DAYANANDA SAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE

Shavige Malleshwara Hills, Kumaraswamy Layout, Bangalore-560082
Internal Quality Assurance Cell (IQAC) Cell

CIL Training on Leadership and Emotional Quotient

Department: 3rd Sem MCA Date: 25/10/2018

Sl.	Particulars	Event relat	ed Details		
No.					
1.	Event*	Workshop			
2.	Title of the Event	CIL Trainin	g on Leaders	ship and Emotional (Quotient
3.	Date	25/10/2018			
4.	Time	9.00 am – 4	.00 pm		
5.	Venue	4 th Floor, CD Sagar			
6.	Resource Person 1 Details** (Profile to be enclosed)	Mr Irfan Co - Founder of Skill Drives Professional Trainer & Anchor			
7.	Topics Covered	Building Informal and Formal leaders, Strong leadership qualities, Self-Awareness, EQ dimensions			
8.	Resource Person 2 Details** (Profile to be enclosed)	NA			
9.	Topics Covered	NA			
10.	No. Faculty Participants (Enclose a copy of names with signatures)	Internal:	NA	External:	NA
11.	No. Student Participants (Enclose a copy of names with signatures)	Internal:	30	External:	NA
12.	Faculty Coordinator/s	Prof. Srivat	tsala V.	,	
13.	Student Coordinator/s	Ms. Priya Shetty			
14.	Total Expenditure (Details to be enclosed)	NA			

Sl.	Particulars	Event related Details
No.		
15.	Sponsors and Amount (if any)	NA
	Agenda of the Event (Enclose a copy)	NA
17.	Report uploaded on college website? If yes, give details:	No
18.	Report sent to media? If yes, give details:	No
19.	Report uploaded in Social Media? If yes, give details:	NA
20.	Certificates Printed? (Enclose a copy***)	Yes
21.	Feedback Collected? (Enclose a copy***)	No
22.	Summary of the Event (Minimum 100 words)	The students of 3 rd sem attended the training programme conducted CIL at CD Sagar. The students were accompanied by the class teachers to the venue. The training started by 9 o clock and ended around 4 o clock. The trainer Mr. Irfan freelance corporate trainer ensured the students understood the importance of leadership skills and emotional quotient. Various activities were conducted to enhance the skills. The students enjoyed the activities and they did do the team work.
23.	Photographs of the Event (Attached)	Yes

Notes:

PS: Whichever column is not applicable, write as NA.

^{*} Seminar / Workshop / Symposium / Conference / Cultural Fest / Quiz / Sports / Literature Fest, etc.

^{**} Name / Organization / Designation / Area of Expertise

^{***} Format Copy need to be attached and hard copy need to be filed

2.	Leadership and	25/10/2018	Mr Irfan	3 rd Semester
	Emotional Quotient			MCA students

Description of the Event:

1. Communication

As a leader, you need to be able to clearly and succinctly explain to your employees everything from organizational goals to specific tasks.

Leaders must master all forms of communication, including one-on-one, departmental, and full-staff conversations, as well as communication via the phone, email, and social media.

A large part of communication involves listening. Therefore, leaders should establish a steady flow of communication between themselves and their staff or team members, either through an open-door policy or regular conversations with workers. Leaders should make themselves regularly available to discuss issues and concerns with employees.

2. Motivation

Leaders need to inspire their workers to go the extra mile for their organization; just paying a fair salary to employees is typically not enough inspiration (although it is important too). There are a number of ways to motivate your workers: you may build employee self-esteem through recognition and rewards, or by giving employees new responsibilities to increase their investment in the company.

You must learn what motivators work best for your employees or team members to encourage productivity and passion.

3. Delegating

Leaders who try to take on too many tasks by themselves will struggle to get anything done. These leaders often fear that delegating tasks is a sign of weakness, when in fact it is a sign of a strong leader.

Therefore, you need to identify the skills of each of your employees, and assign duties to each employee based on his or her skill set. By delegating tasks to staff members, you can focus on other important tasks.

4. Positivity

A positive attitude can go a long way in an office. You should be able to laugh at yourself when something doesn't go quite as planned; this helps create a happy and healthy work environment, even during busy, stressful periods. Simple acts like asking employees about their vacation plans will develop a positive atmosphere in the office, and raise morale among staff members. If employees feel that they work in a positive environment, they will be more likely to want to be at work, and will therefore be more willing to put in the long hours when needed.

5. Trustworthiness

Employees need to be able to feel comfortable coming to their manager or leader with questions and concerns. It is important for you to demonstrate your integrity - employees will only trust leaders they respect. By being open and honest, you will encourage the same sort of honesty in your employees.

6. Creativity

As a leader, you have to make a number of decisions that do not have a clear answer; you therefore need to be able to think outside of the box.

Learning to try nontraditional solutions, or approaching problems in nontraditional ways, will help you to solve an otherwise unsolvable problem. Most employees will also be impressed and inspired by a leader who doesn't always choose the safe, conventional path.

7. Feedback

Leaders should constantly look for opportunities to deliver useful information to team members about their performance. However, there is a fine line between offering employees' advice and assistance, and micromanaging. By teaching employees how to improve their work and make their own decisions, you will feel more confident delegating tasks to your staff.

Photographs



Students listening to Mr Irfan

Mohammed Irfan.R

Co - Founder of Skill Drives Professional Trainer & Anchor irfan_hunt@yahoo.in

A Communication Trainer with more than 5 years of experience in Pre-process Coaching, New Joiner, orientation programs and Conduct Public speaking/ Presentation Skills Program. Primary role involves in Training participants on Soft skills, Accent, Cultural sensitivity, Understanding of Telephone etiquette, Customer service concepts and selling skills. Provide coaching and support to all departments based on business needs. Develop and maintain all company training material. Provide feedback to the trainees in a timely manner.

Provide coaching and support to all departments based on business needs. Deliver Learning and Development Module - Presentation Skills, Time and Stress Management, Conflict Management and Team Building.

Experience:

Co-Founder of Skill Drives at Freelance Trainer/ Emcee

October 2015 - Present (1 year 5 months)

Design and Deliver Need based Training Support! Presentation Skills Program and Conduct All day Team Building Programs. Create a learning experience that trainees and participants would cherish as they learn.

Voice and Accent coach/trainer at Accenture

October 2009 - October 2015 (6 years 1 month)

Train participants on Language skills.

Presentation Skills Program.

Public Speaking Skills.

Cultural sensitivity (USA and UK).

Telephone and Email Etiquette.

Learning and Development Program (Module Based).

Customer service concepts.

Deliver need based Training based on RCA.

Design and develop Training modules to suit the requirements of the company.

Prepare and administer tests to evaluate trainee learning.

Monitor progress and Design an performance improvement plan.

Provide feedback to the trainees.

Develop and administer appropriate action plan.

Meet expected target dates for delivery of training.

Assist HR personnel and Operations in Recruitment Process and Talent Acquisition.

Ensuring Self Development by building capability through TTT and ongoing Certification.

Design Rewards and Recognition Programs.

Accenture services at Accenture

October 2009 - October 2015 (6 years 1 month)

- * Emceeing/Compereing
- * A host for Accenture's Award Ceremonies, Parties, Day outs, Annual bash and with a reach of more than 10,000 + people.
- * Recognized for hosting events by the Accenture Leadership team
- * A lifelong student of Fitness and healthy lifestyle

Certifications

Discover Certification (Certified Facilitator/Trainer)

Accenture January 2012

Accenture Top Talent Program

Accenture BPO September 2012

NLP Practioner

ANLP July 2015

Honors and Awards

Numero Uno

Accenture June 2010

Three time Numero Uno winner for consistently achieving Business metrices and always ensuring that the project issues are resolved within the stipulated timelines

Certification of Recognition

Consitently recognized by the Accenture Leadership team for hosting shows at Accenture whilst performing Core duties.

Privileged to have hosted Asia Largest Fitness Expo (Bodypower India)

Bodypower March 2014

Played the role of Main Stage Emcee twice (2014 and 2015) All set to host the Main Stage Scheduled in January 2016

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DAYANANDA SAGAR INSTITUTIONS CENTRE FOR INNOVATION AND LEADERSHIP

Department:	MCA	(VETSU)	Unit: 2
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Semester / Section: 3 Batch: 2017 - 2020 Date: 25 - 10 - 18

SL No.		SIGN	ATURE
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DAYANANDA SAGAR INSTITUTIONS CENTRE FOR INNOVATION AND LEADERSHIP

Department: MC	A (BU)	Unit:
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Semester / Section: \	Batch:	Date: 25 - 10 - 18

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DAYANANDA SAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE

Shavige Malleshwara Hills, Kumaraswamy Layout, Bangalore-560082 Internal Quality Assurance Cell (IQAC) Cell

CIL Training on Teams and Interpersonal Skills

Department: 1st Sem MCA Date: 30/10/2018

Sl.	Particulars	Event rela	ted Details	3		
No.						
24.	Event*	Workshop				
25.	Title of the Event	CIL Trainin	ng on Tean	ns and Interpersonal S	Skills	
26.	Date	30/10/2018				
27.	Time	9.00 am-4.0	0 pm			
28.	Venue	4 th Floor, CD Sagar				
29.	Resource Person 1 Details** (Profile to be enclosed)	Ms Alzira Rodrigues Free-lance Soft Skills Trainer				
30.	Topics Covered	Team Work, Listening Skills, Communication skills, Cooperation etc				
31.	Resource Person 2 Details** (Profile to be enclosed)	NA NA				
32.	Topics Covered	NA				
33.	No. Faculty Participants (Enclose a copy of names with signatures)	Internal:	nil	External:	Nil	
34.	No. Student Participants (Enclose a copy of names with signatures)	Internal: 18 External: nil				
35.	Faculty Coordinator/s	Prof Srivats	sala V.	,		
36.	Student Coordinator/s	Mr. Stalin A				
37.	Total Expenditure (Details to be enclosed)	NA				
38.		NA				
39.	Agenda of the Event (Enclose a copy)	NA				

Sl.	Particulars	Event related Details
No.		
40.	Report uploaded on college website? If yes, give details:	No
41.	Report sent to media? If yes, give details:	No
42.	Report uploaded in Social Media? If yes, give details:	No
43.	Certificates Printed? (Enclose a copy***)	Yes
44.	Feedback Collected? (Enclose a copy***)	No
45.	Summary of the Event (Minimum 100 words)	The students of 1st sem attended the training programme conducted CIL at CD Sagar. The students were accompanied by the class teachers to the venue. The training started by 9 o clock and ended around 4'oclock. The trainer Ms Alzira Rodrigues a freelance corporate trainer ensured the students understood the importance of team work by engaging them in various activities. The students enjoyed the activities and they did do the team work. Interpersonal skills also are quite important and this was communicated through open communication, fairness, respect, involvement.
46.	Photographs of the Event (Attached)	Yes

Notes:

^{*} Seminar / Workshop / Symposium / Conference / Cultural Fest / Quiz / Sports / Literature Fest,

^{**} Name / Organization / Designation / Area of Expertise

*** Format Copy need to be attached and hard copy need to be filed

PS: Whichever column is not applicable, write as NA.

1.	Working in Teams and	30/10/2018	Ms Alzira	1 st Semester
	Interpersonal Skills			MCA students

Interpersonal Skills

Open Communication

The glue that holds teams together is open communication. No matter what you are talking to team members about, you should employ open communication. This includes speaking directly and clearly to the person to whom you wish to communicate an idea. Open communication also relies on the communicator being concise, focused and specific. When everyone expresses their expectations and comments in this way, team cohesion is enhanced because everyone is on the same page and understands what is expected of them.

Respect

Respect for others is a key to communication. Direct comments and criticism must be tempered with courtesy and respect for the feelings and views of others. Even if you make clear, reasonable points to other team members, team cohesion will suffer if each member does not feel respected, valued and listened to.

Involvement

It is essential for each member to involve every individual in the team. Unless each team member is involved in the project and team decisions, motivation to accomplish team goals will be low. Team cohesion relies on each member soliciting feedback from her peers and listening to each person's input. It is each team member's responsibility to employ these interpersonal skills during team activities to foster cohesion.

Fairness

When leading a team or simply participating in it, fairness is key. Everyone has friends and favorites among the members of a team, but indulging your preferences toward individual team members reduces team cohesion. When each member of the team feels like they have a fair chance of communicating their views and airing their grievances, the team works better together and problems are identified early on.

Photographs:





Photo1: Ms Alzira explaining interpersonal skills



Photo 2: Students doing activity

Ms. Alzira Rodrigues

PROFILE:

I am an **experienced personal** who has been consistently exceeding expectations for over 5 years. Committed to delivering quality results with my own initiatives, and by motivating team members. Excellent verbal and written communication skills. Fine people handling skills. Goal oriented approach.

QuanTech Origin

- Sri Krishna Institute of Technology College, Bangalore
- Cambridge Institute of Technology College, Bangalore

- Canara College, Mangalore
- Topics covered Personality development, group discussion, language training, interview skills, corporate skills and communication skills.
- Achievement: training on Verbal Reasoning (Aptitude), soft skills (Campus to corporate training) and Language skills
- 8 hrs/ 3 days per week

Seven sense

- Rajeev Gandhi Memorial college of Engineering and Technology- Andhra Pradesh
- Achievement: Successfully completed training on Verbal Reasoning, Interview skills, Group discussion (Aptitude)
- 8hrs/ 5 days program

Wipro

- Project -1
- Voice and accent neutralization
- Topics covered: Articulation, intonation, syllable stress, word stress, and practice sessions. Grammar subject verb agreement, tense, articles, prepositions
- 8hrs/3 days
- Project 2
- Training: Customer service
- 8hrs/ 1 day
- Project 3
- Training: Presentation skills
- 8hrs/ 2 days

GloomX Finishing Academy

- Dining Etiquette
- 8hrs/1day

Solutions 360 degree

- Sri Siddhartha Institute of technology (SSIT Tumkur)
- Topics covered: Articulation, intonation, syllable stress, word stress, and practice sessions. Grammar subject verb agreement, tense, articles, prepositions
- Soft skills: Group discussion, personality development, interview skills, resume writing
- 8hrs/4days

Microland

- Auditing calls recorded and live barging.
- Imparting feedback and a coaching plan.
- Maintaining and Analyzing C-SAT and D-SAT data.
- Ensuring associate consistently meet their scores on c-sat communication.
- Attending bi-weekly client calls and calibrations.
- Conducting refresher training on grammar, accent and customer service.
- Responsible for ongoing process improvement to minimize D-SAT's and maximizes positive customer comments.
- One point contact with clients and senior management with respect to communicational skills
- Plan, lead and monitor initiatives aimed to enhance language and customer service.

Achievements

- Initiative called the "Magic hour"
- Successfully moved associates from the bottom performers category
- Initiated stress management activities across the floor
- Have successfully trained batches on customer service and language
- Have undergone training on TTT, Coaching and feedback

Freelance Opportunities

Next December, 16 2009 – January 18, 2010

Designation: Freelance trainer

- Mphasis Mangalore: Training new hires on corporate culture and communication skills.
- Achievement: Successfully completed 3 batches with good feedback from the clients.
- Conducted pre and post assessments
- Campus training: R.V Engineering College Bangalore. Training on Corporate culture, Group discussion, and debate and Interview skills.
- Campus training: R.V Engineering College Bangalore. Training on Verbal Aptitude and interview skills.

Schindlers People Management

August 24, 2009 – December 2,

2009

Designation: Trainer and content developer

• Baldwin's girls' and boys': Training on 'Mentoring the Mentors' for Faculty members.

• Achievement: Managed end to end logistics for the trainers which entailed, transport arrangements for trainees and trainers & Tracked regular performance and attended weekly reviews with management.

Fortune Tec

July 22,2009 – August 21,2009

Designation: Trainer

- Campus training: G.L.A Institute of Technology & Management Mathura
- Module covered : Employability skills and Communication skills
- Achievement: Successfully completed the training program with excellent feedback from the students.

E2epeople practices

November 17, 2008- July 15, 2009

Designation: Trainer

- WIPRO, Training new hires on corporate culture.
- Metro Cash and Carry, certification 'Great Places to work'.
- LG SI Content Development and coordinating the training program.
- JASS (Josephs Academy of Soft Skills) campus training for students.
- Eduworks training students on Employability Skills. Meeting principals and conducting seminars for students on employability skills.
- Narayana Hrudyalaya training nurses.

Responsibilities and Achievements

- Content development for the programs: Participants and Facilitators manual for entry level, mid level management and senior level management.
- Brand Image: Support PR Agency, write –up for press coverage. Coordinating with Mutual PR to ensure 2 press publications per month.
- Being Current with industry practices in HR: Write up's on the current practices in HR and documenting success stories to be published.
- Gyan Galore: Upload write- ups on the website and mail all existing clients.
- Marketing Eduworks; Scheduling meetings with colleges, setting up appointments with placement officers and principals, conducting seminars for students to promote the program and handed the project individually.

Silver Oak, sister company of Convergeon 2008

March 3, 2008 – November 12,

Customer service trainer

- Primary responsibility, conducting training for Aspiring call center agents on Communication and soft skills
- Developed new training modules
- Assisted the HR Team in recruitment and selection process for Domestic and International Call Center.

First Source 2008

Voice Coach

- Monitoring calls, both live and recorded and identifying areas of improvement for the agents assigned.
- Making reports like –weekly quality reports for the team, monthly performance reports, and individual agents report and analyzing them.
- Attending Calibration for being able to evaluate calls according to client specifications.
- Conducting refresher training for identified agents in specific areas of Improvement.
- Making AMs/OM aware of the strengths and weakness of team members to guide them focus on improvement in the call quality.
- Designed 'check list' to improve call quality scores. Checklist included Key words to remind the agents of their call flow.

First Source

November 14, 2005 – September 17,

2007

Customer service Representative

- Responsibilities and Achievements
- Customer service: UK process, dealing with car insurance and Claims
- Assisted in the training new hires on customer service

Training Methodology

Class room Training, activity based learning interaction through activities, group discussions, Objective oriented games exercises, assessments, role plays, debates, free speech & plenty of practice sessions.

Skill set

Communication skill, Presentation skill, People Management skills, Customer service skills, listening, Interactive, Team management, Writing skills, Research & Content development, Imparting feedback, Auditing calls and interviewing skills

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DAYANANDA SAGAR INSTITUTIONS

Department: MCA(BU) Unit: 3

Semester / Section: 1 Batch: 2018 - 2021 Date: 30 - 10 - 18

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DAYANANDA SAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE

Shavige Malleshwara Hills, Kumaraswamy Layout, Bangalore-560082
Internal Quality Assurance Cell (IQAC) Cell

CIL Training on Leadership and Emotional Quotient

Department: 5th Sem MCA Date: 19/11/2018

Sl.	Particulars	Event relat	ed Details			
No.						
47.	Event*	Workshop				
48.	Title of the Event	CIL Trainin	g on Leader	ship and Emotional (Quotient	
49.	Date	19/11/2018				
50.	Time	9.00 a.m4	.00 p.m.			
51.	Venue	4 th Floor, CD Sagar Building				
52.	Resource Person 1 Details** (Profile to be enclosed)	Mr Michael Johnson Free-lance Soft Skills Trainer				
53.	Topics Covered	Leadership and Emotional Quotient				
54.	Resource Person 2 Details** (Profile to be enclosed)	NA				
55.	Topics Covered	NA				
56.	No. Faculty Participants (Enclose a copy of names with signatures)	Internal: nil External: nil				
57.	No. Student Participants (Enclose a copy of names with signatures)	Internal: 36 External: nil				
58.	Faculty Coordinator/s	Prof. Sriva	tsala V.	l		
59.	Student Coordinator/s	Mr. Bishal				

Sl.	Particulars	Event related Details
No.		
60.	Total Expenditure (Details to be enclosed)	NA
61.	Sponsors and Amount (if any)	NA
62.	Agenda of the Event (Enclose a copy)	NA
63.	Report uploaded on college website? If yes, give details:	No
64.	Report sent to media? If yes, give details:	No
65.	Report uploaded in Social Media? If yes, give details:	No
66.	Certificates Printed? (Enclose a copy***)	Yes
67.	Feedback Collected? (Enclose a copy***)	No
68.		The students of 5th sem attended the training programme conducted CIL at CD Sagar. The students were accompanied by the class teachers to the venue. The training started by 9 o clock and ended around 4 o clock. The trainer Mr. Michael freelance corporate trainer ensured the students understood the importance of leadership skills and emotional quotient. Various activites were conducted to enhance the skills. The students enjoyed the activites and they did do the team work.
69.	Photographs of the Event (Attached)	Yes

Notes:

PS: Whichever column is not applicable, write as NA.

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3.	Leadership and Emotional	19/11/2018	Mr Michael	5 th Semester
	Quotient		Johnson	MCA students

Description of the Event:

1. Communication

As a leader, you need to be able to clearly and succinctly explain to your employees everything from organizational goals to specific tasks.

Leaders must master all forms of communication, including one-on-one, departmental, and full-staff conversations, as well as communication via the phone, email, and social media.

A large part of communication involves listening. Therefore, leaders should establish a steady flow of communication between themselves and their staff or team members, either through an open-door policy or regular conversations with workers. Leaders should make themselves regularly available to discuss issues and concerns with employees.

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You must learn what motivators work best for your employees or team members to encourage productivity and passion.

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Therefore, you need to identify the skills of each of your employees, and assign duties to each employee based on his or her skill set. By delegating tasks to staff members, you can focus on other important tasks.

4. Positivity

A positive attitude can go a long way in an office. You should be able to laugh at yourself when something doesn't go quite as planned; this helps create a happy and healthy work environment, even during busy, stressful periods. Simple acts like asking employees about their vacation plans

will develop a positive atmosphere in the office, and raise morale among staff members. If employees feel that they work in a positive environment, they will be more likely to want to be at work, and will therefore be more willing to put in the long hours when needed.

5. Trustworthiness

Employees need to be able to feel comfortable coming to their manager or leader with questions and concerns. It is important for you to demonstrate your integrity - employees will only trust leaders they respect. By being open and honest, you will encourage the same sort of honesty in your employees.

6. Creativity

As a leader, you have to make a number of decisions that do not have a clear answer; you therefore need to be able to think outside of the box.

Learning to try nontraditional solutions, or approaching problems in nontraditional ways, will help you to solve an otherwise unsolvable problem. Most employees will also be impressed and inspired by a leader who doesn't always choose the safe, conventional path.

7. Feedback

Leaders should constantly look for opportunities to deliver useful information to team members about their performance. However, there is a fine line between offering employees' advice and assistance, and micromanaging. By teaching employees how to improve their work and make their own decisions, you will feel more confident delegating tasks to your staff.

Photographs



Students listening to Mr Michael



AREAS OF EXPERTISE

Customer Experience

Human Resources

Training and Development

Business Development

Content Writing

Legal

ACADEMICS

Pursuing MBA in Customer Relationship Management (CRM) - ISBM, Bangalore

PROFESSIONAL SKILLS

Leadership and Development
Innovative ideas
Inspiring Innovation

Michael

PERSONAL SUMMARY:

A total of 25 years expertise in India and abroad Retail, Hospitality and BPO.

A result driven, consistent, self-motivated and resourceful individual possessing impeccable communication skills with English as Mother Tongue and able to establish sustainable relationships. With a proven ability to develop and strengthen management teams in order to maximize company profitability with everyone associated.

WORK EXPERIENCE:

Empire Group of Hotels – India, Dubai, UAE

Was associated with the Empire Group of Hotels as Operations Head and added value to all the verticals in the hospitality business that included Customer Service, Human Resources, Business Development, Training, entire operations of the Contact Center, Home Delivery and the support team, adhering to Quality Management and service levels, Customer Grievances through all social media. Ensured timely execution of operating forecasts, legal, regulatory, daily, weekly, and monthly reports and all related activities.

<u>Freelance Trainer – Pan India</u> (2005 to 2010)

PERSONAL SKILLS

Counselling Acumen

Motivational Speaker

Limelight

Was always pushed forward to handle the media for various issues related to the business and brand integrity.

PERSONAL DOSSIER

Contact 9845819429

East Mansion # 202, Hutchins Road Cooke Town Bangalore- 560 084

mike.johnson05@gmail.com

Trained a large number of students at schools, colleges and a sizeable number of Corporate Houses Pan India on Communication, Hospitality Sector, and Campus to Corporate Training, Business Communication and Soft Skills.

<u>Health Scribe – Bangalore</u> (1998 to 2005)

A medical Transcription concept that was first started 25 years ago. Actively involved in Proof Reading and Cross Culture Training in house. Was a star performer every year for maintaining 100% accuracy, quality and delivery within the TAT.

Visual Merchandiser – UAE and KSA (1992

Visual merchandising was all about being creative and fast paced in the retail industry of developing floor plans and three-dimensional displays in order to maximize sales. The purpose of such visual merchandising is to attract, engage, and motivate the customer towards making a purchase.

KEY SKILLS AND COMPETENCIES:

- Sturdy leadership skills.
- Comprehensive understanding of Customer Experience.
- Excellent management skills to motivate a team.
- Impeccable communication and problem solving skills.
- Result-oriented with a positive outlook and a clear focus on high quality and business profit.

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DAYANANDA SAGAR INSTITUTIONS

Department:	MICH	(BU)
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Department: MCA CBU)

Semester / Section: 5

Batch: 2016 -2019

Date: 19 - 11 - 18

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