

## PERSONALITY DEVELOPMENT

### WHAT IS PERSONALITY ?

It is the totality of a person's quality, both desirable and undesirable as revealed in response to the various situations presented to you in life. Your personality is the total Impact you make on other people.

The personality each one of has is determined by many factors. The level of one's intelligent. One's physical limitations, extent of one's education , heredity and environmental , in which one s brought up. The strength of our basic emotions, anxiety

According to Bradshaw-“ An individual's personality is an aggregate conglomeration of decisions we've made throughout our lives...”

A personality is an improvement in all spheres of an individual's life, be it with friends, in the office or in any other environment.

Personality development is the developing a personality cult so as to create a strong positive impression about self with the targeted group, or in general; and more pertinent aspect of such personality is to maintain and prove in a long run.

#### Ten Imp. Points for an Ultimate Personality:

- Appearance.
- Intelligence.
- Smartness.
- Trustworthy, High integrity and Responsible.
- Knowledge, in depth.
- Management.
- Efficiency.
- Economic independence.
- Morality / Character.

- Being beneficial / advantageous.

The four aspects influencing personality are:

Physical, Social, Psychological and Philosophical.

Physical personality depends upon pleasing personality indirectly supported by health, strength and withstanding capacity.

Social personality's main factors are: social values, communication skill, attitude and economic independence especially in relation with wealth.

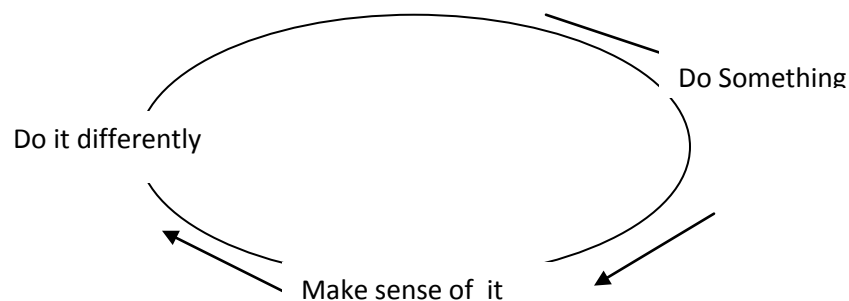
Psychological personality is in tune with personal values, approach, thinking pattern, emotional management and influenced by knowledge, intelligence and smartness.

Philosophical personality is on account of maturity of values.

## **SELF DEVELOPMENT**

Self Development is an approach that emphasizes the importance of lifelong learning. It recognizes that we all have a great potential for learning and for changing what we do.

### **THE LEARNING CYCLE**



Self development focuses on the above mentioned cyclical process of learning, which encourages us to build the ability to take responsibility and be proactive – initiating action , rather than being reactive- in the way we work. Being proactive assist us in

gaining more awareness of our power to respond to any situation by recognizing our own role in influencing its outcome. Self development recognizes us to recognize , and to own , our responsibility in influencing outcomes by taking risks and doing things differently.

## **SWOT ANALYSIS**

A **SWOT** is a planning tool used to understand the Strengths, Weaknesses, Opportunities, and Threats. It involves specifying the objective of the business or project or individual and identifying the internal and external factors that are supportive or unfavourable to achieving that objective.

**SWOT** is an acronym for **Strengths, Weaknesses, Opportunities, Threats**.

A SWOT analysis generates information that is helpful in matching an organization or group's goals, programs, and a capacity to the social environment in which it operates

### **Strengths**

- Positive tangible and intangible attributes, internal to an organization.
- They are within the organization's control.

### **Weakness**

- Factors that are within an organization's control that detract from its ability to attain the desired goal.
- Which areas might the organization improve?

### **Opportunities**

- External attractive factors that represent the reason for an organization to exist and develop.
- What opportunities exist in the environment, which will propel the organization?
- Identify them by their "time frames"

### **Threats**

- External factors, beyond an organization's control, which could place the organization mission or operation at risk.
- The organization may benefit by having contingency plans to address them if they should occur.
- Classify them by their “seriousness” and “probability of occurrence”.

***Changes in the global environment are radical and far reaching and the capacity to learn faster is the only source for sustaining competitive advantage.***

The dictum, “Know thyself, own change thyself” has become the cornerstone of managerial effectiveness. Learning implies awareness of the job, one's current position, personal strengths and limitations , and development needs. Knowing oneself is not enough. Learning about self must be translated into action for change. Consequently ,change in self leads to managing the external reality.

Managers need to continuously upgrade their knowledge and skills in technical, environmental and leadership areas. They need to examine their values , style and typical behaviours and assess the extent to which these are facilitating them both in their professional lives and personal lives.

### **What is Knowledge Management ?**

A systematic and integrated coordination of organisation-wide activities of acquiring, creating, storing, sharing, disseminating, developing and deploying knowledge by individuals and groups in pursuit of organisational goals.

Knowledge, by definition, resides within people. To derive competitive advantage, the organization should be able to harness this individual knowledge through its systems and procedures thereby institutionalizing it into Organizational Knowledge, and use this Organizational Knowledge into adding value in its business proposition.

Knowledge Management is a way of looking at every aspect of an organisation's operations to improve the way it harnesses the knowledge that is crucial to its continued success

### **What is done in Knowledge management?**

- Creating and populating a repository of in-house knowledge
- Valuation of knowledge
- Facilitating the transfer of knowledge
- Creating a knowledge sharing environment
- Building an organizational culture focused on innovation and knowledge creation.

### **TOOLS OF SUCCESS**

“Success is to be measured not so much by the position one has reached in life, as by the obstacles which one has overcome while trying to succeed”

### **The Following are the seven mantras for success:**

**1. Communication Skills** – Most of what goes on as business in an organisation is, in fact, communication. Anything that is not communication is probably dependent on something to initiate communication or keep it going. This is why one needs to master the art of communication both verbal as well as written.

2. **Influencing Abilities:** This is more of a leadership trait. It includes persuading and negotiating skills. Persuasion means convincing and encouraging people to do, as against being pushy and aggressive. It is a very powerful tool, especially in conflicting situations both in your professional as well as personal life.
3. **Managing Skills:** - In layman's words this term means getting things done. But from the career perspective it means managing things, people and of course, managing yourself, that is, your time, resources and money. To be able to achieve success one needs to prepare and train himself/ herself in the art of effective management.
4. **Problem Solving** – It means knowing how to recognize and define problems, implement solutions and track and evaluate results. Effective problems solving skills will help to become the backbone of any team, which in turn will help in career prospects.
5. **Creative Thinking** – It is said that intelligence is central to both the right and left modes of the brain. But the majority of people give more importance only to the logical approach in problem solving. What is really required is a blend of logical and lateral thinking processes together to generate new ideas and solutions, seeing things in the 'round' and having an open mind.
6. **Social Skills** – It means one's ability to relate to people, having insights, helping others and facilitating. Interdependence today is of greater value than independence. Thus it becomes that much more important for you to take a genuine interest in people with whom you work and spent time, emotion and money on them.
7. **Managing Money** - If in spite of possessing all the above mentioned skills you fail to achieve success it may be because you are poor in the number game! You must have your figures, statistics and accounts in place. You must be shrewd in the money matters. As an old saying goes. "Money begets Money".