**UNIT5: PUBLIC SPEAKING AND PRESENTATION SKILLS**

* **OVERCOMING STAGE FEAR :**

Any artist or performer can feel those butterflies in their stomachs and those very familiar goose bumps. Performance anxiety, feeling of speechlessness, more commonly referred to as stage fright, is very common to many people. Stage fright doesn’t exactly need to involve a stage. Any event which will give you the attention of a group of people, can lead to a fear of public speaking. And needless to say, this phobia can be corrected with some efforts. It is very important to deal with this ghost of public speaking which is residing deep within you. Do not ever try to avoid situations where you are required to go on stage or else it’s going to aggravate your fear even more. Just face it. So, here are 5 ways to overcome stage fright.

## ****1. Relax your mind and body.****

Eat your favourite food, stretch a few muscles, take deep breaths, listen to your favourite songs, talk to your best friend or even try winking at random people. In short, do anything which will entertain you and take your mind off the unnecessary anxiety. See, the point to remember is that being a little anxious is all right, even good. But try keeping this below a threshold.

## ****2. Practice, Practice and Practice.****

Practice in front of your family, friends, in front of a mirror and even in empty auditoriums, so that you get used to the idea of performing in front of of your audience. Practice till you almost memorize it. This will give you confidence and also give you scope to find out and correct the flaws in your own performance. If it’s a speech, presentation or debate, just understand the concept you are going to explain thoroughly(so that you are able to answer any questions from the audience), or if it’s a play or drama, get into the character (so that you forget your own fears and worries).

## ****3. Connect to your audience.****

Don’t be scared and tell people that you are worried and have an absolute fear of stage. This will do nothing but lower your self-confidence. Instead, start focusing on the needs and expectations of your audience. You will be motivated when you realize that you will actually be able to reach out to your audience. You will feel like burning or disappearing from the stage if you start thinking that you being there makes no difference whatsoever. So, focus your attention on the people who are going to listen to you.

## ****4. Accept your fears.****

Do not try to suppress the feeling that you are worried about going on stage. Just accept it, deal with it, hold your head high, do not fiddle with microphone or your notes and cool down. Be confident that it’s only for a few minutes and then you are going to give the performance of your life time. Give it your best shot. Visualize your triumphant outcome. Nothing can go wrong. Even if it does, just smile and move on.

## ****5. Lead a healthy lifestyle.****

Eat fruits everyday and exercise properly. Try participating in group discussions. Talk to people at work and gym instead of creating a shell around you. Do yoga and meditation regularly. Go out with friends on trips. Start a hobby. Doing all these will improve your self-esteem and hopefully, you will never get a stage fright. If possible, avoid alcohol, caffeine and sugar totally. They will simply make you more nervous.

* **BODY LANGUAGE:**

**What Is Body Language?**

Put simply, body language is the unspoken element of communication that we use to reveal our true feelings and emotions. Our gestures, facial expressions and posture, for instance.

When we are able to "read" these signs, we can use it to our advantage. For example, it can help us to understand the **complete**message of what someone is trying to say to us, and to enhance our awareness of people's reactions to what **we** say and do.

We can also use it to adjust our own body language so that we appear more positive, engaging and approachable.

## How to Read Negative Body Language:

Being aware of negative body language in others can allow you to pick up on unspoken issues or bad feelings. So, in this section, we'll highlight some negative nonverbal signals that you should look out for.

### Difficult Conversations and Defensiveness:

Difficult or [**tense conversations**](https://www.mindtools.com/pages/article/savvy-conversations.htm)  are an uncomfortable fact of life at work. Perhaps you've had to deal with a [**difficult customer**](https://www.mindtools.com/pages/article/unhappy-customers.htm) , or needed to talk to someone about his or her [**poor performance**](https://www.mindtools.com/pages/article/newTMM_80.htm) . Or maybe you've negotiated a major contract.

Ideally, these situations would be resolved calmly. But, often they are complicated by feelings of nervousness, stress, [**defensiveness**](https://www.mindtools.com/pages/article/manage-defensive-people.htm) , or even [**anger**](https://www.mindtools.com/pages/article/what-is-anger.htm) . And, though we may try to hide them, these emotions often show through in our body language.

For example, if someone is exhibiting one or more of the following behaviors, he will likely be disengaged, disinterested or unhappy

* Arms folded in front of the body.
* Minimal or tense facial expression.
* Body turned away from you.
* Eyes downcast, maintaining little contact.

### Avoiding Unengaged Audiences:

When you need to deliver a presentation, or to [**collaborate**](https://www.mindtools.com/pages/article/collaborate-successfully.htm)  in a group, you want the people around you to be 100 percent engaged.

Here are some "telltale" signs that people may be bored or disinterested in what you're saying:

* Sitting slumped, with heads downcast.
* Gazing at something else, or into space.
* Fidgeting, picking at clothes, or fiddling with pens and phones.
* Writing or doodling.

### Making a Confident First Impression:

These tips can help you to adjust your body language so that you make a great [**first impression**](https://www.mindtools.com/CommSkll/FirstImpressions.htm) :

* **Have an open posture.** Be relaxed, but don't slouch! Sit or stand upright and place your hands by your sides . Avoid standing with your hands on your hips, as this will make you appear larger, which can communicate aggression or a desire to dominate
* **Use a firm handshake.** But don't get carried away! You don't want it to become awkward or, worse, painful for the other person. If it does, you'll likely come across as rude or aggressive.
* **Maintain good eye contact.** Try to hold the other person's gaze for a few seconds at a time. This will show her that you're sincere and engaged. But, avoid turning it into a staring match!
* **Avoid touching your face.** There's a common perception that people who touch their faces while answering questions are being [**dishonest**](http://bodylanguageproject.com/tiny-book-of-body-language/the-most-common-body-language-gestures-associated-with-liars-face-touching-ear-pull-neck-scratch-hand-to-eye-nose-and-closed-language-and-eye-patterns/) While this isn't always true, it's best to avoid fiddling with your hair or touching your mouth or nose, particularly if your aim is to come across as trustworthy.
* **BEST PRACTICES:**

### What are Best Practices:

Best practices are a set of guidelines, ethics or ideas that represent the most efficient or prudent course of action. Best practices are often set forth by an authority, such as a regulator, governing body or internally by management, depending on the circumstances. While best practices generally dictate the recommended course of action, some situations require that industry best practices be followed.

### BREAKING DOWN Best Practices:

Best practices serve as a general framework for a variety of situations. For instance, in the production process, a list of best practices may be given to employees, highlighting the most efficient way to complete their tasks. For [accountants](https://www.investopedia.com/terms/a/accountant.asp), the [Generally Accepted Accounting Principles](https://www.investopedia.com/terms/g/gaap.asp) represent best practices for the profession. An [investment manager](https://www.investopedia.com/terms/i/investment-manager.asp) may follow best practices when managing a client's money, by prudently [investing](https://www.investopedia.com/terms/i/investing.asp) in a well-diversified [portfolio](https://www.investopedia.com/terms/p/portfolio.asp).

### Best Practices:

"Best practices" is a term that can be applied broadly and across industries. In the world of business, the term is used in connection with everything from project management to audit functions, to explain a best or most efficient way of completing a business task. For example, with the advent of numerous quality control systems came the need for a way to apply measurable benchmarks and communicate ways to rapidly implement new standards of excellence across an organization. These new standards are generally achieved by defining a problem, quantifying the problem, measuring the problem, testing the problem, and then implementing best practices as an improvement measure and a solution to the problem. These best practices in process improvements can help quality control managers share what others have learned across functions and teams, using a common language.

### Best Practices as Industry Benchmarks:

Best practices can also be used as a [benchmark](https://www.investopedia.com/terms/b/benchmark.asp) to share and compare business performance outside the company. This is particularity helpful with functional groups in different organizations within the same industry. Some firms are well known for certain processes or ideas. For example, assume a company wins an award for best-in-class distribution systems. When asked about best practices that help the company achieve best-in-class performance, the company says that it gives all its new employees red pens to use for signing off on an order or delivery. All orders with red ink are given a higher level of scrutiny than other orders, which reduces errors because more eyes are looking for errors when they see red ink. Companies share best practices all the time, but some best practices are considered trade secrets, which can mean that the process has been patented. These are known as utility patents.

**UNIT 6: MISCELLANEOUS**

* **ISSUES ESCALATION- HANDLING COMPLAINTS :**

* **PRACTICE OF RIGHT TO INFORMATION (RTI) :**

## Stay Genuine and Respectful:

Keep a respectful attitude toward investors and business contacts, regardless of whether you're able to solidify a deal. This is the No. 1 rule of etiquette. Even though negotiation might require you to firmly state your position or valiantly persuade others to support your goals, it's not time to jest, ridicule, complain, attack or belittle. When you negotiate, you're not just selling a product, promoting an idea or marketing your services -- you're selling yourself. You want investors and potential partners to see you as a sincere, honest, and likable person who is approachable and easy to work with. Express sincere gratitude, stay humble and don't beg for financial resources. The goal is to prove that not only are your products valuable, but your skills, passions and expertise are worth the investment.

## Be Patient and Listen:

Take time to listen. You might feel like you're on the hot seat -- especially if your boss says you're on the line to make the negotiations work -- but don't rush the process. If you don't take time to listen to other viewpoints, goals and intentions, you might make wrong assumptions. Ask questions, such as "What are you hoping to get out of these negotiations" or "How do you think our company can help you meet your goals?" Take time to listen, even if it tests your patience. You'll likely learn something important in the process that could help you finalize a win-win contract.

## Stick to Your Bottom Line

Always know your bottom line before entering business negotiations. Otherwise, you'll waste everyone's time if you have to terminate the meeting to rethink your options. Plus, you don't want to get swept away in the process and overbid or oversell. You want to make financial decisions, including offers and counter offers, based on realistic numbers, not emotions, suggests marketing expert Jerry Jao in a 2013 "Forbes" article. For example, if you're trying to get a business loan or financial support from investors, be honest about how long it will take you to pay back the funds. Or, if you're trying to buy out a competitor, offer a fair market value and stick to it.

## Know When to Back Down

Be polite and back down if negotiations become heated. Angry words and threats damage the negotiation process and often force business associates to respond defensively. Business negotiation etiquette always trumps ugly deal-making. Try to re-establish common ground, review similar goals, and avoid being competitive or argumentative. The main objective of business negotiation is to find solutions that satisfy both parties. No one wants to feel like he got the raw end of the deal. Don't offer ultimatums or try to trap the other party in a corner. You'll come across as unprofessional. If you've approached negotiations from every angle and no resolution is in sight, be prepared to walk away with your head held high.

## Observe International Business Etiquette

Research cultural norms before engaging in international negotiations. Most countries have specific guidelines that govern business negotiations, and you don't want to risk offending anyone. For example, in negotiations with Chinese associates, rank is extremely important. Your senior staff members should always sit across from senior-level Chinese associates. Only the senior Chinese negotiator will speak, so you may want to appoint one person from your team to do most -- if not all -- of the talking. In China, being late for a meeting is seen as disrespectful and insulting. When working with French business associates, stick to a rigid agenda but retain a welcoming tone. Expect probing questions and follow up with intellectual details to support your proposal. Be clear, concise and well-prepared to earn respect.