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## Facial Expressions



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Think for a moment about how much a person is able to convey with just a facial expression. A smile can indicate approval or [happiness](#). A frown can signal disapproval or unhappiness.

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In some cases, our facial expressions may reveal our true feelings about a particular situation. While you say that you are feeling fine, the look on your

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# Understanding Body Language and Facial Expressions

By Kendra Cherry | Updated on September 28, 2019

Medically reviewed by Steven Gans, MD

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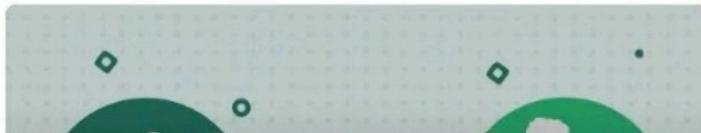
Body language refers to the [nonverbal signals](#) that we use to communicate. According to experts, these nonverbal signals make up a huge part of daily communication.

From our facial expressions to our body movements, the things we *don't* say can still convey volumes of information.<sup>[1]</sup>

It has been suggested that body language may account for between 60 to 65% of all communication.<sup>[2]</sup>

[Understanding body language](#) is important, but it is also essential to pay attention to other cues such as context. In many cases, you should look at signals as a group rather than focusing on a single action.

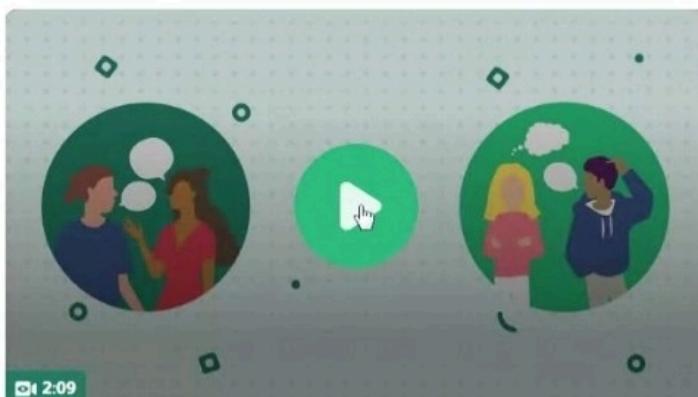
Here's what to look for when you're trying to interpret body language.



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## Facial Expressions



Signs of disapproval or unhappiness.

In some cases, our facial expressions may reveal our true feelings about a particular situation. While you say that you are feeling fine, the look on your face may tell people otherwise.

Just a few examples of [emotions](#) that can be expressed via facial expressions include:

- Happiness
- Sadness
- Anger
- Surprise
- Disgust
- Fear
- Confusion
- Excitement
- Desire
- Contempt

The expression on a person's face can even help determine if we trust or believe what the individual is saying.

One study found that the most trustworthy facial expression involved a slight raise of the eyebrows and a slight smile. This expression, the researchers suggested, conveys both friendliness and confidence.<sup>[3]</sup>

Facial expressions are also among the most universal forms of body language. The expressions used to convey fear, anger, sadness, and

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Facial expressions are also among the most universal forms of body language. The expressions used to convey fear, anger, sadness, and happiness are similar throughout the world.

Researcher Paul Ekman has found support for the universality of a variety of facial expressions tied to particular emotions including joy, anger, fear, surprise, and sadness.<sup>[4]</sup>

Research even suggests that we make judgments about people's intelligence based upon their faces and expressions.

One study found that individuals who had narrower faces and more prominent noses were more likely to be perceived as intelligent. People with smiling, joyful expression were also judged as being more intelligent than those with angry expressions.<sup>[5]</sup>

## The Eyes

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## The Eyes



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**Highly dilated eyes might indicate desire.**

**Rapid blinking can be due to distress or discomfort.**

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The eyes are frequently referred to as the "windows to the soul" since they are capable of revealing a great deal about what a person is feeling or thinking.

As you engage in conversation with another person, taking note of eye

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**Rapid blinking can be due to distress or discomfort.**

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The eyes are frequently referred to as the "windows to the soul" since they are capable of revealing a great deal about what a person is feeling or thinking.

As you engage in conversation with another person, taking note of eye movements is a natural and important part of the communication process.

Some common things you may notice include whether people are making direct eye contact or averting their gaze, how much they are blinking, or if their pupils are dilated.

When evaluating body language, pay attention to the following eye signals.

### Eye Gaze

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When evaluating body language, pay attention to the following eye signals.

## Eye Gaze

When a person looks directly into your eyes while having a conversation, it indicates that they are interested and paying [attention](#). However, prolonged eye contact can feel threatening.

On the other hand, breaking eye contact and frequently looking away might indicate that the person is distracted, uncomfortable, or trying to conceal his or her real feelings. <sup>[6]</sup>

## Blinking

Blinking is natural, but you should also pay attention to whether a person is blinking too much or too little.

People often blink more rapidly when they are feeling distressed or uncomfortable. Infrequent blinking may indicate that a person is intentionally trying to control his or her eye movements. <sup>[7]</sup>

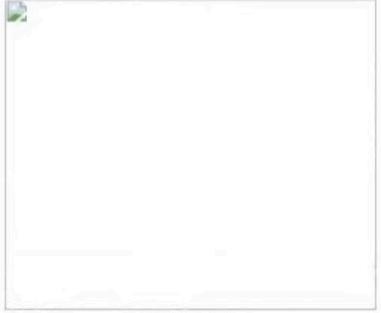
For example, a poker player might blink less frequently because he is purposely trying to appear unexcited about the hand he was dealt.

## Pupil Size

Pupil size can be a very subtle nonverbal communication signal. While light levels in the environment control pupil dilation, sometimes emotions can also cause small changes in pupil size.

For example, you may have heard the phrase "bedroom eyes" used to describe the look someone gives when they are attracted to another person. Highly dilated eyes, for example, can indicate that a person is interested or

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## The Mouth



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Mouth expressions and movements can also be essential in reading body language.

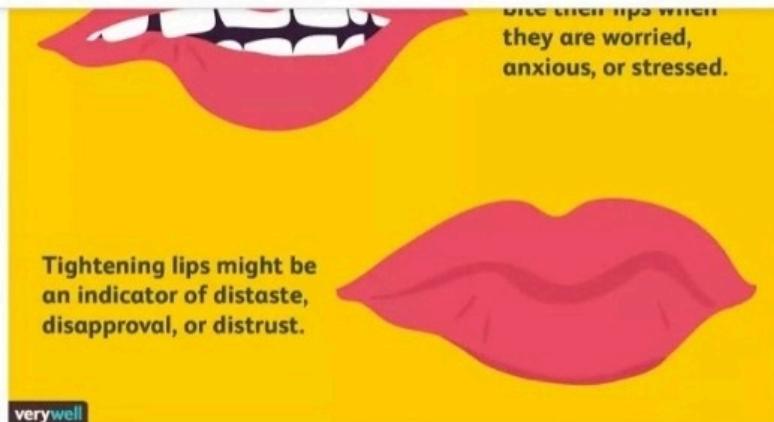
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Mouth expressions and movements can also be essential in reading body language. For example, chewing on the bottom lip may indicate that the individual is experiencing feelings of worry, fear, or insecurity.

Covering the mouth may be an effort to be polite if the person is yawning or coughing, but it may also be an attempt to cover up a frown of disapproval.

Smiling is perhaps one of the greatest body language signals, but smiles can also be interpreted in many ways.

A smile may be genuine, or it may be used to express false happiness, sarcasm, or even cynicism.<sup>[9]</sup>

When evaluating body language, pay attention to the following mouth and lip signals:

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When evaluating body language, pay attention to the following mouth and lip signals:

- **Pursed lips.** Tightening the lips might be an indicator of distaste, disapproval, or distrust.
- **Lip biting.** People sometimes bite their lips when they are worried, anxious, or stressed.
- **Covering the mouth.** When people want to hide an emotional reaction, they might cover their mouths in order to avoid displaying smiles or smirks.
- **Turned up or down.** Slight changes in the mouth can also be subtle indicators of what a person is feeling. When the mouth is slightly turned up, it might mean that the person is feeling happy or optimistic. On the other hand, a slightly down-turned mouth can be

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## Gestures



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Gestures can be some of the most direct and obvious body language signals.



Waving, pointing, and using the fingers to indicate numerical amounts are all very common and easy to understand gestures.

Some gestures may be [cultural](#), however, so giving a thumbs-up or a peace sign in another country might have a completely different meaning than it does in the United States.

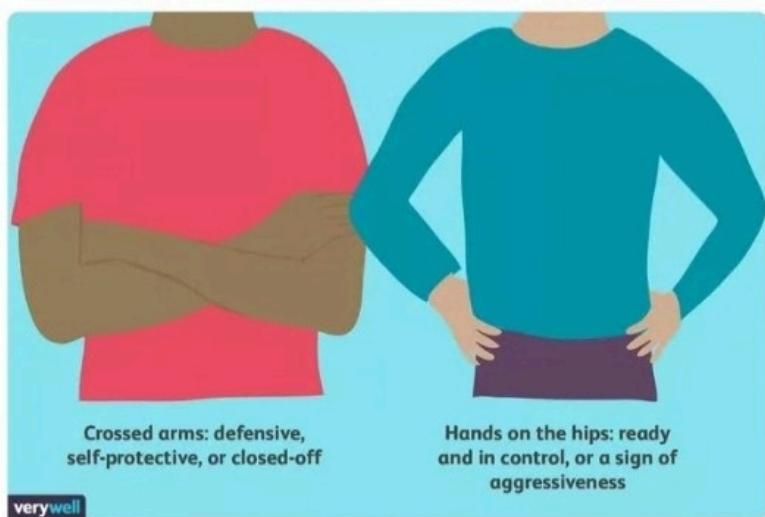
The following examples are just a few common gestures and their possible meanings:

- **A clenched fist** can indicate anger in some situations or solidarity in others.
- **A thumbs up and thumbs down** are often used as gestures of approval and disapproval.<sup>[10]</sup>
- **The "okay" gesture**, made by touching together the thumb and index finger in a circle while extending the other three fingers can be used to mean "okay" or "all right."<sup>[10]</sup> In some parts of Europe, however, the same signal is used to imply you are nothing. In some South American countries, the symbol is actually a vulgar gesture.
- **The V sign**, created by lifting the index and middle finger and separating them to create a V-shape, means peace or victory in some countries. In the United Kingdom and Australia, the symbol takes on an offensive meaning when the back of the hand is facing outward.

## The Arms and Legs



## The Arms and Legs



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The arms and legs can also be useful in conveying nonverbal information. Crossing the arms can indicate defensiveness. Crossing legs away from another person may indicate dislike or discomfort with that individual.

Other subtle signals such as expanding the arms widely may be an attempt to seem larger or more commanding while keeping the arms close to the body may be an effort to minimize oneself or withdraw from attention.

When you are evaluating body language, pay attention to some of the following signals that the arms and legs may convey:<sup>[2]</sup>



When you are evaluating body language, pay attention to some of the following signals that the arms and legs may convey:<sup>[2]</sup>

- **Crossed arms** might indicate that a person feels defensive, self-protective, or closed-off.<sup>[2]</sup>
- **Standing with hands placed on the hips** can be an indication that a person is ready and in control, or it can also possibly be a sign of aggressiveness.
- **Clasping the hands behind the back** might indicate that a person is feeling bored, anxious, or even angry.
- **Rapidly tapping fingers or fidgeting** can be a sign that a person is bored, impatient, or frustrated.
- **Crossed legs** can indicate that a person is feeling closed off or in need of privacy.

## Posture





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How we hold our bodies can also serve as an important part of body language.

The term *posture* refers to how we hold our bodies as well as the overall physical form of an individual.

Posture can convey a wealth of information about how a person is feeling as well as hints about personality characteristics, such as whether a person is confident, open, or submissive.

Sitting up straight, for example, may indicate that a person is focused and paying attention to what's going on. Sitting with the body hunched forward, on the other hand, can imply that the person is bored or indifferent.

When you are trying to read body language, try to notice some of the signals that a person's posture can send.

- **Open posture** involves keeping the trunk of the body open and exposed. This type of posture indicates friendliness, openness, and willingness.<sup>[11]</sup>
- **Closed posture** involves hiding the trunk of the body often by hunching forward and keeping the arms and legs crossed. This type of posture can be an indicator of hostility, unfriendliness, and anxiety.<sup>[11]</sup>



## Personal Space



**Personal Distance**  
1.5 to 4 feet

**Public Distance**  
12 to 25 feet

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Have you ever heard someone refer to their need for personal space? Have you ever started to feel uncomfortable when someone stands just a little too close to you?

The term *proxemics*, coined by anthropologist Edward T. Hall, refers to the distance between people as they interact. Just as body movements and facial expressions can communicate a great deal of nonverbal information, so can the physical space between individuals.

Hall [described four levels](#) of social distance that occur in different situations.

### **Intimate Distance: 6 to 18 inches**

This level of physical distance often indicates a closer relationship or



### Intimate Distance: 6 to 18 inches

This level of physical distance often indicates a closer relationship or greater comfort between individuals. It usually occurs during intimate contact such as hugging, whispering, or touching.

### Personal Distance: 1.5 to 4 feet

Physical distance at this level usually occurs between people who are family members or close friends. The closer the people can comfortably stand while interacting can be an indicator of the level of intimacy in their relationship.

### Social Distance: 4 to 12 feet.

This level of physical distance is often used with individuals who are acquaintances.

With someone you know fairly well, such as a co-worker you see several times a week, you might feel more comfortable interacting at a closer distance.



In cases where you do not know the other person well, such as a postal delivery driver you only see once a month, a distance of 10 to 12 feet may feel more comfortable.

### Public Distance: 12 to 25 feet

Physical distance at this level is often used in public speaking situations. Talking in front of a class full of students or giving a presentation at work are good examples of such situations.

It is also important to note that the level of personal distance that

Every manager must plan. A manager at a higher level has to devote more time to planning as compared to persons at the lower level. So the President or Managing director in a company devotes more time to planning than the supervisor.

**4. Planning as an intellectual process:**

Planning is a mental work basically concerned with thinking before doing. It is an intellectual process and involves creative thinking and imagination. Wherever planning is done, all activities are orderly undertaken as per plans rather than on the basis of guess work. Planning lays down a course of action to be followed on the basis of facts and considered estimates, keeping in view the objectives, goals and purpose of an enterprise.

**5. Planning as a continuous process:**

Planning is a continuous and permanent process and has no end. A manager makes new plans and also modifies the old plans in the light of information received from the persons who are concerned with the execution of plans. It is a never ending process.

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executed and followed by another plan.

5. **Intellectual Process:** It is a mental exercise as it involves the application of mind, to think, forecast, imagine intelligently and innovate etc.
6. **Futuristic:** In the process of planning we take a sneak peek of the future. It encompasses looking into the future, to analyse and predict it so that the organisation can face future challenges effectively.
7. **Decision making:** Decisions are made regarding the choice of alternative courses of action that can be undertaken to reach the goal. The alternative chosen should be best among all, with the least number of the negative and highest number of positive outcomes.

Planning is concerned with setting objectives, targets, and formulating plan to accomplish them. The activity helps managers **analyse the present condition to identify the ways of attaining the desired position in future.** It is both, the need of the organisation and the responsibility of managers.



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## Planning

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**Definition:** Planning is the fundamental management function, which involves **deciding beforehand**, what is to be done, when is it to be done, how it is to be done and who is going to do it. It is an **intellectual process** which **lays down an organisation's objectives and develops various courses of action**, by which the organisation can achieve those objectives. It chalks out exactly, how to attain a specific goal.



Planning is nothing but **thinking before the action takes place**. It helps us to take a **peep into the future** and decide in advance the way to deal with the situations, which we are going to encounter in future. It involves logical thinking and rational decision making.

### Characteristics of Planning

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master plan



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done at the very beginning of the project and helps you define and unify the vision for the space. 17-Mar-2020



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## People also ask :

What is a good master plan?

A good plan is **based upon clear, well-defined and easily understood objectives**. General objectives like improving morale or increasing profits are ambiguous in nature and do not lend to specific steps and plans. If possible, objectives must be quantified for sake of simplicity.

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What is master planning process?

Master planning is **the method of developing or improving your property or building through a long-range plan that balances and harmonizes all elements**. This process is done at the very beginning of the project and helps you define and unify the vision for the space.

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— Kin Hubbard

Listening is essential to your effectiveness as a speaker.

To be an effective speaker you have to take feedback from the audience (listen to them, in other words) and adjust your presentations according to what works most effectively for them.

So listening is important because:

- Without listening, no organisation can operate effectively, nor ultimately survive. Effective listening provides the information required to enable organisations to adapt to meet the changing needs of customers and keep up with market trends.
- Good listening and skilful questioning give a powerful message to those with whom you interact. They hugely increase your capacity to influence, motivate, develop or serve people effectively.
- Listening and questioning are an inherent part of most life skills, fundamental to human interaction, and a major factor in the success of a good communicator.
- Good listening allows us to demonstrate that we are paying attention to the thoughts, feelings and behaviours of the other person (seeing the world through their eyes). This is crucial to maintaining productive relationships, and sometimes the only way to establish communication.

Good listening also benefits personal relationships. Steven Covey in his book *The Seven Habits of Highly Effective People* tells how the CEO of a multinational with 35,000 employees came to acknowledge the importance of listening: 'He said "My wife had told me I didn't listen to our daughter." After he honed his listening skills, he and his daughter grew closer, and he realised the value of listening as applied to business.'



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## Why is listening important?

### Listening Skills

Introduction

In a nutshell

Common questions

Why is listening important?

Good listening versus poor listening

The art of reflecting

How to listen well

Testing your listening

Exercise: How good a listener are you?

How to become a better listener

When to stop listening

Want to know more?

Listening skills are essential to many business roles and functions, including:

- managing, coaching, mentoring, facilitation
- sales, negotiation, arbitration, market research
- appraisal, interviewing, training, consultancy

Good listening is also a vital part of these activities:

- making decisions
- reaching agreements
- selling and influencing
- dealing with customer complaints
- getting and giving information (such as policy, instructions, feedback, marketing information).

The only way to entertain some folks is to listen to them.

— Kin Hubbard

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Listening skills allow one to make sense of and understand what another person is saying. ... Good listening skills make workers more productive. The ability to listen carefully allows workers to better understand assignments they are given. They are able to understand what is expected of them by their management. 19-Dec-2010

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Listening skills are an important part of effective communication

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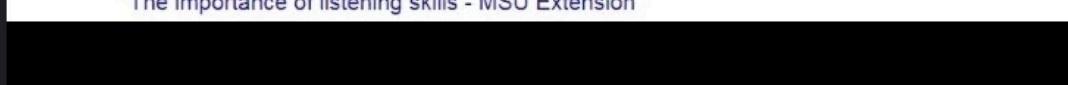
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address deficiencies.

In other words, once the SWOT factors are identified, decision-makers should be better able to ascertain if an initiative, project or product is worth pursuing and what is needed to make it successful. As such, the analysis aims to help an organization match its resources to the competitive operational environment.

#### **SWOT analysis pros and cons**

SWOT analysis can help the decision-making process by creating a visual representation of the various factors that are most likely to impact whether the business, project, initiative or individual can successfully achieve an objective.

Although that snapshot is important for understanding the multiple dynamics that impact success, a SWOT analysis does have limits. The analysis may not include all relevant factors for all four elements, thereby giving a skewed perspective. In addition, because it only captures factors at a particular point in time and doesn't allow for how those factors could change over time, the insight SWOT offers can have a limited shelf life.

This was last updated in December 2020



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Threats: occasionally missing time during peak business due to breaks, sometimes too much time spent per customer post-sale, too much time in interdepartmental chat.

### Using a SWOT analysis

A SWOT analysis should be used to help an entity, whether it is an organization or an individual, to gain insight into its current and future position in the marketplace or against a stated goal.

The idea is that because entities can see competitive advantages, positive prospects as well as existing and potential problems, they can develop plans to capitalize on positives and address deficiencies.

In other words, once the SWOT factors are identified, decision-makers should be better able to ascertain if an initiative, project or product is worth pursuing and what is needed to make it successful. As such, the analysis aims to help an organization match its resources to the competitive operational environment.

### SWOT analysis pros and cons

SWOT analysis can help the decision-making process by creating a visual representation of the various factors that are most likely to impact whether the business, project, initiative or individual can successfully achieve an objective.

Although that snapshot is important for understanding the multiple dynamics that impact success, a SWOT analysis does have limits. The analysis may not include all relevant factors for all four elements, thereby giving a skewed perspective. In addition, because it

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### Example of a SWOT analysis

The end result of a SWOT analysis should be a chart or list of a subject's characteristics.

The following is an example of the analysis of an imaginary retail employee:

**Strengths:** good communication skills, on time for shifts, handles customers well, gets along well with all departments, physical strength, good availability.

**Weaknesses:** takes lengthy smoke breaks, low technical skill, very prone to spending time chatting.

**Opportunities:** storefront worker, greeting customers and assisting them to find products, helping keep customers satisfied, assisting customers post-purchase with items and ensuring buying confidence, stocking shelves.

**Threats:** occasionally missing time during peak business due to breaks, sometimes too much time spent per customer post-sale, too much time in interdepartmental chat.

### Using a SWOT analysis

A SWOT analysis should be used to help an entity, whether it is an organization or an individual, to gain insight into its current and future position in the marketplace or against a stated goal.

The idea is that because entities can see competitive advantages, positive prospects as well as existing and potential problems, they can develop plans to capitalize on positives and address deficiencies.

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The screenshot shows a web page from SearchCIO, a part of the TechTarget network. The top navigation bar includes the TechTarget logo, a search bar labeled "SearchCIO", and dropdown menus for "TOPIC" (set to "CIO mission") and "SUBTOPIC" (set to "Leadership and planning"). A search bar at the top right says "Search the TechTarget Network" with a magnifying glass icon.

"What market trends could increase sales?" and "Where do your competitors have market advantages?" to identify opportunities and threats.

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matrix.

### How to do a SWOT analysis

A SWOT analysis generally requires decision-makers to first specify the objective they hope to achieve for the business, organization, initiative or individual.

From there, the decision-makers list the strengths and weaknesses as well as opportunities and threats.

Various tools exist to guide decision-makers through the process, often using a series of questions under each of the four elements. For example, decision-makers may be guided through questions such as "What do you do better than anyone else?" and "What advantages do you have?" to identify strengths; they may be asked "Where do you need improvement?" to identify weaknesses. Similarly, they'd run through questions such as "What market trends could increase sales?" and "Where do your competitors have market advantages?" to identify opportunities and threats.

### Example of a SWOT analysis

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## Elements of a SWOT analysis

As its name states, a SWOT analysis examines four elements:

- **Strengths:** Internal attributes and resources that support a successful outcome.
- **Weaknesses:** Internal attributes and resources that work against a successful outcome.
- **Opportunities:** External factors that the entity can capitalize on or use to its advantage.
- **Threats:** External factors that could jeopardize the entity's success.

A SWOT [matrix](#) is often used to organize the items identified under each of these four elements. A SWOT matrix is usually a square divided into four quadrants, with each quadrant representing one of the specific elements. Decision-makers identify and list specific strengths in the first quadrant, weaknesses in the next, then opportunities and, lastly, threats.

Entities undertaking a SWOT analysis can opt to use various SWOT analysis templates; however, these templates are generally variations of the standard four-quadrant SWOT matrix.

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The image shows a screenshot of a web page from TechTarget's SearchCIO site. At the top left is the TechTarget logo with a stylized eye icon. Next to it is the "SearchCIO" navigation item. To the right is a dropdown menu labeled "TOPIC ▾" with "CIO mission" selected. Below that is another dropdown menu labeled "SUBTOPIC ▾" with "Leadership and planning" selected. On the far right is a search bar with the placeholder "Search the TechTarget Network" and a magnifying glass icon.

## When and why you should do a SWOT analysis

SWOT analysis is often used either at the start of, or as part of, a strategic planning exercise. The framework is considered a powerful support for decision-making because it enables an organization to uncover opportunities for success that were previously unarticulated and highlights threats before they become overly burdensome.

As an example, this exercise can identify a market niche in which a business has a [competitive advantage](#). It can also help individuals plot career success by pinpointing a path that maximizes their strengths while alerting them to threats that can thwart achievement.



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**Importance of marketing can be studied as follows:**

**(1) Marketing Helps in Transfer, Exchange and Movement of Goods:**

Marketing is very helpful in transfer, exchange and movement of goods. Goods and services are made available to customers through various intermediaries viz., wholesalers and retailers etc. Marketing is helpful to both producers and consumers.

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To the former, it tells about the specific needs and preferences of consumers and to the latter about the products that manufacturers can offer. According to Prof. Haney Hansen "Marketing involves the design of the products acceptable to the consumers and the conduct of those activities which facilitate the transfer of ownership between seller and

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As a result, producers are depending largely on the mechanism of marketing, to decide what to produce and sell. With the help of marketing techniques a producer can regulate his production accordingly.

#### **(6) Marketing Acts as a Source of New Ideas:**

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The concept of marketing is a dynamic concept. It has changed altogether with the passage of time. Such changes have far reaching effects on production and distribution. With the rapid change in tastes and preference of people, marketing has to come up with the same.

Marketing as an instrument of measurement, gives scope for understanding this new demand pattern and thereby produce and make available the goods accordingly.

#### **(7) Marketing Is Helpful In Development Of An Economy:**

Adam Smith has remarked that “nothing happens in our country until somebody sells something” Marketing is the kingdom that sets the economy revolving. The marketing

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given the greatest importance, since the very survival of the firm depends on the effectiveness of the marketing function.

#### (5) Marketing Acts as a Basis for Making Decisions:

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A businessman is confronted with many problems in the form of what, how, when, how much and for whom to produce? In the past problems was less on account of local markets. There was a direct link between producer and consumer.

In modern times marketing has become a very complex and tedious task. Marketing has emerged as new specialised activity along with production.

As a result, producers are depending largely on the mechanism of marketing, to decide what to produce and sell. With the help of marketing techniques a producer can regulate his production accordingly.

#### ▼ 6) Marketing Acts as a Source of New Ideas:

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production, there must be continuous marketing, only then employment can be sustained and high level of business activity can be continued".

#### **(4) Marketing as a Source of Income and Revenue:**

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The performance of marketing function is all important, because it is the only way through which the concern could generate revenue or income and bring in profits. Buskirk has pointed out that, "Any activity connected with obtaining income is a marketing action. It is all too easy for the accountant, engineer, etc., to operate under the broad assumption that the Company will realise many dollars in total sales volume.

However, someone must actually go into the market place and obtain dollars from society in order to sustain the activities of the company, because without these funds the organisation will perish."

Marketing does provide many opportunities to earn profits in the process of buying and selling the goods, by creating time, place and possession utilities. This income and profit are reinvested in the concern, thereby earning more profits in future. Marketing should be given the greatest importance, since the very survival of the firm depends on the effectiveness of the marketing function.

#### **(5) Marketing Acts as a Basis for Making Decisions:**

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infact, revolutionised and modernised the living standard of people in modern times.

### **(3) Marketing Creates Employment:**

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Marketing is complex mechanism involving many people in one form or the other. The major marketing functions are buying, selling, financing, transport, warehousing, risk bearing and standardisation, etc. In each such function different activities are performed by a large number of individuals and bodies.

Thus, marketing gives employment to many people. It is estimated that about 40% of total population is directly or indirectly dependent upon marketing. In the modern era of large scale production and industrialisation, role of marketing has widened.

This enlarged role of marketing has created many employment opportunities for people. Converse, Huegy and Mitchell have rightly pointed out that "In order to have continuous production, there must be continuous marketing, only then employment can be sustained and high level of business activity can be continued".

### **(4) Marketing as a Source of Income and Revenue:**

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The performance of marketing function is all important, because it is the only way through which the concern could generate revenue or income and bring in profits. Buckirk has

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## **(2) Marketing Is Helpful In Raising And Maintaining The Standard Of Living Of The Community:**

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Marketing is above all the giving of a standard of living to the community. Paul Mazur states, "Marketing is the delivery of standard of living". Professor Malcolm McNair has further added that "Marketing is the creation and delivery of standard of living to the society".

By making available the uninterrupted supply of goods and services to consumers at a reasonable price, marketing has played an important role in raising and maintaining living standards of the community. Community comprises of three classes of people i.e., rich, middle and poor. Everything which is used by these different classes of people is supplied by marketing.

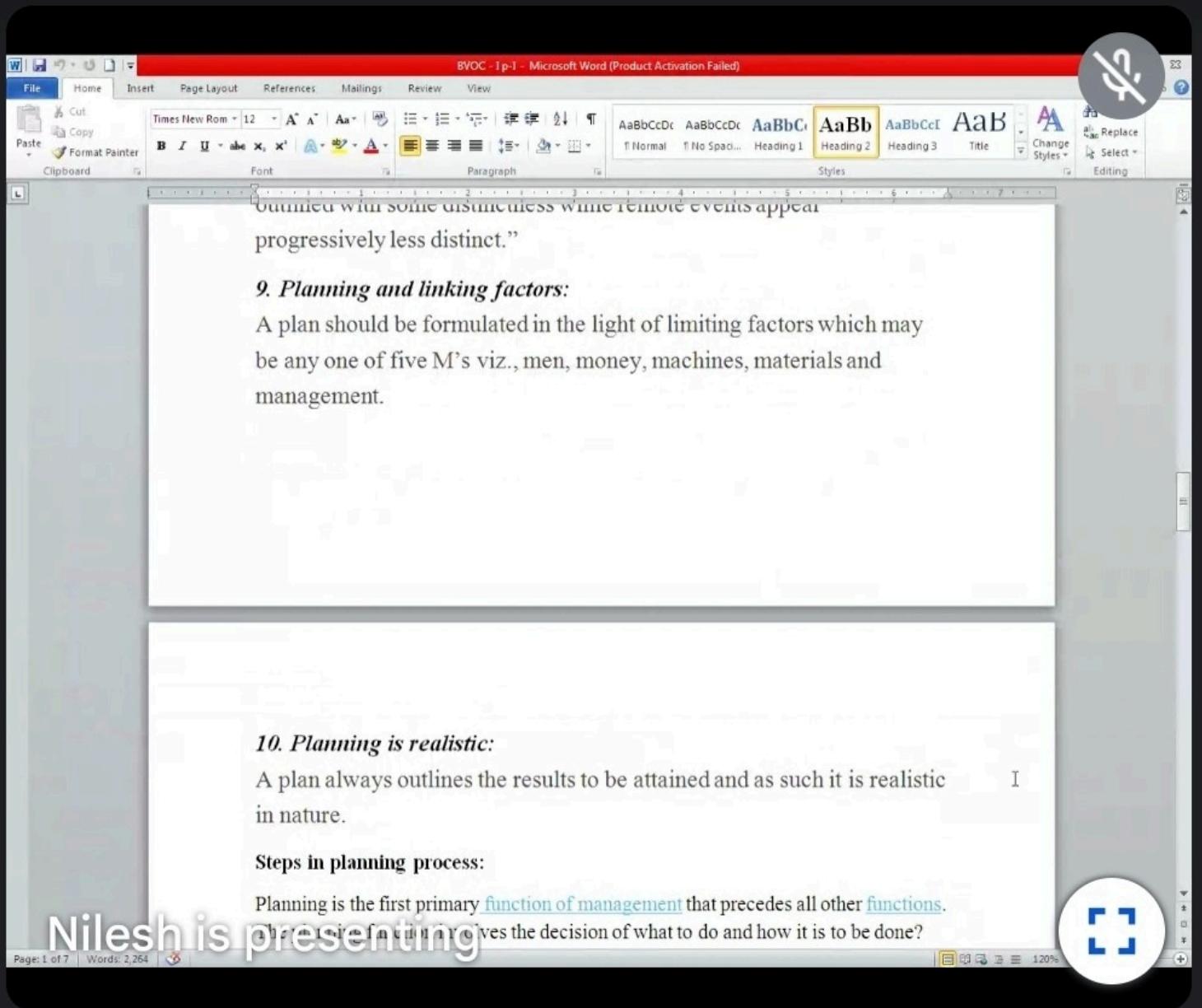
In the modern times, with the emergence of latest marketing techniques even the poorer sections of society have attained a reasonable level of living standard. This is basically due to large scale production and lesser prices of commodities and services. Marketing has infact, revolutionised and modernised the living standard of people in modern times.

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**6. Planning is dynamic (flexible):**

Planning is a dynamic function in the sense that the changes and modifications are continuously done in the planned course of action on account of changes in business environment.

As factors affecting the business are not within the control of management, necessary changes are made as and when they take place. If modifications cannot be included in plans it is said to be bad planning.

**7. Planning secures efficiency, economy and accuracy:**

A pre-requisite of planning is that it should lead to the attainment of objectives at the least cost. It should also help in the optimum utilisation of available human and physical resources by securing efficiency, economy and accuracy in the business enterprises. Planning is also economical because it brings down the cost to the minimum.

**8. Planning involves forecasting:**

Planning largely depends upon accurate business forecasting. The scientific techniques of forecasting help in projecting the present trends into future. "It is a kind of future picture wherein proximate events are outlined with some distinctness while remote events appear

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assess each option and pick the most viable plan.

## Nature or Characteristics of Planning

The following are the essential characteristics of planning which describe the nature of planning:

**1. Planning is primary function of management:**

The functions of management are broadly classified as planning, organisation, direction and control. It is thus the first function of management at all levels. Since planning is involved at all managerial functions, it is rightly called as an essence of management.

**2. Planning focuses on objectives:**

Planning is a process to determine the objectives or goals of an enterprise. It lays down the means to achieve these objectives. The primary aim of planning is to contribute in the achievement of objectives of

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direction. If objects are well established, employees are informed of what the company has to do and what they need to do to accomplish those purposes.

- **Planning decreases the chances of risk:** Planning is an activity which permits a manager to look forward and predict changes. By determining in prior the tasks to be completed, planning notes the way to deal with changes and unpredictable effects.
- **Planning decreases overlapping and wasteful activities:** Planning works as the foundation of organising the activities and purposes of distinct branches, departments, and people. It assists in avoiding chaos and confusion. Since planning guarantees precision in understanding and action, work is conducted on easily without delays.
- **Planning encourages innovative ideas:** Since it is the primary function of management, new approaches can take the form of actual plans. It is the most challenging project for the management as it leads all planned actions pointing to growth and of the business.
- **Planning aids decision making:** It encourages the manager to look into the future and make a decision from amongst several alternative plans of action. The manager has to assess each option and pick the most viable plan.

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What is Planning?

Planning is ascertaining prior to what to do and how to do. It is one of the primary managerial duties. Before doing something, the manager must form an opinion on how to work on a specific job. Hence, planning is firmly correlated with discovery and creativity. But the manager would first have to set goals. Planning is an essential step what managers at all levels take. It needs holding on to the decisions since it includes selecting a choice from alternative ways of performance.

Importance of Planning

Planning is definitely significant as it directs us where to go, it furnishes direction and decreases the danger of risk by making predictions. The significant advantages of planning are provided below:

- **Planning provides directions:** Planning assures that the objectives are certainly asserted so that they serve as a model for determining what action should be taken and in which direction. If objects are well established, employees are informed of what the company has to do and what they need do to accomplish those purposes.
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- 1. Managerial function:** Planning is a first and foremost managerial function provides the base for other functions of the management, i.e. organising, staffing, directing and controlling, as they are performed within the periphery of the plans made.
- 2. Goal oriented:** It focuses on defining the goals of the organisation, identifying alternative courses of action and deciding the appropriate action plan, which is to be undertaken for reaching the goals.
- 3. Pervasive:** It is pervasive in the sense that it is present in all the segments and is required at all the levels of the organisation. Although the scope of planning varies at different levels and departments.
- 4. Continuous Process:** Plans are made for a specific term, say for a month, quarter, year and so on. Once that period is over, new plans are drawn, considering the organisation's present and future requirements and conditions. Therefore, it is an ongoing process, as the plans are framed, executed and followed by another plan.
- 5. Intellectual Process:** It is a mental exercise as it involves the application of mind, to think, forecast, imagine intelligently and innovate etc.
- 6. Futuristic:** In the process of planning we take a sneak peek of the future. It encompasses looking into the future, to analyse and predict it so that the organisation can face future challenges effectively.

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thinking and rational decision making.

## Characteristics of Planning



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## Planning

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**Definition:** Planning is the fundamental management function, which involves **deciding beforehand**, what is to be done, when is it to be done, how it is to be done and who is going to do it. It is an **intellectual process** which **lays down an organisation's objectives and develops various courses of action**, by which the organisation can achieve those objectives. It chalks out exactly, how to attain a specific goal.



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- [How to Set Up Your Business Communication Process](#)

## What is Business Communication? The Definition

Business communication is the process of sharing information between people within and outside a company.

Effective business communication is how employees and management interact to reach organizational goals. Its purpose is to improve organizational practices and reduce errors.

The importance of business communication also lies in:

- Presenting options/new business ideas
- Making plans and proposals (business writing)
- Executing decisions
- Reaching agreements
- Sending and fulfilling orders
- [Successful selling](#)
- Effective meetings

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All organized activity in a company relies on the process of business communication. This could be anything from managerial communication to technical communication with vendors.

And once communication becomes unclear, the company's core systems risk falling apart. Data shows that 60% of internal communications professionals do not measure internal communications. Potential reasons include not knowing where to start, the next steps, or [how to calculate ROI](#).

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BUSINESS COMMUNICATIONS

## What is Business Communication & Why Do You Need It?

BY GAETANO DINARDI



The way we communicate with others is such a habitual part of us that we rarely stop and think about it.

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according to research by psychologist Victor Vroom: expectancy (believing that increased effort will lead to increased performance), instrumentality (believing that a better performance will be noticed and rewarded), and valence (wanting the reward that is promised).

## How to Set and Accomplish Goals



Achieving a goal is a process. And all of the components of that process deserve attention to ensure success, from setting the objective, to overcoming obstacles, to sustaining momentum until the project is complete.

### How should I set my goals?

Failing to accomplish a goal is sometimes due to the way it was set. But a few [psychological tricks can help set and reach those goals](#). One is to ensure that the goal is attached to a value, such as the value of supporting your local community or fighting climate change. Another is to frame your goal as an asset to be gained rather than a threat to be avoided. For example, instead of thinking, "I shouldn't bother my boss, so we can avoid a rocky relationship," try thinking, "I want to learn new communication skills to reset our relationship." Yet another idea is to try setting a learning goal instead of a performance goal; instead of deciding to lose 20 pounds, decide to learn more about nutrition and cook two healthy recipes each week.

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captures fundamental truths about human motivation.

### Where does motivation come from?

Motivation can stem from a variety of sources. People may be motivated by external incentives, such as the motivation to work for compensation, or internal enjoyment, such as the motivation to create artwork in one's spare time. Other sources of motivation include curiosity, autonomy, validation of one's identity and beliefs, creating a positive self-image, and the desire to avoid potential losses.

### What is intrinsic motivation?

Intrinsic motivation is a drive that comes purely from within; it's not due to any anticipated reward, deadline, or outside pressure. For example, people who are intrinsically motivated to run do so because they love the feeling of running itself, and it's an important part of their identity. Extrinsic motivation can increase motivation in the short term, but over time it can wear down or even backfire. By contrast, **intrinsic motivation is powerful** because it is integrated into identity and serves as a continuous source of motivation.

### What is extrinsic motivation?



People



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## Sources of Motivation



People often have multiple motives for engaging in any one behavior. Motivation might be extrinsic, whereby a person is inspired by outside forces—other people or rewards.

Motivation can also be intrinsic, whereby the inspiration comes from within—the desire to improve at a certain activity. Intrinsic motivation tends to push people more forcefully, and the accomplishments are more fulfilling.

One framework used for understanding motivation is the hierarchy of needs proposed by American psychologist Abraham Maslow in 1943. According to Maslow, humans are inherently motivated to better themselves and move toward expressing their full potential—self-actualization—by progressively encountering and satisfying several levels of need from the most fundamental, such as for food and safety, to higher-order needs for love, belonging, and self-esteem.

Eventually, Maslow extended the theory to include a need for self-transcendence: People reach the pinnacle of growth and find the highest meaning in life by attending to things beyond the self. Although the universality of Maslow's theory has been challenged, many believe it captures fundamental truths about human motivation.

Where does motivation come from?

Motivation can stem from a variety of sources. People may be

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## Motivation

Ambition, Goals

Reviewed by Psychology Today Staff

Motivation is the desire to act in service of a goal. It's the crucial element in setting and attaining our objectives.

Motivation is one of the driving forces behind human behavior. It fuels competition and sparks social connection. Its absence can lead to mental illnesses such as depression. Motivation encompasses the desire to continue striving toward meaning, purpose, and a life worth living.

### Contents

- [Sources of Motivation](#)
- [How to Set and Accomplish Goals](#)
- [How to Increase Motivation](#)
- [Diet, Exercise, and Finance Goals](#)

### Sources of Motivation



People often have multiple motives for engaging in any one

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Procrastination

Habit Formation

Burnout

Motivated Reasoning

Perfectionism

Growth Mindset

#### Test Yourself

Setting Goals

## What is market segmentation?

At its core, market segmentation is the practice of **dividing your target market into approachable groups**. Market segmentation creates subsets of a market based on demographics, needs, priorities, common interests, and other psychographic or behavioural criteria used to better understand the target audience.

By understanding your market segments, you can leverage this targeting in **product, sales, and marketing strategies**. Market segments can power your product development cycles by informing how you create product offerings for different segments like men vs. women or high income vs. low income.

## The benefits of market segmentation

Companies who properly segment their market enjoy significant advantages. According to a study by Bain & Company, 81% of executives found that segmentation was crucial for growing profits. Bain also found that organisations with great market segmentation strategies enjoyed a 10% higher profit than companies whose segmentation wasn't as effective over a 5-year period.

Other benefits include:

- 1 **Stronger marketing messages:** You no longer have to be generic and vague – you can speak directly to a specific group of people in ways they can relate to, because you understand their characteristics, wants, and needs.
- 2 **Targeted digital advertising:** Market segmentation helps you understand and define your audience's characteristics, so you can direct your marketing efforts to specific ages, locations, buying habits, interests etc.
- 3 **Developing effective marketing strategies:** Knowing your target audience gives you a head start about what methods, tactics and solutions they will be most responsive to.
- 4 **Better response rates and lower acquisition costs:** These will result from creating your marketing messages and advertising that are more relevant to your target audience.

income for low income.

## The benefits of market segmentation

Companies who properly segment their market enjoy significant advantages. According to a study by Bain & Company, 81% of executives found that segmentation was crucial for growing profits. Bain also found that organisations with great market segmentation strategies enjoyed a 10% higher profit than companies whose segmentation wasn't as effective over a 5-year period.

Other benefits include:

- 1 **Stronger marketing messages:** You no longer have to be generic and vague – you can speak directly to a specific group of people in ways they can relate to, because you understand their characteristics, wants, and needs.
- 2 **Targeted digital advertising:** Market segmentation helps you understand and define your audience's characteristics, so you can direct your marketing efforts to specific ages, locations, buying habits, interests etc.
- 3 **Developing effective marketing strategies:** Knowing your target audience gives you a head start about what methods, tactics and solutions they will be most responsive to.
- 4 **Better response rates and lower acquisition costs:** These will result from creating your marketing communications both in ad messaging and advanced targeting on digital platforms like Facebook and Google using your segmentation.
- 5 **Attracting the right customers:** Market segmentation helps you create targeted, clear and direct messaging that attracts the people you want to buy from you.
- 6 **Increasing brand loyalty:** when customers feel understood, uniquely well served and trusting, they are more likely to stick with your brand.
- 7 **Differentiating your brand from the competition:** More specific, personal messaging makes your brand stand out.
- 8 **Identifying niche markets:** segmentation can uncover not only underserved markets, but also new ways of serving existing markets – opportunities which can be used to grow your brand.

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- 9 Staying on message:** As segmentation is so linear, it's easy to stay on track with your marketing strategies, and not get distracted into less effective areas.
- 10 Driving growth:** You can encourage customers to buy from you again, or trade up from a lower-priced product or service.
- 11 Enhanced profits:** Different customers have different disposable incomes; prices can be set according to how much they are willing to spend. Knowing this can ensure you don't over (or under) sell yourself.
- 12 Product development:** You'll be able to design with the needs of your customers top of mind, and develop different products that cater to your different customer base areas.

Companies like American Express, Mercedes Benz, and Best Buy have all used segmentation strategies to increase sales, build better products, and engage better with their prospects and

Google importance of marketing segmentation

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The Importance of Market Segmentation

Market segmentation can help you to **define and better understand your target audiences and ideal customers**. If you're a marketer, this allows you to identify the right market for your products and then target your marketing more effectively. 11-Mar-2019

<https://www.lotame.com> > Resources

What is Market Segmentation? 4 Types & 5 Benefits - Lotame

Market Segmentation Importance

The diagram illustrates the process of Market Segmentation and its benefits. It starts with four boxes on the left: Psychographic Segmentation, Geographical Segmentation, Demographic Segmentation, and Behavior Segmentation. Arrows from these boxes point to a central box labeled 'MARKET SEGMENTATION'. From this central box, arrows point to a large circle on the right labeled 'Benefits of the Market Segmentation'. This circle contains ten smaller boxes representing the benefits: Higher Rate of Success, Cost Efficient, Increases Profitability, Higher Customer Satisfaction, Wise and Efficient Use of Resources, Effective Market Campaigning, Provides Market Opportunities, Know Customer, and Retention of Customers.

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# What is market segmentation?

Market segmentation involves dividing a large homogenous market of potential customers into clearly identifiable segments. Customers are divided based on meeting certain criteria or having similar characteristics that lead to them having the same product needs. Segments are made up of customers who will respond similarly to marketing strategies. They share common interests, needs, wants and demands.

Most companies don't have enough resources to target a mass market. Which is why they need to target the specific market segment that need their product. They divide the market into similar and identifiable segments through market segmentation.

## What types of market segments can a company have?

- Geographic – based on land, rural or metropolitan area.
- Demographic – based on age, gender, income, occupation, education, nationality.
- Psychographic – based on social status, lifestyle-type, personality type.
- Behavioural – based on intensity of product use, brand loyalty, user behaviours, price sensitivity, technology adoption.

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## Demographic segmentation

This is the most common type of segmentation. A target audience is divided based on qualities such as, age, gender, occupation, education, income and nationality.

Demographic segmentation is the easiest way to divide a market. Mixing demographic segmentation with another type of market segmentation can help to narrow your market down even further.

The information required for demographic segmentation is easy to gather and doesn't cost a company too much to obtain.

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## Geographic segmentation

This involves splitting up a market based on location. Even though this is a basic form of segmentation it is highly effective. By knowing where a customer is located can help a company better understand the needs of their customers and companies can then target customers with location-specific ads.

You can divide a segment based on their locations, such as town, county, zip code or country. But you can also identify customers based on the climate they live in or the population density of their location. Dividing a segment based on the characteristics of their location, allows marketers to be even more specific with their targeting and messaging.

When targeting different geographic segments, marketers need to take into consideration elements such as language. Language may change depending on the region you are targeting.

## Psychographic segmentation

This form of segmentation is very similar to demographic segmentation however, it deals with characteristics that are related to mental and emotional attributes. Psychographic segmentation divides a group of customers based on their personality traits, values, interests, attitudes and lifestyles.

Demographics as we discussed earlier are much easier to observe than psychographics, however, psychographics give marketers valuable insights into customers motives, preferences and needs. By understanding psychographics, marketers can develop content that is more relatable to their customer segments.

Demographic segmentation can merge very well with psychographic segmentation. If you feel your messaging isn't appealing to your demographic segment, you can try including psychographic information. It is psychographic information that informs you why people purchase or don't purchase a product or service.

## What are the benefits of market segmentation?

Market segmentation makes it easier for marketing teams to develop highly targeted and effective marketing campaigns and plans.

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- Targeted communication

Even when product features and benefits are the same, it is important for companies to target segments with specific communication. For example, if your segment was senior engineers, they may respond better to technical information about a product in the form of white papers or infographics, but a project manager might respond better to information regarding cost savings, efficiencies etc in the form of a blog, case study or video. Messaging will be different for different segments. Platforms which are used to target different segments will be different also. The key is to understand your segments and target communication relevant to them on the relevant platforms.

## Why market segmentation is important?

When marketers use market segmentation it makes planning campaigns easier, as it helps to focus the company on certain customer groups instead of targeting the mass market. Segmentation helps marketers to be more efficient in terms of time, money and other resources. Market segmentation allows companies to learn about their customers. They gain a better understanding of customer's needs and wants and therefore can tailor campaigns to customer segments most likely to purchase products.

This article is about Business Strategy

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## What is teamwork

The dictionary describes teamwork as “the combined action of a group, especially when effective and efficient”.

In business terms, teamwork is when a group of people collaborate to achieve a mutual goal. This means that people within a group use their skills to overcome each other’s weaknesses and achieve a goal which was otherwise not possible.

Teamwork in business also means setting aside any personal conflicts and coming to a mutual conclusion that not only benefits the group but also the organization.

It involves constructive feedback and improving each other’s ability without any personal grudges and feuds.

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## What is the importance of teamwork

Now that you know what teamwork means, let's get into why organizations stress on teamwork so much.

When it comes to the importance of teamwork, there are more than a few reasons why it's significant in a company's growth and success.

It builds a harmonic relationship between employees, it brings out the best within a team and obviously, the efficiency improves significantly.

So here are some of the top reasons why teamwork is so important.

### Teamwork unites people

When a group of people work together in a healthy and positive environment, they're





~~So here are some of the top reasons why teamwork is so important.~~

## Teamwork unites people

When a group of people work together in a healthy and positive environment, they're more likely to bond and develop friendships. Such is the social behaviour of human beings.

In such situations, people cooperate much better than a hostile environment. A close-knit group of people are more likely to showcase healthy competition and a desire to achieve goals.

Speaking of goals, the best example of teamwork encouraging unity is the game of football.

11 players working together to achieve a goal (pun intended). The togetherness in a

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football.

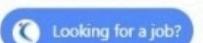
11 players working together to achieve a goal (pun intended). The togetherness in a football team is known to foster life long friendships and that is the power of teamwork!

### **Teamwork promotes efficiency**

When people work in groups, it significantly improves their efficiency.

The simple reason is that in a group, the workload is shared and doesn't put pressure on a particular individual.

When a group has the same goal, they're more likely to perform better by bringing out the best in each other.





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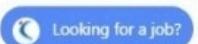
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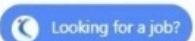
The simple reason is that in a group, the workload is shared and doesn't put pressure on a particular individual.

When a group has the same goal, they're more likely to perform better by bringing out the best in each other.

It also increases efficiency because of different minds come together in performing the same task.

## Teamwork fosters a learning environment

One of the important aspects of teamwork is encouraging a learning environment.



---

Same task.

## Teamwork fosters a learning environment

One of the important aspects of teamwork is encouraging a learning environment. When different people come together to work on the same project, there's a chance of learning from one another.

For example, a single project which requires the input of different team opens up the path for employees to understand each other's work. It also allows people to interact with each other and learn new things not only about their job profile but also others' responsibilities.

This allows your employees to acquire new skills which help their individual as well as the company's growth.

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## **Teamwork offers better opportunities for feedback**

Generally, employees don't take criticism too well from their managers, let alone their peers. This creates a hostile work environment where it's controversial to give feedback to peers.

So, manager and peers have to be very careful and diplomatic while giving feedback or pointing out mistakes. But when you have a teamwork culture at your organization, people are much more friendly and focused. They all know that their goal is pretty much the same.

This allows peers to openly address issues and give feedback to each other. This, in turn, rewards the organization with more informed and better-performing employees.

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## **Teamwork helps in resolving issues faster**

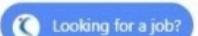
## **Teamwork helps in resolving issues faster**

Teamwork environment promotes a more open and friendlier group of employees. This induces a better problem-solving workforce as everyone can share their different perspectives.

Different perspectives give insight into different aspects of problems. This broadens the scope of resolving issues, which can be done more effectively and faster.

## **Ways to promote teamwork at the workplace**

Now that you've understood the importance of teamwork and how it can propel your team or business towards success, let's see how we can induce a teamwork environment at our workplace.



## **Ways to promote teamwork at the workplace**

Now that you've understood the importance of teamwork and how it can propel your team or business towards success, let's see how we can induce a teamwork environment at our workplace.

Whether you're a manager, an owner or an employee, you can use these tips to instil a sense of teamwork at your workplace. You can always share these ideas with your manager to start encouraging teamwork at work.

### **Define roles**

One of the common and yet highly ignored things is defining roles. When your team doesn't have defined roles, there's a high chance of feuds and resentment among your employees.

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manager to start encouraging teamwork at work.

### Define roles

One of the common and yet highly ignored things is defining roles. When your team doesn't have defined roles, there's a high chance of feuds and resentment among your employees.

So, define the roles and responsibilities of your team and put it on a sheet which can be accessed by everyone. This way everyone will be on the same page.

It is also better to keep the roles and responsibilities of immediate teammates on the same sheet. This eradicates any chance of discrepancies.

### Informal social gatherings

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same sheet. This eradicates any chance of discrepancies.

### **Informal social gatherings**

Team building exercises don't live up to the hype. What is the point of making mandatory team-building exercises when employees don't wish to do it?

It is better to have a small informal gathering of your team, where they can bond with each other without hesitation and on their terms.

Another good tip will be to hold such informal gatherings multiple times in a year with different activities. This will include everyone as people can pick and choose which kind of activity they want to be a part of.

This will promote a healthy relationship among employees who are not forced to interact with each other. This bonding is most likely to transpire at the office desk too.



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#### **Reward teams for their teamwork**

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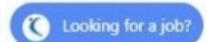
### Reward teams for their teamwork

A reward is probably the best way to lure people into doing something. If you don't have a teamwork culture at your workplace, then the quickest and effective way to instil such culture is by rewarding people for their team efforts.



When an individual employee steps out of his/her comfort zone to help another teammate then officially rewarding that person will promote the idea of teamwork among others.

Employees will soon realize that helping others can make shine under the limelight



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Employees will soon realize that helping others can make shine under the limelight. This will naturally improve the efficiency of your workplace and reduce a hostile environment.

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## Stop micromanaging

## Stop micromanaging

You have employees that are adults, they can perform the tasks assigned to them.

You can't induce a teamwork culture when your managers are trying to micromanage everything an employee is doing. 

It's better to set goals, deadlines and let the teamwork it out themselves. There should be trust among the management and employees to promote teamwork.

Nobody likes breathing down their neck, so give your team ownership of the project and let the teamwork it out.

## Acknowledge individual performances

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*between being arrogant and being a team player.*

Just because a person is a team player, that doesn't mean that the person doesn't want to be appreciated.

As humans, we all want to be appreciated for our efforts, whether working alone or with a team.

So, when you have people performing excellently in a team environment, acknowledge them.

This will instil healthy competition among your group, which will improve your team's performance.

### **Take feedback from everyone**

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### **Take feedback from everyone**

When it comes to feedback, it is important to get feedback from your team as much as it is to give them.

When you want to take feedback on a project or operations, don't go to your favourites. Include everyone!

During brainstorming sessions, include everyone! Ideas can come from anywhere from anyone. It is not a rule that when you want to come up with a new idea for your product, then you only need the product team members.

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# The Career Planning Process: Practical Steps

By Indeed Editorial Team

12 February 2021



Career planning is a crucial step that can determine the direction of your professional life. The career planning process involves taking specific steps to achieve your goal, and you may need to reiterate these steps many times to stay on track in your profession. In this article, we will find out how to take practical steps in career planning so that you can continue to advance in your career.

## What is career planning?

Career planning is a process of identifying the professional path that will suit your personality, interests and goals. It involves exploring different career options, performing a self-evaluation to test your suitability for these and finding the right ways to get on a career track. For instance, you can find out which educational qualifications you will need for your career, what type of training you can take and what professional opportunities might be available to you later.

If you are already in a career that you like, you can use the career

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If you are already in a career that you like, you can use the career planning process to set short-term and long-term goals for what you want to achieve in the next five, 10 or 20 years. You can also evaluate your options and decide to take a new career direction.

## **What are the benefits of career planning?**

Career planning can benefit you in the following ways:

you want to achieve in the next five, 10 or 20 years. You can also evaluate your options and decide to take a new career direction.

## What are the benefits of career planning?

Career planning can benefit you in the following ways:

- You may be able to figure out what you want to do in your professional life.
- You can avoid wasting time and resources in trying to enter career options that don't suit you.
- You can choose to get specific educational qualifications and training that will benefit your chosen career.
- You may be more confident about the career choice you have made.
- You can focus on your career goals and work to achieve your desired short-term and long-term results.

**Related:** [SMART Goals: Definition and Examples](#)

## What are the steps involved in career planning?



- Internal Interview
  - Personal Interview
  - Good Reference
  - Interview Turnoffs
  - High Stress Interview
  - Phone Interview
  - Communication Skills For Interview
  - Hiring Managers And Recruiters
  - Social Media For Recruiting
  - Job Interview Process
  - Competency Based Interview
  - Questions
  - Group Interview Questions
  - Tough Interview Questions
  - Telephone Interview Success
  - Instant Interview Success
  - Job Interview Preparation
  - Exclusive Job Interview Tips
  - Interview Questions For Freshers
- Career Development Tips (29+) ▾
- Job Searching (44+) ▾

## Below mentioned 15 simple tips for personal interview will help you to crack the interview

### #1 – Be clear with the Objectives

In a personal Interview, you must thoroughly do your homework with regards to interview objective. Your interviewer to relax you down will first ask you the regular questions and then will start with the main purpose. Your job is to make sure that you stay focused and try to answer every question with a good smile on your face. If you are not sure with the answer to the question they ask, then you can request them for another question. This will help to reduce your nervousness. You must know the purpose of the interview and should be prepared with all the questions related to the objective.

### #2 – Stay confident

In a personal interview, Confidence is the most important thing to crack any interview. You need to make sure that you have an eye to eye contact with the interviewer. Fighting with the pen or shaking your hand or leg shows that you are nervous. This eventually creates a wrong impression of you. Hence, stay confident and make your personality so attractive that the interviewer would love talking to you. Confidence also helps you in capturing the attention. You must showcase your talent and skills confidently and should go with a viewpoint of simply portraying the skills to other people. If you stay nervous, you will lose everything.

### #3 – Give a Frank opinion

An interviewer at times would want to know your opinion about the current trend. At such times, he expects you to be frank and not diplomatic. You must give your opinion about the trending situations.



## Competency Based Interview

- Questions
  - Group Interview Questions
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## #4 – Importance of communication skill

In a personal interview, Communication is the prime reason for which many people fail to impress their respective interviewers. You must have a good technical and general knowledge while communicating. However, it is of no use if you lack in maintaining effective interpersonal skills. Communication should be simple and informative. It must allow the interviewer to understand how



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### #5 – Inculcate different Skills in you



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## #5 – Inculcate different Skills in you

You must inculcate and improvise the transferable and competency skills. Many people often do not understand how to prove their ability for the job. It is acceptable that you need a job. But the best part would be to convince the interviewer on how the job can benefit you. Competency skill means you have all those abilities that are much needed in the job profile where you are applying.

Transferable skills are talent that you have other than job profile like personal activities or hobbies that may contribute to the service.

## #6 – Do your Homework

Whether you are using these simple tricks to crack personal interview for your MBA or for some kind of job, you must prepare your basic questions that are likely to be asked. You must be ready to answer the questions that revolve around the career, ambition and life.

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as there are high chances that the interviewer might cross-question you.

## #7 – Always be Honest about you

In a personal interview, you are likely to be asked questions that would test your basic characteristics like honesty. You should answer every professional and personal question honestly. The responses that you make must be natural. Also, make up your mind about the arguments that may head up ahead if your interviewer is not satisfied with the answer. Remember, there is no right or wrong answer, it all depends on the how well you respond to each question. Do not bluff while answering any question. Instead of lying about the question that you don't know, it is better to simply skip the question.

## #8 – Be Polite

In any personal interview, interviewers always see to how confidently and genuinely you answer every question. Whether you know the answer or you don't know, you must be frank to respond the interviewer. This creates a positive impression. There are few instances where you might answer correctly, but the interviewer may not find it appropriate. At such times, the interviewer may suggest you the right information. Take it in a positive spirit and instead of arguing with the interviewer, consider it as a knowledge booster. However, you need to also make sure that the answer that you are trying to give is explained to the interviewer in a calm manner and thus make him understand what you actually meant.

## #9 – Drive the interview in the areas where you are Strong



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Although in a personal interview the questions will be pretty common which would be asked to almost every candidate? But when it comes of asking you the questions, try to invite those questions in a strategic manner by which you can show your areas of strength. It is extremely important to drive the interview in your areas of strength and how it can benefit your career in the future. The more you try to divert the topics in which you are comfortable to discuss, the high are the chances for you to showcase your talent to the interviewer. This will also help the interviewer understand how you are unique and why they must choose you.

## #10 – Stay Composed and calm

There is nothing to get hyper about. You are just giving an interview in which you may or may not succeed. It does not necessarily mean that you have to stay hyper. If you don't clear this interview, then a new opportunity will certainly knock the doors. Hence, instead of being nervous, if you remain calm, you can confidently answer all the questions. Politely stick to the answers that you give. Believe in yourself and try not to show that you are stressed or feeling pressurized. If you stay stressed out, you may get confused and eventually while explaining your answer to the interviewer, you may not be able to explain it properly. Thus, even if you answer in the right manner, your interviewer would not consider it.

## #11 – Wear Good Clothes

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You are going for an interview and not for some kind of a movie. Hence, try to wear good ironed clothes. Formal clothes reflect a good personality. You should wear clean polished shoes and must have a good tie worn. This will highlight your overall individuality and create a good impression. Once you enter the cabin, greet the interviewer with a smile and a good day. This gives a positive feeling to the interviewer to talk with you and thus, you both can have a good conversation ahead. Good clothes are one way of creating a lasting impression for which you must choose it wisely.

## #12 – Arguing with the Interviewer is not the Solution

Try to avoid any kind of argument which can lead to a negative impact. An argument that you make with an interviewer would certainly lessen your chances to get selected. It does not matter whether you have been arguing for the right or for the wrong thing, certainly, the decision is in the hands of the interviewer. Hence, you must make up your mind properly and have a well emotional balance. To justify your point you can choose other options. The argument is not an answer for it. Take it in a positive way and consider that the person who has been advising you as an interviewer is far more experienced than you are.

## #13 – Do not be Rude

In case, you find any question in the personal interview offensive or think it is not appropriate, instead of turning and giving back a rude answer, simply request to skip. You never know some interviewers