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PERSONALITY DEVELOPMENT

In the previous lesson you have learnt about grammar, parts of speech. This lesson enables you to understand how you can work towards developing your personality by using various techniques including grooming and body language. This lesson will also give you an insight into presentation skills and gender sensitization.



OBJECTIVES

After reading this lesson, you will be able to:

- explain the importance of developing personality;
- describe the various ways of developing personality;
- use effective body language and groom appropriately;
- define various aspects of presentation skills;

5.1 PERSONALITY DEVELOPMENT

Personality development grooms you as an individual and helps you to make a mark of your own. As an individual, it is important for you to have a style of your own, which is presentable at all times. Personality development not only makes you look good and presentable but also helps you to face the world with a smile.

It goes a long way in reducing stress and conflicts. It encourages you to look at the brighter side of life so that you can face the worst situations.

It also helps you to develop a positive attitude in life. An individual with a negative attitude finds problems in every situation. Rather than complaining and criticizing people around, analyse the whole situation and try to find an appropriate solution for the same. Remember, if there is a problem, there has to be a solution as well. Never lose your cool. It would make the situation worse.

Importance of Personality Development

A developed personality is very significant in the life of an individual. Everyone is impressed by an attractive personality. Whether going for interview or having a conversation within your friend circle, there are certain traits and characteristics that you must possess to have an impressive conversation and make your mark. In this competitive world you cannot succeed without influencing others. It is difficult to get a job without influencing the interviewers with your personal as well as professional skills.

Components of Personality Development

Self-confidence

A great personality boosts your confidence. Being appropriately attired and groomed makes you less anxious when meeting a person. If you are in full confidence and well in command of situation, then it becomes really easy for you to give out your best performance. Also, your confidence enables you to have a hassle free conversation that engages your listeners.

Communication Skills

Improving communication skills is a key factor in personality development. Good communication skills are very important both for your personal and professional life. Improving your speech strengthens the impact of your message. Along with your speaking and language skills, you must focus on improving your pronunciation and vocabulary. Effective communication also requires you to be a good listener.

Positive Attitude

Positive attitude is imperative for you to advance in life. A person with a positive attitude always looks at the brighter side and is always on the developmental path. An individual with a negative attitude finds problems in every situation.

Credibility

Dressing appropriately is also very important. Despite saying that you do not judge a book by its cover, people do tend to judge people by what someone is wearing and how. Your attire plays a vital role in your overall looks and your confidence as well. Dressing up well does not mean wearing an expensive and branded clothes, the price tag does not guarantee whether a piece of clothing will look good on you. You must wear things that suit your body and are comfortable too.



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5.2 WAYS OF DEVELOPING A PERSONALITY

Do you know that competition is increasing with each passing days and there is no paucity of talented individuals with high academic results and willingness to work hard. Personality development here is a crucial ingredient for success. Individuals ought to master the art of expressing their thoughts and feelings in the most desired way through personality development. Personality development makes you a confident individual and you are appreciated and respected wherever you go. Let us lookout some of the instructions that can help you to enhance your personality.

Gain knowledge

Knowledge is power and it is very important in this competitive world. Nobody is impressed with a person who does not have knowledge about his/her work as well as surroundings and is unaware of what is happening around the world. Therefore, it becomes necessary for you to enrich one's general knowledge and to have mastery in your field of work. It is very essential to keep yourself updated with the knowledge of events around the world. You can enhance your knowledge by reading newspapers, watching informative programmes on television, reading books and magazines and being part of active conversations within your friend circles.

A Healthy Body

An important part of personality is your appearance and your physical health. It is very important to maintain good physical health for a good personality as well as for a healthy life. It is important to work out regularly and maintain a healthy physique. A healthy and smart look is absolutely essential to create an impact. Exercise regularly, play games, go for a morning walk or whatever suits your body and psychology. Eat a balanced diet with fresh fruits and vegetables.

Smart Dressing

As mentioned earlier, physical appearance plays an important role in your personality. A smartly dressed person is admired everywhere. You should pay a great deal of attention while choosing the right clothing for you, it must suit your physique and you should be at ease. One must not try to copy others, instead make a style statement of your own and choose the clothing that you feel comfortable with. Good attire must make you feel more confident and relaxed.

Speaking Style

We have discussed earlier that speaking style and expressions help in creating an engaging conversation. Most of the successful people maintain a unique style in speaking. They speak clearly and effectively. Be careful that you have a good command over the language you speak. Do not make grammatical mistakes else you may become a laughing stock. Focus on your pronunciation. Speaking power is an essential trait of a good personality.



INTEXT QUESTIONS 5.1



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- I. Fill in the blanks with the right option.
1. Personality development is a _____ ingredient for success.
 - a. crucial
 - b. critical
 - c. causative
 - d. casual
 2. Knowledge is _____ and is very important in today's competitive world.
 - a. powerless
 - b. power
 - c. effective
 - d. valuable
 3. A smartly dressed person is _____ everywhere.
 - a. attractive
 - b. adaptive
 - c. admired
 - d. acknowledged
 4. Most of the successful people maintain a unique style in _____.
 - a. dressing
 - b. speaking
 - c. working
 - d. narrating
 5. _____ plays an important role in your personality.
 - a. physical appearance
 - b. fair complexion
 - c. contacts
 - d. health



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5.3 GROOMING

Being well groomed is not reserved for the wealthy or stylish. Anyone can be well groomed; all it needs is some time and efforts. Self-confidence and being well groomed go hand in hand. We will now look at three very simple yet effective methods of grooming which will help you to be well groomed for life.

Cleanliness and Hygiene

1. **Take a Shower** - A requisite for a well-groomed appearance is cleanliness. Start every day with a shower and the soap of your choice. Do this unless specified otherwise for medical reasons. Certain soaps are healthy for your skin and contain less harmful chemicals.
2. **Use a Deodorant** - After cleaning your body, ensure that you smell fresh. Apply deodorant after your shower. Spend time to find the smell that is right for you.
3. **Oral Hygiene** – You must brush your teeth twice a day once in the morning and once at night. You should also floss once a day. Flossing twice a week will also help. Flossing decreases your bad breath by removing bacteria build up in your mouth.
4. **Shave or Groom your Hair**- You do not have to do this daily, however it is a good idea to shave your face, legs and armpits on a regular basis. Men can look well-groomed with facial hair, but it needs to be controlled and cared for.
5. **Always carry the essentials.** Always have a “*survival kit*” with you at all times. You can use a strong zip lock bag and include items for dry skin, broken nails or messy hair. Try to have - body lotion or Vaseline, mini comb, mints, mini mirror, pins, hair bands, perfume or cologne, compact towel, for avoiding last minute goof ups.

Dress up

1. **Wear Clean Clothing** – After cleaning and drying your clothes always fold immediately to avoid wrinkles. Make sure there are not loose threads, the buttons are intact, and the hem is clean. If you take care of yourself, take care of your clothing.
2. **Wear Clothes you like** – If you do not wear an item of clothing for a long time throw it or donate it. When you enjoy the clothes you own, you tend to take care of their condition more. Dressing in your favourite clothes will make you look great and boosts your self-esteem. If you love a coat or pant but they do not fit well, take them to an alteration store.
3. **Dress in Style.** Notice the trends around you by noting what someone wears that strikes you as being well groomed. As a general rule, keep it simple. You do not have to dress up every day, but you can go a long way by wearing something simple that compliments itself and your body. When you know what suits your personality use it to the maximum advantage. Don't hesitate to wear something that looks good on you.
4. **Wear Clean and Polished Shoes.** Shoes are always the first thing many people look at. They tell a lot about a person. If your shoes become dirty due to dirt or salt, clean them immediately.



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Care for your look

1. **Keep your hair cut and styled** – Well cut hair allows you to present a confident image. Even if you are trying to grow out your hair, cutting the tips will prevent split ends and promote healthy growth. Do not be a stranger to your barber or stylist.
2. **Trim your nails.** Shorter nails look neater. If you have longer nails, keep them in good condition. Never hesitate to take your nails to the nail salon. Do not bite your nails. This does not make your hands look well groomed. Always use clippers or take them to a nail stylist.

Tips

- washing your face twice a day can help with breakouts.
- moisturise your skin immediately after a shower to avoid your skin from drying.

5.4 BODY LANGUAGE

In the previous lesson on communication, we had established the fact that at times our body can speak more than our words and hence it is integral for us to be mindful of what our body language may or may not convey.

Nearly all body language behaviours and non-verbal cues include one or more of the below mentioned elements. These elements alone or in combination, that communicate powerfully to the people around you.

The Key Elements of Body Language

The eight primary elements of body language are listed as follows:

- **Face** – Your face is a major source of expression when communicating with others. It can smile, frown, remain neutral, show anger, show disgust, indicate that you want to speak, and show interest.
- **Eyes** – Your eyes are often the first piece of body language others see or notice. They can be used to make visual contact, avoid visual contact, express feelings based on intensity and length of eye contact and the like.
- **Posture** – Your posture includes how you hold your head, shoulders, legs, arms, and hips. Each of these parts of your body work separately as well as together to send non-verbal hints. Examples include tilting your head, slumping your shoulders, turning your hips sideways and the like.
- **Gestures** – Your gestures can be related to verbal communication or unrelated to verbal communication. For instance, you might wave at any person as a way of saying ‘hello’, but you do not have to actually say the word out loud for the message to be clear or, you might use hand gestures to emphasise a key point during a speech or presentation – in this case, your gesture is related to verbal communication.
- **Voice** – Your voice is used to verbalize language, but is an integral part of your non-verbal communication also. For instance, your tone of voice, volume, emotion, pace and the like, all influence the messages you send as part of your body language.



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- **Movement** – Your movement, whether using your entire body or just part of your body, is both flexible and commanding. For instance, moving toward another person may send a message of dominance or assertiveness, while moving away from another person may send a message of avoidance, submission, or simply bringing the interaction to a close.
- **Touch** – This is one of the most powerful elements of body language. It is capable of communicating so many different messages, and can also be interpreted in so many different ways. Touch is usually divided into four main categories: friendship, professional, social, and intimacy.
- **Appearance** – Your physical appearance includes clothing, neatness, body shape, and anything else that provides visual messages and cues to other people. For instance, you dress conservatively and soberly for a funeral, but casually and informally for a party with friends.

As you can see, there are a huge number of variations that can be created within each element of body language, and even more that occur when you combine two or more elements. All of these elements connect together into body language in ways that are both conscious and unconscious.

5.5 PRESENTATION SKILLS

Presentation is a method of communication that can be adapted in various speaking situations, such as talking to a group, addressing a meeting or briefing a team. To be effective, step-by-step preparation, method and means of presenting the information should be carefully considered. A presentation requires you to get the message across to the listeners and will often contain an influential element. It may, for example, be a talk about the positive work of your organisation, what you could offer an employer, or why you should be chosen for a particular task.

Elements of Effective Presentation

1. **Preparation** - Being prepared is the most important element. You must always practice your speech. Before going into any presentation, you must check that all the materials and equipment are ready and are in working condition. This will help you to get an accurate picture of how you speak.
2. **Anecdotes and Examples** - Use personal examples and stories in your speech whenever possible. Make sure your stories help to emphasize or support your point. The stories must match your message. Use examples from your personal and professional life to make your point.
3. **Relaxation** - To stay relaxed you should be prepared. Also, focus on your message and not the audience. Use gestures, including walking patterns. Practise the opening of your speech and plan exactly how you will say it.
4. **Natural Humour** – Do not try to be a stand-up comedian. Use natural humour by poking fun at yourself and something you said or did. Be sure NOT to make



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fun of anyone in the audience. People will laugh with you when you poke fun at yourself but do not overdo it otherwise they might end up taking you lightly.

5. **Body and hand positions** - During the practice of your speech look for occasions where you can use a gesture. Establish three positions of standing and movement. Pick three positions, once on the centre stage, one to your right, and one to your left. Do not hide behind the lectern. When you do move maintain eye contact with the audience.
6. **Attention to Details** - Make sure you have the right location (school, hotel, room and time). Make sure you know where you are speaking. Ask how large an audience you will be speaking to. Make sure you bring all your visual aids and plenty of handouts. Arrive early so that you can check out where you will be speaking and make any last minute adjustments.

It is very important that you pay attention to even the smallest details. Do not overplan a presentation. Remember “One who fails to plan, is planning for failure”.

5.6 GENDER SENSITIZATION

Gender sensitization primarily focuses on being sensitive towards the needs, requirements and circumstances of the opposite gender. You must keep in mind the basic distance you must keep with the opposite gender no matter what the situation is. Unnecessary physical advances and inappropriate gestures can put you in trouble and will act against you.

There is also a certain way and time of communicating with your colleagues. Calling at odd hours and sending inappropriate messages are not taken in good stride at any work place. All good quality organizations have a zero tolerance policy against such inappropriate behaviour and it can lead to immediate termination.

Here are some key guidelines that one must follow when at work.

1. One must completely avoid:
 - ✓ unnecessary physical contact or advances.
 - ✓ a demand or request for sexual favours.
 - ✓ making sexually coloured remarks.
 - ✓ showing pornography.
 - ✓ any other unwelcome physical, verbal or non-verbal conduct of sexual nature.
2. Raise an alarm with your HR if any of your colleagues expects any sexual or non-sexual favour in lieu of the following -
 - ✓ Implied or explicit promise of preferential treatment in employment.
 - ✓ Implied or explicit threat of detrimental treatment in employment.
 - ✓ Implied or explicit threat about your present or future employment status.
 - ✓ Interference with work or creation of an intimidating/hostile/offensive work environment.

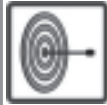


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INTEXT QUESTIONS 5.2

- I. Fill in the blanks:
1. Gender sensitization primarily focuses on being _____ towards the needs.
 2. Unnecessary _____ advances and _____ gestures can put one in trouble at one's work place.
 3. All good quality organizations have a _____ policy against such inappropriate behaviour
 4. One must keep in mind, the basic _____ one must keep with the _____ gender, no matter what the situation is.



WHAT YOU HAVE LEARNT

Now, you are familiar with the term personality development and the various aspects of it. You have understood the importance of personality development. You are familiar with grooming as well as hygiene. You are aware of ways of presentation skills and the various elements of effective presentation. You have also learnt about gender sensitization and the key guidelines of a corporate setup.



TERMINAL EXERCISE

1. 'Developing your personality can help you to achieve success'. Explain this statement by creating a story in 200 to 300 words.
 2. Mention some key ways of developing your personality. Elaborate any two.
 3. Describe the benefits of a good personality.
 4. Explain the top three ways of grooming yourself and what steps should you follow for daily hygiene?
 5. How can you effectively take care of your looks?
 6. List all the key elements of body language. Elaborate any four.
 7. With respect to presentations, what do you understand by the below mentioned terms?
 - a. Preparation
 - b. Natural Humour
 - c. Attention to Details
-



ANSWERS TO INTEXT QUESTIONS

5.1

- I. 1. a
2. b
3. c
4. a
5. d

5.2

- I. 1. sensitive
2. physical, inappropriate
3. zero tolerance policy
4. basic distance, opposite



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