Seek feedback** – refine message.

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5. Researching & Analyzing Audience for a Proposal

Module 9-1

Steps include:

- Identify audience + stakeholders.

- Research external factors (political, economic, social, tech, legal, environmental).

- Understand their challenges.

- Align proposal with their goals.

- Tailor message and support with data/evidence.

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6. Difference Between Formal & Informal Reports

Module 9-1

Formal Reports

- Highly structured, lengthy (>10 pages).

- Objective language, no personal tone.

- Used for complex, non-recurring issues.

- Contains detailed analysis, methods, visuals.

- Audience: senior management, clients, stakeholders.

Informal Reports

- Less structured, shorter (1–10 pages).

- Conversational tone.

- Used for internal updates or small issues.

- Audience: immediate supervisors, colleagues.

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7. Advantages of Formal Reports

Module 9-1

- Support major business decisions.

- Provide consolidated and updated information.

- Facilitate planning and problem-solving.

- Reveal unknown insights.

- Share essential information with employees.

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8. Analysing Data

Module 9-1

Definition

Systematic process to inspect, clean, transform, and model data for decision-making.

Steps

- Data collection
- Cleaning
- Analysis
- Interpretation
- Visualization

Quantitative Analysis Techniques

- Statistical analysis (regression, correlation, hypothesis testing)
- Time series analysis
- Cluster analysis
- Factor analysis
- Data mining

Qualitative Techniques

- Content analysis
- Discourse analysis
- Text mining & NLP
- Ethnography

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9. Real-World Applications of Data Analysis

Module 9-1

- Customer acquisition & retention
- Risk detection (fraud, credit risk)
- Logistics & delivery optimization
- Product innovation
- Healthcare quality improvement
- Energy management

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10. Organizing Data

Module 9-1

Common Techniques

- Classification

- Frequency distribution tables

- Picture/visual representation

- Graphical representation (charts, graphs)

- Logical file & folder systems

Best Practices

- Clear naming conventions

- Logical folder structure

- Use metadata

- Visual representation for clarity

- Use frequency tables for grouped data

---

11. Structure of Formal Business Reports

Module 9-1

1. **Title Page**

2. **Table of Contents**

3. **Executive Summary**

4. **Introduction**

5. **Main Body**

6. **Problem Statement**

7. **Methodology**

8. **Findings**

9. **Analysis**

10. **Conclusions**

11. **Recommendations**

12. **References**

13. **Appendices**

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12. Formal Reports vs Informal Reports (Expanded Comparison)

Module 9-1

Formal

- Structured format

- Objective language

- Used externally or for major decisions

Informal

- Simple format

- Casual language

- Used internally for routine communication

---

13. Preparing Real-Life Business Reports

Module 9-1

Steps

- Collect & analyze historical and current data

- Ensure accuracy, objectivity, completeness

- Keep structure clear and professional

- Present data with charts, tables, bullet points

- Provide actionable recommendations

Example Report Structure Provided

- Title Page

- TOC

- Introduction

- Methodology

- Findings

- Analysis

- Conclusions

- Recommendations

- References

- Appendices

✅ **Summary Document – Week 10: Business Proposal & Technical Proposal**

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1. Definition of Business Proposal

Week 10-1

Highlights

- A **business proposal** is a persuasive written document sent to a potential client/partner.

- Aims to win new business by describing *what will be delivered*, *how*, *when*, and *at what cost*.

- Can be **solicited** (requested by client) or **unsolicited** (submitted proactively).

- Used for complex or competitive sales situations.

Key Elements

- Scope of project

- Deliverables

- Cost estimates

- Timelines & completion dates

- Value proposition

---

2. Common Mistakes in Business Proposals

Week 10-1

❌ **Mistakes to Avoid**

- **Not addressing client requirements**

- **Unrealistic financial projections**

- **Poor formatting** (fonts, margins, headings)

- **Lack of clarity or structure**

- **Over-hyping without evidence**

- **Ignoring competition**
- **Sloppy errors** (grammar, typos)

✔ **Why Avoid These?**

These errors reduce credibility and professionalism, lowering chances of winning the project.

---

3. Definition of Technical Proposal

Week 10-1

Highlights

- A **technical proposal** outlines the technical details of a product, service, or project.
- Includes *design specs*, *functional requirements*, *technical approaches*, *management plans*.
- Often required in industries like construction, software, healthcare, engineering, manufacturing.
- Used for tenders, grants, and technical bidding processes.

---

4. Difference Between Technical & Business Proposal

Week 10-1

Technical Proposal

- Focus: **Technical aspects & solution design**
- Shows: Expertise, systems, engineering, specifications
- Used for: Contracts, tenders, technical projects

Business Proposal

- Focus: **Value delivery & winning business**
- Shows: Benefits, cost breakdown, competitive advantage
- Used for: Sales, new clients, service proposals

---

5. Purpose of a Business Proposal

Week 10-1

Why It Exists

- To **win new projects** and acquire clients

- To showcase how the business can meet client needs

- To differentiate from competitors

Benefits

1. Competitive advantage

2. Professional image

3. Efficient sales process

4. Clarity of goals & business vision

5. Road map for execution

6. Identifies & addresses risks

---

6. SWOT Analysis in Business Proposals

Week 10-1

A **SWOT analysis** helps identify:

- **S**trengths

- **W**eaknesses

- **O**pportunities

- **T**hreats

Purpose in Proposals

- Demonstrates understanding of the market

- Shows awareness of risks & opportunities

- Supports how the proposed solution addresses weaknesses & threats

---

7. Importance of Business Proposal

Week 10-1

Key Reasons

- Helps win business

- Creates competitive positioning

- Demonstrates professionalism

- Saves time through reusable templates

- Clarifies business strategy

- Helps mitigate risk through planning

---

8. Key Elements of a Technical Proposal

Week 10-1

1. **Executive Summary**

2. **Problem Statement**

3. **Proposed Technical Solution**

4. **Methodology & Approach**

5. **Scope & Deliverables**

6. **Budget & Resources**

7. **Company Overview**

8. **Conclusion & Call to Action**

---

9. How to Write an Executive Summary (Technical Proposal)

Week 10-1

Steps

- Start with a compelling opening

- Define the problem clearly

- Describe the technical solution & expected outcomes

- Provide evidence of capability (experience, metrics)

- End with a strong call to action

- Use bullets, headings, visuals for clarity

---

10. How to Describe the Solution & Expected Outcomes

Week 10-1

Focus On

- **Business benefits** (cost savings, efficiency, improved performance)

- **Expected measurable outcomes** (KPIs, revenue impact, reduced downtime)

- **Value proposition** (what makes your approach better)

- **Alignment with client's goals**

- **Quantifiable metrics** where possible

---

11. Example: Executive Summary (Crowdfunding Proposal)

Week 10-1

Scenario

ABC Charity struggles to raise funds for community outreach.

Solution

Launch a **crowdfunding campaign** with compelling story, images, and realistic goals.

Expected Outcome

- Raise funds needed for expansion

- Reach more beneficiaries

- Strengthen community impact

Purpose

Shows how a concise summary can present the problem, solution, and outcomes effectively.

✅ Summary Document – Week 11: Group Discussion (GD)

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1. Introduction to Group Discussion (GD)

Week 11-1

Highlights

- GD = interactive communication where individuals share ideas on a topic.

- Commonly used in **education and corporate recruitment** to assess:
  ✓ Communication skills
  ✓ Leadership
  ✓ Critical thinking
  ✓ Listening skills
  ✓ Teamwork

- Participants must express views, listen actively, and engage respectfully.

Purpose

- Encourages collaboration

- Helps explore a topic collectively

- Evaluates how individuals present themselves in a group

---

2. Benefits of Group Discussions in the Workplace

Week 11-1

Key Advantages

- **Diverse perspectives** → better decisions

- **Enhanced creativity & innovation** due to varied backgrounds

- **Improved decision-making**, based on multiple viewpoints

- **Increased collaboration & productivity**

- **Deeper understanding** and long-term learning

- **Critical thinking improvement** through exposure to different ideas

---

3. Tips for Conducting a Successful Workplace GD

Week 11-1

Best Practices

- Set **clear objectives** for the discussion

- Create a **safe, inclusive environment**

- Encourage **active listening**

- Ensure **equal participation**

- Assign structured **roles** such as:
  ✓ Opener
  ✓ Reliver (broader perspective)
  ✓ Energy spreader
  ✓ Bridge creator
  ✓ Summary maker

- Use GD techniques (brainstorming, pair-share, small groups)

- Provide **constructive feedback**

- End with a **summary & follow-up points**

---

4. Handling Disagreements in GD

Week 11-1

Strategies

- Acknowledge the conflict

- Focus on **active listening**

- Clarify each viewpoint

- Separate **facts** from **assumptions**

- Break into smaller groups if needed

- Reassemble after cooling-off

- Emphasize **issues, not personalities**

- Encourage respectful, constructive criticism

- Create psychological safety for honest opinions

---

5. Importance of GD in the Corporate World

Week 11-1

Why GD Matters

- Evaluates **communication** and articulation

- Tests **teamwork & leadership potential**

- Enhances **problem-solving & critical thinking**

- Builds **interpersonal skills**

- Helps identify candidates suitable for company culture

- Encourages collaborative decision-making

---

6. Dynamics of Group Behaviour

Week 11-1

Definition

Group dynamics = influence of personality, power, relationships, and behaviour on group processes.

Applications

- Decision-making
- Understanding behaviour
- Therapy
- Studying cultural behaviour patterns

Common Challenges

- **Interpersonal conflicts**
- **Power struggles**
- **Lack of support/resources**
- **Coordination issues** (time, scheduling, communication)
- **Motivation gaps**

Strategies to Address Group Dynamics Challenges

- Keep groups small
- Designate time for meetings
- Use skills inventories to assign tasks
- Clearly assign roles
- Prepare members for time-consuming tasks

---

7. Addressing Power Imbalances in Groups

Week 11-1

Approaches

- Identify power sources
- Encourage **open communication**
- Share information & resources equally
- Empower members with opportunities
- Define roles & expectations clearly
- Promote constructive feedback

- Ensure inclusive decision-making

- Intervene when one person dominates ("power-over" behaviour)

---

8. Creating a Culture of Respect & Collaboration

Week 11-1

Key Actions

- Foster open communication

- Encourage cultural awareness & sensitivity

- Promote transparency & knowledge sharing

- Address conflicts early and constructively

- Establish clear team goals

- Encourage continuous improvement through feedback

---

9. Encouraging Active Listening in GD

Week 11-1

Strategies

- Set ground rules (respect, topic focus)

- Create psychological safety

- Model active listening behaviours

- Avoid interruptions

- Allow pauses for thought

- Encourage feedback

- Use GD techniques (brainstorming, pair-share, small groups)

- Assign speaking roles

Common Barriers to Active Listening

- Physical/environmental disruptions

- Cultural differences

- Emotional/psychological factors

- Language barriers

- Distractions (phones, noise)

- Prejudices & assumptions

- Speed mismatch between speech and thinking

---

10. Group Etiquette & Mannerisms

Week 11-1

Best Practices

- Be punctual & dress appropriately

- Carry pen and notepad

- Maintain respectful tone, even when disagreeing

- Appreciate others' viewpoints

- Listen attentively and note important points

- Organize thoughts before speaking

- Avoid interruptions

- Stay on topic

✅ **Summary Document – Week 12: GD Summary Skills & Job Interviews**

---

1. Summarising a Group Discussion (GD)

Week 12-1

Purpose

A GD summary captures key points discussed by participants, without adding personal opinions or new ideas.

How to Summarise Effectively

- **No new points** – only recap what was discussed.

- **Avoid personal opinions** – keep it neutral.

- **Be concise** – cover only the major ideas.

- **Include all key points** – ensure fairness to all viewpoints.

- **Maintain balanced tone** – reflect diverse perspectives.

- Use a structured summary format:
  "We had a healthy discussion... some supported the topic because..., others opposed it due to..."

- **Ask for feedback** to confirm accuracy.

---

2. Introduction to Job Interviews

Week 12-1

Purpose of Job Interviews

- Assess cultural fit and capability

- Evaluate communication, professionalism, confidence

- Help employers understand candidate skills and experience

Importance of Note-taking for Interviewers

- Ensures objectivity

- Helps track key skills, achievements, concerns

- Standardized snippets keep interviews consistent

---

3. Preparing for a Job Interview

Week 12-1

Steps to Prepare

1. **Research the company** – mission, products, values, recent news

2. **Review job description** – understand skills required

3. **Practice responses** using **STAR method**

4. **Dress appropriately** – match company culture

5. **Arrive early (10–15 min)**

6. **Bring resume copies & documents**

7. **Prepare meaningful questions** to ask

8. **Send a thank-you follow-up**

---

4. Common Interview Questions & How to Answer Them

Typical Questions

1. Tell me about yourself

2. Why do you want to work here?

3. Your strengths & weaknesses

4. Long-term career goals

5. Describe a challenge you overcame

Tips for Answering

- Use **specific examples**

- Keep answers **concise**

- Be **honest**

- Highlight **achievements**

- Practice using **STAR method**

---

5. Stages of a Job Interview

Week 12-1

Main Stages

1. **Introduction** – greeting, first impressions

2. **Small talk** – creating comfort

3. **Information gathering** – interviewer learns about you

4. **Q&A** – candidate answers detailed questions

5. **Wrapping up** – express interest, collect contact details

Candidate Preparation Steps

- Understand interview stages

- Prepare structured answers

- Stay professional and confident

---

6. Common Interview Mistakes to Avoid

Week 12-1

- Being unprepared

- Dressing inappropriately

- Talking too much or too little

- Criticizing past employers

- Not asking questions

- Using your phone

- Not researching the company

- Losing focus or showing low energy

---

7. Verbal & Non-Verbal Communication in Interviews

Week 12-1

Verbal Cues

- Speak clearly

- Use appropriate language

- Answer directly and confidently

Non-Verbal Cues

- Eye contact

- Professional posture

- Facial expressions

- Appropriate gestures

- Tone of voice

- Maintaining personal space

- Confident body language

---

8. Non-Verbal Communication to Convey Confidence

Week 12-1

How to Show Confidence

- Maintain eye contact for 2–3 seconds

- Use matching facial expressions

- Speak with steady tone & volume

- Sit/stand straight with shoulders back

- Use controlled, purposeful gestures

- Avoid fidgeting