

UNIT - 6

EMPLOYMENT COMMUNICATION

Introduction:

When you compose a message, you must consider who you are sending it to, what the subject line will be, and, of course, what you will write in the body of the message.

If you are a new graduate or you are in search of a better career, you should know how to write a good job application letter. This is different from a resume because an application letter is usually in paragraph form, unlike resumes which are typically in bullet form. It is important that you write an appropriate application letter based on the position you are applying for.

Job application letter is to persuade employer to read the attached Resume.

Features to be kept in mind, while writing application letters are as follows :-

- Make your individualistic
- Catch the readers' attention
- Highlight your educational / professional qualification

One should also not write the same application letter to different companies or the letter will be too general, as if you are too lazy to draft something which is suitable for the company.

Benefits :

Writing an application letter has a lot of benefits. It shows that you are the type of person who takes things seriously because you find time to write an application letter. Most applicants just submit their resumes without an application letter. It is definitely a plus to include an application letter.

A job letter also gives your employer an idea of the kind of person you are. Are you serious, funny, friendly, team-oriented, diligent, or formal? The reader will be able to tell these things with the way you draft your letter and the kind of words that you used.

• Carefully read and understand the job opening
opening is the ad posted online or in print. If you cut out or print the ad, make sure to write down the important information in the ad such as the job description and qualifications.

Some companies also include their company background in the job posting to give their applicants information about the nature of the company. It is also important to do your own background research about the company and the job position.

• Start writing your job application letter with the salutation

Who should you address the letter to? If you are unsure about this, make sure that you write the name of the person you are writing to and make sure that you spell the name correctly.

If unsure of the title, just write a generic title like 'Sir' or 'Madam'. You do not want to mess up with the name and title because this can be offensive to some people or they may think that you are not very careful when it comes to writing a letter.

•After the greeting, start the letter with an
paragraph. This tells the employer how you found
posting and how you want to be a part of their company.

You should also state why you are qualified in
position as briefly as you can. You can expound on
in the body of the letter.

Contd.....

The rest of the job application letter should contain details about your **education background, skills, and experience**. These are the same details as in your resume but in paragraph form.

Depending on the post one can alter his/her wordings, a bit of humor added if you are applying as a comic artist or as an advertiser but not if you are applying for a position in a financial institution.

- Make sure that you **close the paragraph** emphasizing on how you are waiting for their reply. Include correct contact information such as phone number and email address. This will ensure that the employer will be able to contact you in case they are in touch with your job application letter

Never use slang words even if you are writing in a casual and friendly tone. Greeting your interviewer 'Hey y'all!' is not a good idea. You may end up not having an interview at all. Finally, use a polite tone of voice when writing your letter of application to show humility and respect.

QUALITIES OF A WELL WRITTEN APPLICATION LETTER/MESSAGE:

- An application letter/ message should reflect the personality of the candidate. The tone should be pleasing and confident.
- **LENGTH**-is another imp quality. It is best to keep it short in an application letter.
- Addressed to a person not to the title.
- knowledge of employer's activities.
- Knowledge of job requirements.

- Reader benefit information.
- Organisation.
- Style.
- Mechanics.

Curriculum Vitae

A curriculum vitae, commonly referred to as a CV, is a document that is longer (two or more pages), more detailed than a resume. It includes a summary of your educational and academic background, as well as your teaching and research experience, publications, presentations, awards, honors, affiliations, and other relevant details.

The primary differences between a resume and curriculum vitae (CV) are the length, what is included, and what each is used for. A resume is a one-page summary of your skills, experience, and education.

While a resume is brief and concise - normally less than a page or two, a curriculum vitae is a longer document (at least two page) and more detailed synopsis.

When should a CV be used?

- When an employer asks for applications to be received in this format
- When an employer simply states "apply to ..." without specifying the format
- When making **speculative applications** (when writing to an employer who has not advertised a vacancy but whom you hope may have advertised)

What information should a CV include?

PERSONAL DETAILS

- Normally these would be your **name, address of birth** (although with age discrimination law in force this isn't essential), **telephone number** and **email**.

EDUCATIONAL QUALIFICATIONS

- Your degree subject and university, mention unless poor!

WORK EXPERIENCE:

- Use action words such as developed, planned and (working in team.)
- **Try to relate the skills to the job.** A finance involves numerical, analytical and problem solving focus on these whereas for a marketing role you would place a bit more emphasis on persuading and negotiation skills.

"All of my work experiences have involved working in a team-based culture. This involved planning, organisation and commitment e.g., in retail, this ensured sales targets were met, a fair distribution of tasks and effective communication amongst all staff members"

INTERESTS & ACHIEVEMENTS:

- **It should be short and to the point:** As one grows employment record will take precedence and interests typically diminish greatly in length and importance.
- **Bullets** can be used to separate interests into different categories: sporting, creative etc.
- **Don't put many passive, solitary hobbies** (reading, TV, stamp collecting) or the candidate may be perceived as lacking people skills.
- **Show a range of interests** to avoid coming across as

- **Hobbies that are a little out of the ordinary** can help you stand out from the crowd.
- Any **interests relevant to the job** are worth mentioning. For example, current affairs if you wish to be a journalist; a fantasy novel in your portfolio such as Bull bearings if you want to work in finance.
- Any **evidence of leadership** is important to mention.
Eg: "As captain of the school cricket team, I had to be a positive example, motivate and coach players and think several steps ahead of my feet when making bowling and field position changes in tense situations"

- Anything showing evidence of employability skills such as teamworking, organising, planning, persuading, negotiating, etc.

SKILLS:

- The usual ones to mention are language skills (e.g. conversational English, Hindi, French, basic Spanish).
- Computing (e.g. "good working knowledge of MS Access, Excel, plus basic web page design skills" and
- Driving** ("full current clean driving licence").

If the candidate is senior or has a lots of relevant experience to offer, a skills based CV may work.

REFERENCES:

- Many employers don't check references at the application stage so unless the vacancy specifically requests references, it is fine to omit this section completely if you are running out of space or to say "References are available on request".
- Normally two referees are sufficient: one academic (e.g. a tutor or a project supervisor) and one from an employer (last part-time or summer job).

What makes a good CV?

- It is **targeted on the specific job** or career area for which the candidate is applying and brings out the relevant skills and experience the candidate has to offer
- It is carefully and **clearly laid out**: logically ordered, easy to read and not cramped
- It is **informative but concise**
- It is **accurate in content, spelling and grammar** (pay attention to detail as a skill, ensure that the content is true and grammar is perfect)

Tips to be considered:

- carefully and clearly laid out .
- each page should be on a separate sheet of paper(not back to back).
- Be concise, positive & honest in revealing the

FONTS:

- **TIMES NEW ROMAN, ARIAL** is the standard window font. A safe bet - law firms seem to like it!
- A more interesting serif font might be **GEORGIA**
- A sans-serif font choice might be **VERDANA** which has wider letters than serif fonts.



Your Name and Title Here



555-555-5555



email@email.com

OBJECTIVE

(To adjust the height of the text box in case of it being too tall or short, click outside of the text box, then click once on it to select. Pull on the top middle handle to change the height.)

PROFESSIONAL EXPERIENCE

Work Name | 00/00 – 00/00

Job Title

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Job Title

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EDUCATION

School Name | 00/00 – 00/00

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School Name | 00/00 – 00/00

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SKILLS

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About Me

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RESUME GENIUS
SAMPLE**Christina Black**

11 North Street, Baltimore, MD 49706

cblack@ymail.com

Cell: 410-842-0002

Professional Summary

Reliable, caring **certified nursing assistant** with several years experience caring for elderly and vulnerable adults. Excellent client care; work well with bedridden, physically challenged and memory-impaired residents. Friendly and compassionate, with excellent interpersonal communication skills. Flexible: available days, evenings, weekends and holidays. Discreet and confidential in all dealings with patients and staff.

Current Licenses and Certifications

- Maryland Certified Nursing Assistant License
- CPR Certified

Qualifications

- Comfort and motivate patients
- Assist with personal hygiene & meals
- Monitor patient vital signs
- Follow direction of nurses
- Work with minimal supervision
- Maintain residential rooms
- Provide safe & compassionate care
- Comply with OSHA and HIPPA
- Able to pass physical and TB tests
- Sound knowledge of medical terminology & electronic record-keeping
- Manage pericare routine and cleanup for coror
- Excellent attendance record

Accomplishments**Communication and Interpersonal Skills**

- Offered conversation and companionship to long-term care residents, establishing and maintaining positive patient relationships.
- Responded to up to 15 patient calls per shift in a timely and efficient manner. Determined need and provided for care of individuals.
- Established rapport with team members, residents and families.
- Provided social and emotional support to improve residents' morale
- Observed physical and emotional changes; reported patient conditions to nurses.

Care and Support

- Assisted approximately 15 residents each shift with activities of daily living ; ensured they were on time for all meals and activities
- Helped residents with daily hygiene, including showering, oral and pericare, incontinence care, minimizing rashes, sores and soiling
- Transferred individuals from bed to chair, bed to commode, chair to commode, using Gait Belts, Hoyer Lifts and EasyStands as needed, ensuring patient safety and comfort.

Organizational Skills

- Visited and evaluated patients daily to determine which patients needed more time to prepare for the day and to respect the needs of each individual.
- Inventoried housekeeping and personal supplies of residents. Replaced or had supplies ordered as needed.

Recreation & Physical Therapy

GROUP DISCUSSIONS

Group Discussion is a process where exchange of ideas and opinions are debated upon.



A typical GD comprises of a group of candidates. Each group is then given a topic for discussion. The topic can be general or specific. It is the most common and popular techniques being used in a number of placement tests.

It is a method to screen the candidates as well as their potential. It is also designed as a situation test where a sample of candidate's group worthiness and potential eligible comes out. It is one of the best tools in studying the behaviour & attitude response of the participants.

One should take a stand in a discussion. It is not necessary that you conclude by a positive or a negative viewpoint, but to summarize the discussion well and be neutral gives you an edge over others. The candidate is given a time limit for discussing this topic.

Each participant has to give his or her views on the topic. The panelists are there to judge the discussion. When the time limit is over, the best candidate from the group is selected. The same process is followed for other groups.

Tips for group discussion

1. Adequate matter/ Subject matter is essential.
2. Make Sure you Read Widely.
3. Choose Magazines that are Rich in Content.
4. Be Aware of Topics that are Repeated.
5. Work on your Communication Skills.
6. Listen to the Topic Given During GD Carefully
7. Try and Maintain a Balance in your Tone.
8. Listening Skills are Essential.
9. Body Gestures are very Important.
10. Be the first and also the Last to Speak or to wind

Group Discussion is not a debate in which each participant either opposes or supports the topic. There are no clear cut positions or stands required.

LEADERSHIP:

In a GD all participants are supposed to be equal. No one is officially chosen as leader. All the participants are given an equal opportunity to express their views.

GD PROTOCOL:

GDs are “formally informal”.

DISCUSSION TECHNIQUES: it is a continuous discussion and outgoing interaction in which participants examine a topic or problem from different angles and point views. Good analytical abilities, critical assessment of arguments, strong verbal and non-verbal skills of communication give one a competitive edge over others.

LISTENING: listening too is a participative act. Participants should listen thoughtfully to what others have to say with the goal of assimilating and analysing rather than contradicting or refuting others, instead better try to join the conversation tactfully.

Essentials of a GD:

- ❖ Group structure- size and ethnicity & gender.
- ❖ Group task(purpose & time limit).
- ❖ group preparation & participation.
- ❖ Group accountability.
- ❖ Planning & organisation.
- ❖ Rules -let everyone participate.
 - Be critical of ideas not people.
 - Agree to disagree.
 - Restate what some one said if not clear.

- ❖ Role playing.
- ❖ Mutual evaluation.

FOUR Cs OF EFFECTIVE GD:

1. Cohesion.
2. Co-ordination.
3. creativity.
4. Consensus.

Advantages of GD:

1. Better quality of decisions.
2. Ensures better compliance of decisions.
3. Ideas can be shared, tired out and generated.
4. GD has many professional applications.
5. Increases knowledge, comprehension & understanding.
6. Capacity building with more resources.
7. Develops communication skills.
8. Develops personality.
9. Provides opportunity.
10. Fulfills various psychological needs.



Disadvantages:

1. Time constraints.
2. Wastage of time.
3. Interaction does not guarantee learning.
4. Not good for dispensing information
5. Effectiveness of GD is a dependent factor.
6. Possibility of dominance of negative roles.
7. Not suitable for large groups.

INTERVIEW

Interview plays an important role in the selection process of recruitment. Interview can be defined as an oral tool to assess a candidate's traits for employment or admission to an institution of learning.

“An interview is a conversation between two people (interviewer & interviewee) where questions are asked by the interviewer to obtain information from the interviewee”.

Interview is an essential element of selection process. The selection process is complete without one or more interviews where the information collected through application letter or application forms and tests can be checked in an interview where a candidate demonstrates his/her capabilities and strength in relevance to the job and academic credentials.

Selection in an interview serves three purposes:

- Obtaining information about the background, training, work history and interests of the candidate
- Giving information to the candidates about the specific job and human resource policies.
- Establishing friendly relationship between the employer and the candidate so as to motivate the successful applicant to work for the organisation.

Classification of interview:

- 1. STUCTURED INTERVIEW** : Also known as standardised interview.
 - The aim is to ensure that each interview is pres exactly the same questions in the same order.

2. UNSTRUCTURED INTERVIEWS: Here the questions are changed or adapted to meet the respondent's intelligence, understanding or belief.

- This method is more useful for developing a deeper understanding of an “as-of-yet not fully understood” or appreciated culture, experience or setting”.

3. SEQUENTIAL INTERVIEWS: Also known as ‘one-on-one’ interview where there are different interviewers. Each interviewer interviews every candidate separately on a one-to-one basis. Here each interviewer has specific questions.

4. STRESS INTERVIEW: It focuses on marketing com
of a candidate.



OTHER TYPES

- Job
- Information
- Persuasive
- Exit
- Evaluation
- Counseling
- Conflict-resolution
- Disciplinary
- Termination

Job Interviews : Here, the candidate wants to learn about the position and the organization, the employer wants to learn about the applicant's abilities and experience. Both hope to make a good impression and to establish rapport. In the initial round, job interviews are usually formal and structured.

Information interviews : The interviewer seeks facts that will lead to a decision or contribute to basic understanding. Information is exchanged mainly in one direction : one person asks a list of questions, the other must be covered and listens to the answers supplied by the other person, e.g. doctor patient, boss subordinate.

Persuasive interviews : One person tells another about a new idea or service and explains why the other should act on his or her recommendations. Persuasive interviews are often associated with, certainly not limited to selling. These persuasive interviews require drawing out and listening to others as well as the ability to impact information.

Exit interviews : The interviewers try to understand why the interviewee is leaving the organization or transferring to another department or division. The interviewer tends to ask all the questions while the interviewee provides answers. Encourage the employee to focus on events and facts rather than on personal gripes.

Evaluation Interviews : Supervisor periodically gives an employee feedback on his performance and discusses progress towards predetermined standards or goals to evaluate the areas that require improvement.

Counseling interviews: A supervisor talks with an employee about personal problems that are interfering with work performance. The interviewer is concerned with welfare of the employee and organization.

Conflict resolution interviews: Two competing people or groups of people with opposing point of view explore their problem attitudes. The goal is to bring two parties closer together can adjustments, in perception and attitudes and create more productive climate.

Disciplinary interviews : A supervisor tries to correct the behavior of an employee who has ignored the rules and regulation of organization. The interviewer tries to get the employee to see reason for the rules and agree to comply. The interviewer also reviews the facts and explores the person's attitude.

Termination interviews: A supervisor informs an employee for the reason of termination of last job. The interviewer tries to avoid involving the company in legal action and tries to maintain a positive relationship as possible with the interviewee.

DO ITR YOURSELF

Adithya Business Solutions requires smart, your graduates with good communication skills in En for their customer support team. Aspiring candi must be willing to work in night shifts. Previous experience is optional.

- a) Prepare a resume appropriate to this job advertisement.
- b) Write a suitable cover letter for this resume.