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PR-e-FACE: From the desk of Chief Editor

"Good skills with good attitude leads to extraordinary success"



There has been tremendous response from the readers for the past issues of our *PR-e-Sense* and even many of the organisations have begun to preserve the hard copies in their library. Delighted with the success of this ezine, we are integrating from this issue onwards to 'Podcast'.

Podcasting is a new communication tool, through which, one can listen to the audio stream. In this issue, we will be linking three podcasts to our usual columns.

Every issue of our ezine focuses on a single theme, and this month we will be focusing on "Skills and Attitudes" needed for any person to get success in their career and life. The present competitive environment puts tremendous pressure on the youngsters to show high level of skills. There are enough opportunities to develop the required skills.

Today's youngsters face tremendous challenges, which was not prevalent ten years back. Unfortunately, many of our youngsters suffer from 'attitudinal' syndrome, due to many reasons like work pressure, unreasonable targets, etc. This leads to 'stress' which again leads to 'bad attitudes' like ego, arrogance, casual approach, lack of initiative, etc. as experts say. It may lead to 'bad health' at middle ages. Money cannot bring good health.

Presently more than 60 percent of the population in India is less than 35 years of age. Hence, in the interest of future, we need to address this issue more seriously.

There is not enough awareness amongst the youth about the need for developing good attitude. A time has come to spread the awareness about developing 'Positive Attitude' amongst the youth, to be successful in their career and also to keep good health.

K. Srinivasan

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PR-e-CISE – Inside this ezine

- An exclusive interview with Dr K Pandiyarajan, Founder and CEO, MAFOI Consultants
- Interview with Mr D V Sridhar, Yoga Counsellor on "Relieving of stress" to develop good attitude
- Views of eminent academicians and Journalists on the skills and attitudes
- Podcast of eminent persons
- and more ...

PR-eXCLUSIVE – Sense the opportunities to succeed

Mr K Pandiyarajan (46) is a well known name amongst the leading Corporates in India and in many countries for his HR consultancy services. He started MAFOI HR Consultancy



services in 1992 in a humble way and made this as No.1 HR company in India within a short span of 14 years. MAFOI has 71 offices in India and in other countries, recruiting 3500 persons (will be 5000 by end of 2006), which includes top management CEOs and COOs every month. MAFOI is presently offering varied HR services, including the latest Academy of Training. An Engineer by qualification, he is also deeply involved in literary and social activities. Despite his hectic schedules, he is one CEO who is always accessible for any one with an ever smiling face. No doubt, only his personal qualities have brought him more laurels.

In an exclusive conversation with Mr Srinivasan and Mr Narrendiran, of *PR-e-Sense* he explains the various aspects of skills and attitudes that are expected by Corporates. Excerpts:

Q: What are the expectations of Corporates from the employees on the 'skills and attitudes'?"

A: Knowledge, Attitude, Skills and Habit (KASH) differ from role to role. We recruit CEOs and COOs also. entrepreneurial ability, ability to integrate people and ability to work with objectives are the main requirements for top management professionals. Middle management executives should have cultural sensitivity, which is the linking role

between top management and lower level. At the entry level, the employers look for 'soft skills' predominantly, as distinguished from 'knowledge' component. They should have the ability to learn and speak.

Q: What are the negative attitudes that prevent employees from their growth or success in the career?

A: I feel that lack of initiative and high level of dependency are the main negative factors. I consider that our educational system and family system are mainly responsible for this syndrome. Ability to act independently and doing things by 'self' is lacking at all levels.

Q: How to improve the situation?

A: Knock at every opportunity that comes to you. Students should develop self orientation. Employers may talk about 'initiatives' as key element. Our systems and process encourages dependency, rather than developing initiative.

Q: What is the secret of your success?

A: Excellent team spirit and secondly sensing the opportunities and converting them into business model. We have developed the spirit of learning from failures; allowing the failures to happen and grow from there.

Q: What is your message for the youth for career development?

A: First, believe in yourself. Secondly, we have many things that provide opportunities. Young people get caught within themselves. Go and look outside and capture the world

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Listen to the full interview through *podcast* at
<http://www.primepointfoundation.org/pod0806.htm>

PR –e- VIEW – Expert views

Dr Nirmala Prasad, Principal, MOP Vaishnav College for women, Chennai - mopvcfw@giasmd01.vsnl.net.in

“Synergise the creativity of the youth with the wisdom and experience of elders”

The students and youngsters should develop the right skills and attitudes to become successful in their career and life. Every educational institution tries to develop the right skills. In spite of brilliant academic career and skill sets, if the right attitude is not developed, they become liability to the organisation they work, than assets. Right from the day, they enter the college; many of the



students have an attitude that they know everything. Another worrying factor today is that many youngsters have a ‘killer instinct’ to succeed at any cost and not through own efforts and hard work. Some students do not want to learn right work culture.

Educational institutions should encourage students to work in a team. This would help the students to adjust with team members and the shortcomings of others. They should be taught to synergise the creativity of the youth with the wisdom and experience of elders.

Mr Xavier Prabhu, CEO, PR Hub, Bangalore xavier@prhub.com

“Three ways to improve the skills and attitudes”

Many youngsters who join the PR industry consider the profession as a cake walk and they come with unrealistic expectations of career growth within short span of time. The industry lacks middle management executives to guide the youngsters. I find many youngsters are not interested in doing the background works. They would like to do superfluous things.

I suggest three ways to improve the situation. (1) Senior professionals should visit the academic institutions and interact with students to appraise

of them of the industry needs. A partnership with academic institutions need to be developed. (2) The employees in the organisation should be given

training on an ongoing basis and (3) Employee motivation and Internal communication strategies which we dole out to clients should be implemented within the organisation also.



Have you joined the PR discussion groups?

Image Management Group – Second largest yahoo group on PR with 1280 plus global members. Click here

http://finance.groups.yahoo.com/group/Image_Management/

PRpoint Group - The largest Indian group for PR/Corpcom /academic professionals with 580 plus members. Click here

<http://finance.groups.yahoo.com/group/prpoint/>

India Vision Group – The largest Indian group to discuss India Vision – around 800 Indian youth as members

http://groups.yahoo.com/group/India_Vision_2020/

PR –e- VIEW – Expert views

Ms V Poornima, PR Executive, Rediffusion PR mail.poornima@gmail.com

“Consider every challenge as an opportunity”

Today different types of skills are required for success in career. The skills can be acquired from competent sources and we can equip ourselves fully. Another major challenges for youth today is the lack of interpersonal skills and negative attitude with ‘ego’. This happens due



to peer pressure and desire to come up in the career in short span.

If it is left unchecked; it would lead to stress and strain ourselves at young age itself. We need to develop good interpersonal skills and positive attitude towards everything. We should consider every challenge as an opportunity to learn.

Youngsters have to shed ‘I know it all’ attitude and try to learn every simple thing from others.

Mr Bhagwan Singh, Chief of Bureau, Deccan Chronicle bagwan50@yahoo.com

“Now young persons are in the right track”

Earlier, parents were deciding for their children. Now, the present generation of students decides for themselves. Due to media and international exposure, they have many choices. Parents have become ‘facilitating guides’. Now young persons have great responsibility to decide for themselves to make right choice.

Quite often, they tend to decide based on the peer pressure. Now young people are in the right track. This is being exhibited by the fact that India

is becoming super power. Education is also becoming better.

Young persons should take the elders into consideration. Experience



does matter. They should shed the attitude that ‘the elders know nothing’.

We should be happy that young persons, by and large are very much focused.



To listen to the *podcast* of Dr Nirmala Prasad, Mr Xavier Prabhu, Ms V Poornima and Mr Bhagwan Singh, please visit the following link. <http://www.primepointfoundation.org/pod0806.htm>

Attitude is everything: A simple calculator

Level of		Outcome in	
Skills	Attitude	Career & Life	Health
Good	+	Good	Very good
Bad	+	Good	good
Good	+	Bad	Bad
Bad	+	Bad	Bad

PR –e- VIEW – Expert views

Mr D V Sridhar, Yoga Counselor and Teacher, Founder, Yoga Raksan
info@yogaraksanam.com

“Stress leads to bad attitude and bad attitude leads to stress”



As a Yoga Counselor, I meet lot of youngsters who come to our Institute for various reasons.

Most of the people complain of acidity in stomach, elevated blood sugar, elevated high blood pressure, etc. We found out that the root cause of all such problems is only “stress”. These youngsters who are employed in various MNCs with high salary have to show high performance. Stress is caused due to job pressure and interpersonal relations. He wants to perform to excel others and to keep his status. A rat race seems to have set in.

In view of this, ‘human values’ take a secondary status. Constant friction leads to diseases. Retaining the job has become primary importance and the rest have no value.

Without a positive relationship, performance cannot be done and this is most important in the life. One may get victories here and there, but it is not permanent. At the cost of ‘personal attitudes’, they want to make progress.

‘Bad attitude’ leads to ‘stress’ and ‘stress’ leads to ‘bad attitude’. This cycle helps each other. Finally, we end up having both ‘bad attitude’ and stress’. To react with the people, one has to develop proper frame of mind.

Some of the breathing techniques in Yoga will help to reduce the stress and improve the interpersonal relationship.



To listen to the interview (*podcast*) with Mr Sridhar and to get the step by step guidance for ‘breathing techniques’ to relieve stress at office environment, please visit

<http://www.primepointfoundation.org/pod0806.htm>

MelCole PR completes 20 years

MelCole Public Relations, considered to be India’s first independent professional PR agency marked the completion of 20 years of its existence with a celebration get-together of PR industry professionals and leading lights from among academics, practitioners, media and others connected with the world of public relations in India.

Photo:

Director, Mudra Institute of Communications (MICA) Prof. Atul Tandan releasing a book on M.L. Kaul, founder of MelCole PR - “*Venturing A*

Pioneering Way” at a function at New Delhi on 19th July 2006 during 20th



Anniversary of MelCole. Also seen in the picture are Mr. M.L. Kaul (right) and the author of the case study Dr. Gautam R. Jain of MICA (left).

PR –e- VIEW – Expert views

Uma Bhushan, Senior Lecturer, K J Somaiya Institute of Management Studies & Research, Mumbai 400 077 - u_bhushan@yahoo.com

Ten skills to succeed in PR/Corpcom



Belinda Hulin in the article “10 things you need to succeed in 2004 – and Beyond” (p. 11) published in *PR Tactics** of April 2004, (p.11) asked job-placement experts what set of skills and experience was needed in today’s employment market. Here are the top suggestions.

1. Good writing – excellent writing skills are more necessary now than ever before
2. Intelligence – not just good personality but more than a mediocre mind
3. Cultural literacy – well educated about the arts, humanities and current events.
4. Know a good story when you see one – identification and management of good stories that give the organization visibility, build brand recognition and enhance the reputation
5. Media savvy – an understanding of each media platform – print, web casts, internet news sites, radio, TV and so on – deadlines, formats and needs.
6. Contacts – cordial relationships with people in media, government, industry groups and nonprofits as well as

colleagues in other companies. Ability to pick up the phone and get crucial information or make things happen is essential

7. Good business sense – firm understanding of how business operates in general and an employer’s industry in particular

8. Broad communications experience – familiarity with all aspects of communications – from the in-house newsletter to media relations and investor relations

9. Specialized experience – develop specialty after acquiring a broad experience – healthcare, finance, technology etc.

10. Avoid career clichés - “I like people” and “enjoy organising events” should not be the reasons to enter the field. Employers want broad-based individuals with multiple communication and problem-solving skills

.* *PR Tactics* is the monthly publication of Public Relations Society of America (PRSA).

Biography launched

Dr M A Chidambaram often said, “*Nobody works for me, but everybody works with me*”. He is an architect of an Industrial empire in South India.



Corporate communication Department of SPIC, Chennai has brought out a biography of Dr Chidambaram. The book titled “*Vision Unlimited*” was released on 29th July 2006.

For more details contact Mr C R Kannan, Chief communication Officer, SPIC at crkccoms@spic.co.in

PR –e- VIEW – Expert views

Ms Renu Kakkar, Vice President, (Corpcor), Apeejay Surrendra Group, Bangalore -
rkakkar@apeejaygroup.com

"Leave a legacy of good work behind"



Attitude -
 Always Enter a new employment with an open mind and a flat ego. Keep a low profile

till you Learn and Understand its business thoroughly.

Stay in the learning mode for a while. Don't be a bully to your team. Build them instead.

Leave a legacy of good work behind without being pompous or overbearing.

Don't look harassed and Learn to prioritize tasks.

Skills -
 Read up on the Industry your organisation is in and its competition Master basic MS Office tools. Learn to manage your time.

Learn to make a press release. If you haven't been through a school of journalism then go by the simple definition of what the press release lead should be - It should answer the 5 Ws - Who, What, When, Where and Why. Learn about the Media Make a list of correspondents covering the Industry your organisation is doing business in.

Keep in touch with them even if you have nothing to share.

When you have something to share i.e a Press Release - Make sure you know ins and outs of what you are announcing.

Always remember - when you make a fool of yourself in media interactions its your brand that suffers

T G Nallamuthu, Former Director General, Field Publicity, Govt. of India
nallamuthu@hotmail.com

"Understand the public to serve the public"

Between skills and attitudes my priority will be for attitudes.



Whether one is a staffer or a consultant, one must have the honesty to differ and advise the top management/client without fear or favor.

One must have the guts to tell even the emperor that he is not wearing the clothes.

The second most important attitude is to understand the society that is evolving and the individual 'publics' and the dynamics of interplay of various publics, power centers and interests. Without this no organisation can provide consumer satisfaction/supremacy/bliss. To understand the 'public' is itself to serve the 'public'. But unfortunately very superficial attention is being paid to this aspect.

PR eTTY - Relax

One night 4 MBA students were boozing till late night and did not study, for the test which was scheduled for the next day.



In the morning, they thought of a plan. They made themselves look as dirty and weird as they could with grease and dirt.

They then went up to the Dean and said that they had gone out to a wedding last night and on their return the tyre of their car burst and they had to push the car all the way back and that they were in no condition to appear for the test.

Then Dean was a just person so he said that you can have the retest after three days.

They said they will be ready by that time. On the third day, they appeared before the Dean. The dean said that this was a special condition test.

All the four were required to sit in separate class rooms for the test. They all agreed as they had prepared well in the last three days. The test consisted of two questions with total of 100 marks.

Q1. Write down your name ... (2 marks)

Q 2. Which tyre burst (98 marks)

Moral: Man is obviously made to think

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All the earlier issues may be downloaded from
www.primepointfoundation.org
