

Soft Skills for Business Negotiations and Marketing Strategies
Prof. Uttam Kumar Banerjee
Department of Architecture and Regional Planning
Indian Institute of Technology, Kharagpur

Lecture – 10
Discussion of soft Skills (Personal Skills) (Contd.)

(Refer Slide Time: 00:16)

Personal Skills

- Stress Management
- Suave
- Tackling Fear, Uncertainty, Doubts
- Tackling Gains
- Tackling Losses
- Tackling Questions
- Technical Literacy
- Time Management
- Tolerance of Change and Uncertainty
- Trustworthiness
- Value Base
- Vocabulary
- Warmth
- Work Ethics
- Work-Life Balance
- Work Life Integration
- Work Scheduling

6 of 6

IIT KHARAGPUR | NPTEL ONLINE CERTIFICATION COURSES | Professor Uttam Banerjee
Department of Architecture and Regional Planning, IIT Kharagpur
Research: Ms. Devottama Banerjee (Director, GreenInfo Creations, STEP-IT Kharagpur)

Good morning friends, have you gone through all those points that I have discussed in the last module? If you have, are you steady, the last point that I discussed steadiness are you steady to go further, go forward? If yes, then my next point comes that is stress management. See, steadiness is basically compacting the stress there would be always stress whether you are studying, whether you are exercising, where you are playing whether you are in business, whether in sales whether in travel stress is everywhere if you are running the family, yes, stress. Finding out the good opportunity for your children in the good school is a stress, getting a good job done by somebody else is a stress, getting a good job from another employer is a stress. So, stress is always there, we cannot be in fact you life is absolutely boring if you do not have stress.

But only thing is you know stress is stretchable, it is stretchable, stress management is how much stress you can handle or manage. Engineers will understand their stress-strain curve; you build up stress, after sometime it becomes strain. If I just use it very, very linguistically that if you are under stress, then sometime at one point of time beyond a

particular level, you develop a strain you know we say that I am very much stressed with the work. And everybody is stressed with the work. If you are spending time then stress all right I am also strained means now it is harming you, it is hurting you psychophysically.

So, stress management is something that you do not allow the stress to go beyond that level the when you are leading to a condition when you are strained; otherwise I will tell you stress is good, take the stress handle the stress well, because if you take the stress you also get the benefit. Of you work it is stressful think about, it you are getting one lakh per moth a salary for a work, which is you are getting stressed 8 hours, sometime 9 hours, 10 hours, sometime 14, 16 hours you are stressed. Just compare your friend who graduated with you does not have a job like you and he is earning say 60,000 rupees per month, and you are earning 1 lakh per month. You are ready to take the stress because you are earning more than your friend, but the friend does not have a stress really because he is a having a very cool job not much of physical or psychological stress in it. So, he is getting the reward as he is delivering and you are getting the reward as you are delivering.

But my point is if you take the stress beyond a particular limit that it is hurting you, harming you psychophysically, then I would say there is something wrong. You have to manage your stress in such a manner. You know there are many stress releasing motivating or motivational dialogues or speeches, they help you in what, they help you in comprehending the situations. You can always use that, you can always you know I have seen many people that I see that they have the earphones plugged when they are traveling basically what he is doing listen to a music, no, not necessary listening to a stress releasing motivational speakers deliberations.

So, you must may manage your stress in such a manner that you are the best judge yourself. Like you are continuously working you have a headache, you have to understand that after how much continued work your headache is likely to come or is coming, at least you have experienced this time.

If you find that you are working with a team that the team is not performing well it is a stress. And you have a delivery schedule and a time to target. and the team is not working properly it develops a stress. You are not certainly going to be circum into that

you have to now manage in such a manner that your stress level gets reduced and you make those people work, so that your time target is met. So, stress management is purely in your hand. And stress management even if all those spiritual gurus or even motivational gurus are going to give you an idea about how to manage a stress.

I will tell you the biggest boss of stress management is yourself, you do it yourself, you are the best judge that when up to what level of stress you can take, or where you are suppose to stop. Or again where you are suppose to take a break or where you have to you are suppose to change your tasks or where you have to delegate your works so that your stress get reduced or at least does not go beyond that particular limit you are the boss of yourself in stress management. In fact, all those points which I have said over here in personal skills literally each one of them, for each one of them having a good positive results, you are the boss yourself. It is only guidance people can give you.

I can tell you the how you may still do it somebody may also guide you that how to do it, but the thing is unless you do it you are not going to get the good results. It is just like mathematics or any other subjects you are taught how to solve it, you are taught, but the thing is you only become confidently solving when you solve yourself. Similarly, for personal skills all those skills in fact not only personal entire soft skills and hard skills as well you have to do yourself. And since it is a very personal means you are yourself in other skills social skills or people skill, you have somebody else beyond you. And how one is acting or manifesting depending on that your manifesting comes, I understand, there could be another role player. So, if the role is played properly over there you get a good results if the role is not being played properly you get a bad result all right. But for personal skills, every item you are the boss of yourself. If you do well, you get a result; if you do not do well, you face the results.

Next, suave, it is a personality attribute very soft and sober. Suave means basically very soft and sober, you should be very sober it is essential quality of any business person any salesman. You may know that this person you have you have met a person five times, but never got a deal never got a sales closed, still six time you are meeting you have to be suave, you have to be soft and sober, because that person he refused you five times may be because he does not need your product. But at the same time you have to understand that you have wasted his time when you visited him.

These issues I will discuss when I will talk about the sales and marketing, in the marketing strategies there are some dos and don'ts, which I will tell very categorically agree or disagree is your point. But the thing is what you are researching and what we are seeing from the markets from the working domain from the business domain I will share with you. Because we are based on a very strong research on this and there many dos and don'ts we will see which are very generalized, but if necessary we might tell you some specifics. And everywhere there may be some cases only thing is I can tell you if you are suave personality, you have at least the door the moment you tapped and the person. So, opened the door for you they he will invite you say please come in. So, this is the personality trait, it is a personality attribute which is very vital.

The other one tackling fear, uncertainty and doubts; it is see if you take tackling word out of this fear, uncertainty and doubts are all these are negatives. Fear is very negative. If you are trying to do something, and if you are fearful, you will never be able to do it. Imagine, you do not recall the first day when you started walking in your life, you were a child who was crawling. The first day you stood up you did not understand that you stood from the crawling level, because you are not emotionally that much matured, but your parents watched you. And if they found that you are fearfully in walking then they have to take special care, hold your hand, make you walk, make you comfortable and confident in walking and today you are a big runner in the world, it is possible, but if they had been fear, then you would have never walked at least never run.

Uncertainty is the part of our life and the part of the universe, entire universe works on uncertainty who can guarantee that everything can be certain who can; when you yourself cannot guarantee that you can be certain about yourself not possible you know universe since it is based on uncertainty. So, why at all have a fear of uncertainty or always be skeptic about uncertainty. If there is a uncertainty then definitely since it is balanced you know because the whole you know conservation of certainty uncertainty is together you know something is certain that is why something is uncertain or something is uncertain, so other things are certain. The point is what is important for you as a personal skill how do you tackle it, not everything is given not everything is promised, not everything is givable.

And the doubts I always think that if you start doubting everything then your life is not lived properly. Forget about doing business, your doubting your product which you are

selling, you are doubting your employer who is paying you salary, you are doubting your customer that he may not approach you know allow you to approach him or he may not buy from you, everything you are doubting do not doubt. You know if I say that be skeptic, but do not doubt because doubting is one negative thing which kills you internally every time, mentally it kills you, because you may not be right with all facts and figures, you may not know exactly the reason for which your employer is not giving you promotion, may not be aware. But if the company has very standard protocol and the criteria then you might find that yes you did not qualify those criteria that is why company is not promoting you.

But if you start doubting my company will never promote me then you will never get promoted, it is a killer. Fear and doubts, let me be very critical about it, fear and doubt not uncertainty fear and doubt they are internal killer, they are our internal enemy which we create ourselves within, nobody creates amongst us. If that was true, then people fight is not it. When people fight that somebody is attacking you, you are attacking back. If you are fearful then you will not attack back if you are not fearful then you will at least take a chance to you know protest and attack back that means, your mind is not killing you saying that you are fearful. So, you be afraid of him, you know being afraid or being doubtful.

These two are two negative things I will say that right from the day one try to dump it in the dustbin that does not mean that you should be over confident. And you should be afraid of you say that if you say that I am not afraid of jumping into a swimming pool though I do not know the swimming, no, that is not the point. You are wise person you know that if you know swimming then you can jump, but mind it many of the swimming pool trainers, when they are training the swimmers for the first day when the child or the person does not know swimming pushes the child into the water pushes. Knowing fully well that since the child is not capable of swimming he will drown, but he also knows that he will not drown. The reason is he has been pushed into the water and the trainer is just next to him to hold in case the person is drowning. What he is trying to kill is the fear in the mind that I might get drowned.

If a child you know a long look at the psychology of the child when the child is pushed into the water, the child feels I am going to get drowned. And the moment he finds a hand below you know and the trainers hand holds a child up keeps him or her a float then

the child feels oh I am not drowning. So, why fear this water then he is starts you know you know moving his legs and hands and he is starts enjoying the swimming very fast the person learn swimming. So, the fear has been killed on the first shot. So, if you are fear, you keep within then it will kill yourself and nobody can take the fear out of you if it is a only you who can take the fear and the doubt out of your own mind.

Next is tackling gains tackling gains and I think tackling losses these two I have brought together, but still let me go back to gains first. Tackling gains and tackling losses very interesting things happens here. See when you are going for sales, if you find that you have sold the idea or sold your product then you become very excited over that gain. You know that you have made a profit, you know honestly you should have made 15 percent profit, but by virtue of your sales promotion and your skills negotiation skills and you know like convincing skills, you are gaining about 30 percent that means, how much more 15 percent, 15 percent profit is inbuilt in your products price.

And you have sold it at 30 percent profit that means, 50 percent is a gain I hope you understand this gain profit is not the gain profit is inbuilt in the system, which has to come back, but the gain is beyond the profit. Now, the problem starts I have seen sales persons once they sell something which is where he has sense that I have a gain immediately you know his whole activity is starts becoming different. He becomes overexcited, and he also tries to you know push another project, another product because he knows that he has gained the confidence of this client. So, can he push in another one, more gain more gain, this is very, very risky how do you tackle your gains.

My suggestion is if you have really gained nothing wrong in gaining, if there is a demand and the less of supply naturally the prices will be higher. And in which there will be gain beyond the profit margins. In such cases, my suggestion is do not show any extra emotional any extra emotional expressions, extra. Do not show excitement over excitement, do not jump around, do not talk around, you know very quietly shake hands with your client thank him many times for closing the deal and enjoy the gain.

Many people, I can tell you, many sales persons cannot tackle the gains and I have seen such cases let me share one. Somebody who sold with a gain, came out of the office, nobody understood that the person who has bought is with, he is bought at a higher price than actual market prices. This person who sold it with a gain, he cannot tackle the gains

he comes back comes out and then he meets a friend. And then he starts you know very loudly starts sharing the fact that how did he make a good business and good gain.

Immediately say at that point of time a person of the same office was passing by who was not noticed. He heard it over heard it and he understood that his company has been sold something beyond the market rates. I can tell you just because this person could not tackle the gain, and he had been expressing it immediately after, and the company who has lost it because he has bought at a price which is higher than the profit margin will make this company blacklisted forever unless it is a proprietary item, forever. Thinking this person next time will come and also he will try for the extra gain. So, what would I have been better that person who have been quietly leaving the office, do not even interact with anybody. And ultimately come back to his office and then share the facts with his friends as if it is just a business deal, but jumping around being over excited, expressing the excitement of the deal or such things becomes negative.

Contrary is also true. Tackling losses, a company even I have heard the term like I will be kicked at the back, because I have lost, I have lost, because I have given you a bigger discount. Sometime even the company calls and says why did you give the discount without our approval. Sometime the person calls back to the office and says that can I give this additional discount all these so there is loss. If you lose you must also tackle very, very gracefully. You should feel that this person who you have promised to price which is to you a loss, yet gracefully you must face it. And the person should feel very comfortable that you have lost; other person should feel comfortable that you have lost, because more you lose more he gains; and more he gains more he looks towards you for further business. So, in the business tackling losses is also equally important.

I remember one such case one of us MD called one of the senior planner. The planner has coated for a price for a master plan for one of the state and the price was say something like 40 lakhs all this figures are again arbitrary 40 lakhs. But actual cost of entire in fact, the company would have made profit if it was about 60 lakhs, but 40 lakhs because they had to undercoat to the cut the prices, cut the prices it was tough competition. So, by cutting the prices they came to a 40 lakhs for which they got the job and while executing the work, the person who is responsible for the project, he found that 40 lakhs is almost coming to almost no profit everything is going in cost. Because the project is you know it was suppose to be one year the project got lingered for three years. So, naturally man

power investments, human resource investments, other cost of travel everything kept on coming in as additional.

So, this person found when he was trying to crosscheck that we quoted 40 lakhs for this particular project one year, he thought that in 1 year 40 lakhs is going to be a additional turnover of the company. But now he realize after 2 years that 40 lakhs is the 40 lakhs, it is not going to increase because the client is not ready to add any further figure into it. Then he talks to the chairman he tells the chairman this is the fact says this is what it is what do you suggest shall I go back to the client and request for additional funding and all that.

What chairman said, chairman very quietly listen to the whole story, then he said dear friend, we are a friend of a customer, it is only their difficulty for which the project has been lingered to 2 years, it is not their fault. They never even anticipated that this will be lingered for another one year. The 40 lakhs that they have approved is for one year they know that it is now lingering for another extra one year, but my suggestion is that we should absorb the loss, we should absorb. The loss we should try to cut down on a internal manpower and reduce our number of travels required, so that we do not make further losses.

But you face this loss, never take this as a negative for the company. Next time when you cut you know quote for any other company any other project at that time you take this fact as your learning and add your some contingents say so that in case that project gets extended by one year then you should be able to meet that cost, and fight for it. But for this project, dear, sorry do not do it 40 lakhs, it is a forty lakhs, two years tell them that you are is lingered by one year, they are very conscious people. Customer is a friend customer should not become an enemy here in this, this is what I say is tackling losses, how you tackle the losses. 20 lakhs loss, it is a story about 10 years back; at that time 20 lakhs made a lot of difference.

My point it is not a matter of how much it is a ideology that how you tackle your loss. If suppose the chairman wanted, chairman could have fired this person for his miscalculation or wrong assessment, but I will say the chairman is a chairman because of his mental you know acumen, the excellent intellectual acumen that is why he is the chairman. And he gave a suggestion to his junior in such a manner the junior learnt. I

heard this story from the junior face. The planner he said this is what I learnt I said not only you have learnt by burning your finger, I have learned from listening to you, this is what I am saying how do you tackle your losses you must know.

Tackling questions is another question sometime a shot at you, which are very caustic in business quite often, quite often. I am sure, if you are in the business see, I do not know who are you, who is listening to my lectures, if it is a student then you learn it. But if you are already a business person, you are a sales person, you are the leader of a company, then I hope you will understand what I am trying to say tackling questions. When you go for sales when you go for business, when you go for business meeting, when you go for negotiations, when you are going for marketing, at many points you might be asked a question, which is unpalatable. It is not slain; it is a business wise unpalatable.

You know one of the most unpalatable question let me tell you that I have come to know about it. The boss of the company is asking dear friend can you tell me that why should I give you this project, why should I give you the project, a very unpalatable question. And I am sure you are not ready with the answer. You know what happens I have seen such cases sometime, even I have used this just to test the steadiness of the company, the mental steadiness of the company. I have sometime used this question, tell me justify why should I give you the project, why should not I give this project to somebody else or why should I buy your product, why should not I buy the product of others?

How do you tackle that question, that question is by now I can tell you, if you can always frame such kind of questions which are unpalatable on the ground, on the field may be, but the thing is you prepare the questions yourself and also may get ready with the answers. Tackling such questions are sometime is very, very sensitive. And you are not ready and if you are not ready for that then you fumble, not only fumble you make a mess of it. And you know you start answering in such a manner very irrelevant facts you keep on sharing, no, no, no, we are a big company. We have served this company, we have done that, you know we are good in service, and we will give you better service and all that that company is a bad one they have you know made bad business, all this rubbish will keep on coming in your mouth.

So, tackling good question means you frame many such good questions you know which good for them, but prepare such questions and also be ready with the answers. You know

this kind of things are done for IAS training and all. Where many such things you know many questions are asked which apparently sounds to be very, very irrelevant, but the thing is how you address those questions, how you answer to this questions spontaneously on the spot unexpected that is your test. So, tackling questions as a skill which will help you.

Technical literacy is whatever you are dealing with you are full technical knowledge, I will give an example here. You know quite often I found that if suppose somebody is trying to sell a product to me, when I was in charge of departments, and all that you know I found that two persons came to me, two persons came to me, and trying to sell the product. And in variably the person who was speaking the most I found that he is technically the most weak. Then I ask what is your background, are you a technical person, are you technically competent to answer all my question, then he says no, no, no, I am not, I am a sales person. This gentlemen - my friend, he is going to give you all technical answers.

Then my immediate question is then why you are talking, why not your friend starts a discussion with me and explain the whole you know gamut of what technical competence this particular or technical excellence this product has. Why you are talking, you will only talk when we will talk about deals, we will only talk when you will talk about prices, but I first want to know the technical items, but I will tell you they become miserable. In many situations what happens is one single person comes and naturally he is trained sales person. So, he knows how to push my door open, how to tap and push my door open, how to take my time out of my busy schedule he knows. He knows how to greet me, he knows how to sit in front of me or make me you know address him or request him to sit down, and start talking he knows and it is good skill. I will tell you it is a very, very good skill. When I will talk about the sales, you will understand there are many such tips and tricks.

The point is after about say 10 minutes of discussion, then I ask ok, now you give me some technical idea about it, then he opens up and says no, no, no sir, I am not the technical person. So, I will send my technical person you give me another appointment my another wastage of time. I said if you are not the technical person trying to sell a technical project to me or technical you know product to me, why did you come. You should have send your technical person and or else you should have accompanied your

technical person to give me an idea. So, technical literacy yourself as a business person must be strong, nobody should undermine you because of your lack of technical literacy.

Time management, I will detail it out in my last set of lectures. There are lots of things in it. How do you manage your time. People say that we have 24 hours. I have also heard people saying I wish I had 36 hours, I really smiled at myself, internally I thought if you are giving 36 hours, then you will be asking for more, you will be asking for 48 hours, because god has given us 24 hours each one of us, every individual is given 24 hours. And if you cannot do your things in 24 hours, you would not be able to do in 36 hours as well, but this is one.

Another thing is that if it is done in 24 hours, can you do it in lesser than hour that is your management. God is given you 24 hours not for everything not for your business god has given 24 hours compartmentalized for your many activities, and since you have multiple responsibility how you handle it. So, time management becomes intrinsic quality, and time management can be taught, it can be taught, it is a soft skill no doubt about it. Why they are called soft skill, you know they are variable nobody you know giving you a time management ideas will give you a certificate that you have learnt time management. One can always teach you how to manage your time, but does not necessarily mean that you have to be given a certificate, which you have to show to others to prove that you know how to manage your time no, that is why it is a soft skill.

Then comes tolerance of change and uncertainty. Uncertainty you do not be fear I said and you should be tolerant to change and uncertainty, because uncertainty is the part of the universe. So, any time any anything you thought it may change. So, you be tolerant to it, do not become suddenly jittery, do not become do not circum to it, do not be fearful of it, do not even become negative in terms of the activity. So, your tolerance is to change or of change an uncertainty is important.

Trustworthiness is your intrinsic skill. Intrinsic skill means you should be trustworthy. Anybody is giving you any responsibility whether it is your company or your sales you know executive or maybe you are selling something to a product to somebody, but you should be trustworthy yourself. If you become trustworthy for a project or a product, but internally you are intrinsically you are not trustworthy that makes no sense, then it is going to be counterproductive because people can make out whether you are trustworthy.

And for god sake you never be untrustworthy, because if you build up the trust over a years and then once you faultier in it then the rest of the time you are not trusted.

And if you are not trusted you lose your project, you lose your clients, you lose your prospects, you lose first of all the respect of the opposite person. And trustworthy to whom you know trust is something which really cannot be taught. A trust something like I will give an example. You walk on the road. You find that there is a purse lying on the floor, has anybody ever taught you that if you find somebody else's something lying on the floor you do not pick it up. Generally, you are not suppose to because we have we are in that system that I am not suppose to pick it up, let the purse be lying there. The person who lost it after about say half an hour, he will come back, and he will find it is still lying on the same spot where it was dropped. This is your trustworthiness nobody teaches this, but somebody who picks it up and ultimately puts it in his pocket, then he is not trustworthy in future ever or intrinsically he is not trustworthy.

But there is another person in between who picks it up does not leave it there, because he knows there will be another untrustworthy person will come and pick it up and put it in his pouch. He picks it up he goes to a police station and he says I have got this purse lying on the floor belonging to somebody else, I am giving it to you because you are a government authority who is now going to publicize, and ultimately somebody will be coming to you looking for this. This is equally trustworthiness. So, trustworthiness must be there. If you ever lose trust of others you will lost everything, whether it is your family, your children, your friend, your teachers, your students, your colleagues, your business counterparts, your clients trustworthiness is your own. These are very strong strengths.

Value base basically comes along with the trustworthiness. Value base is the sense of value generally we are given you know why your family training or even by our or the gurus or teachers and others or may be sometime from our friends we get the value system. But most often when you we are suggested some good value system from our friends we try to you know reject him, because a friend, same age, same group what is you have understand this, but what our parents tell us, what are grandparents told us, do this do not do this. These are values we are injected with when you are growing. And the value system, trustworthiness all these things are you know honed right from your childhood days, and it never dies. You may change temporarily for some gain or because

of some losses, but the thing is if it is there very strong within it, I can assure you that your business is always going to rise always.

Vocabulary is how you speak since I will be dealing with these conversations and other things more in detail. So, vocabulary is words, right words uttered in the right time. When I will talk about the conversations, the art of conversation how to converse in our verbal and non-verbal the third I think the third or fourth week I will be discussing about it. Which word is the right word that you are using; and for which you have to train yourself. For good vocabulary, very generic suggestion, let me give you now later on, I will detail it out. Do not use jargons, use very simple words, which anybody can understand. Do not use jargons, do not use acronyms, which makes other person hearing that uncomfortable.

And I have seen many people are you know they trained themselves to speak on jargons and acronyms. I can tell you that they may be thinking very smart of themselves, but actually internally they are losing, losing the person who is not getting communicated to this because it is all matter of communication. If you tell me an acronym, and I do not know what their acronymic expansion is then that means you have not communicated exactly what you want to say. So, the vocabulary is the word the right word in the right place in the right time, for which you take a good book of proverbs, idioms, dictionaries you know and try to make yourself rich on that.

Warmth is again expression. And as I said that it is psycho physical warmth is reflected through the whole body system, but it is a psychological play. The warmth is like shaking hands it expresses warmth, but I do not know how many people you have shook hands with. Interestingly when you shake hands you will find there are different kind of strengths of the opponents hand, different kind of strength. Somebody's hand you know I have seen myself, do not get do not laugh at it somebody who is shaking hands with me I found that his hand melted within me melted means it becomes so soft, I did not expected, the warmth was not there.

As if you know, you did not want to, but he had to shake his hands warmth is reflected through body gestures, through contacts even to eye contacts. You know the warmth is expressed you know when you are looking at somebody and your eyes get dilated wait for it in my non verbal communication discussion on these issues in detail, but the

warmth is something which is going to feel make you feel or you make others feel close to you. Hugging, shake, hands putting the hands on the shoulder, patting at the back, even touching your top of the palm, all these are expression of warmth. These are very, very important not necessary that you are going to touch your clients like that, but the thing is quite often sometime it happiness when you are meeting your colleagues and others this expression of warmth.

I have seen in many occasions my clients they are more incline to shake hands with me, they want. We could have finished it finished our discussion and then split, no, he wants to shake his hands, and I have also seen hands which are very strong, and holds my palm in such a manner shaking hands. I feel that he wants to hold me and hold me and keep me hold. So, this shake hands things again also has some you know dos and don'ts, I will come to that.

Work ethics is the right fullness during the work. I think there will be another detailed lecture. Ethics is basically right fullness what is right what is should not be done what is should be done, and this ethics is psychological ethics, physical ethics, emotional ethics, psychological emotional, social ethics, business ethics there are lots of ethical items ok. Wait for it, because I am introducing to all these many of this I will go into details in my following lectures.

Work life balance is something like say I said 24 hours is your time. And you have to do lots of activities run your family, take care of your children, take care of the health of your aged parents, you have to do business, you have to work for somebody, you have to go for a recreation, you have to have a work life balance. And frankly speaking that most of the people are not very competent or efficient in work life balancing. You know why what happens is when you are young within that when you are young means in the working age group that is a only time when you can earn money by working hard because our physic and mind helps. When you grow older then naturally your physic is or your physical condition you know deteriorates or degenerates. So, it is does not give you that much of strength to work. When you are child you are not mentally or emotionally matured so much that you can work, but the thing is if you want to work and you have a life say you get a job then you get a married get married. Once you get a job and you get married now both are equally demanding, the job wants you to perform well and the family wants you to be with them, both are valid both are valid.

Now, if I say work is work and the family is a life how do you balance it. Your family is expanding your work responsibility also expanding till the time you retire, that means both are expanding when the family is expanding, now you have children, now they will go to the school, they will go to the colleges, they will get a job before you retire. And by the time you have also got promoted. So, you have more responsibility, does that mean that now you are going to split in such a manner that you will give all time here or all time here not done. This work life balance is purely your forte, how would you do it and there I can tell you majority of the working people, they are consider to be very efficiently working people they are considered to be workaholics.

People use this terms sometime very negatively on somebody, but I will tell you the apparently a person who is very workaholic, not necessarily he does not have a good sense of work life balance or good execution of work life balance; he does it. He does it in such a manner. When he is working, he is working; and when he is with the family he is with the family. Now, the person who is watching you in during your work time and working seriously and he does not he will call you workaholic, because by calling you workaholic, he thinks that he is not workaholic, but at the same time he is also not as efficient or as successful as you are. So, do not consider workaholic terminology as negative, but I will tell you if somebody calls you workaholic, you should be very sure and clear that they are jealous about. You are doing your job rightly in right time and getting good results and good responses from your clients and your bosses, and you are getting promoted. The others who are pointing fingers at you saying you are workaholic must then measure and you will find they are losers, they are losers in many cases whether it work or a family. You can be a very strong workaholic and also very good family man.

Then work life integration and this is important is how you integrate the work and the life. Work life balancing is like where you give more time, more stress or more you know importance this is what is balancing. Now, work life integration is basically how do you integrate these two, this integrating these two is important. Now, then comes work scheduling. You have to schedule your work properly. If you do proper scheduling of the works then what happens is your whole work gets done whatever work you want to do. So, work scheduling, proper work scheduling for integrating work and life and then balancing them together it comes almost as a bundle. So, when it comes as a bundle, you

will find that now you are integrating everything of the work and the life. You have scheduled it properly, how you are going to undertake all these activities and then you will find that now you are balancing it just make it a little plus minus on each one of them, so that everything is done.

End of the day end of your life you will find that when you sit quietly watch what have you achieved what have you done how do you do it there are may be some bit of pitfalls on some bit of extremes in some cases. But you will find that your work and the life when very, very, very you know in continuity and you are a successful person. If you become almost like a sort of you know researcher or a worker who does not even listen to the calls of the family and keeps on working ultimately result is good or bad whatever, but the family is lost. At the same time you are sitting with your family more and ignoring your works, your work is lost. So, the point this is what you have to understand is that this much I am finishing here, the personal skills point. Alphabetically if you see that it has ended with w.

Personal skill is up to this, but I can assure you next I will go to the other type of skills in my next set of modules. But what I would like to point out over here is that when you start creating yourself make yourself stronger in the personal skills, then your other skills gets nurtured and cultured; other skills which I will be talking in the next modules. First is you, you are as a person then is a rest. If I am talking about say your interactive skill or innovative skill suppose, innovative skill is through you people skill you and others. So, first my suggestion is take care of yourself, make yourself ready, do not overdo. I will tell you all these I have said it is very easy to implement, very easy, only thing is you have to understand it. So, when I will give you the checklist that checklist, you will fill it up. And there will be some two three checklist just for your own benefit.

Once you fill up those checklist and send it to me, I will try to access you give my feedback on that. Even if I do not give the feedback, you can judge yourself where you stand, no harm, nothing is late, you are not late. If you have found that there are in some of the attributes you are weak does not matter no time is late, better late than never, better late than never. So, if it is better late than never so that means, nothing is late.

(Refer Slide Time: 44:38)



The slide features a white background with the word "Contact" in red at the top center. Below it, the email address "ukb@arp.iitkgp.ernet.in" and the phone number "+91-9434005812" are displayed in black. At the bottom, there is a blue footer bar containing logos for IIT Kharagpur and NPTEL, along with the name "Professor Uttam Banerjee" and his affiliation with the Department of Architecture and Regional Planning at IIT Kharagpur. A research credit to Ms. Devottama Banerjee is also included.

Contact

ukb@arp.iitkgp.ernet.in

+91-9434005812

IIT KHARAGPUR | NPTEL ONLINE CERTIFICATION COURSES | Professor Uttam Banerjee
Department of Architecture and Regional Planning, IIT Kharagpur
Research: Ms. Devottama Banerjee (Director, GreenInfra Creations, STEP-IIT Kharagpur)

So, if you have any such doubts or points, I am giving over here my email ID, my IIT email ID, and also my personal phone number. Please note it down, do not hesitate to contact me directly on this, no problem, you can write in the forum, you can straightaway mail it to me, I will be very happy to respond to it, but I want you to grow and become a perfect persons strong in all kind of soft skill that is my target.

Thank you very much for giving your valuable time.