**Soft Skills for Managers**

**NMIMS Centre for Distance and Online Education (NCDOE)**

**Internal Assignment Applicable for June 2025 Examination**

**Q1. Emma, a marketing executive at a multinational company, has recently been promoted to a managerial role. While she excels in strategizing and executing marketing campaigns, she struggles with delivering presentations and communicating ideas confidently during team meetings. Her manager has advised her to improve her public speaking skills to enhance her professional growth and leadership abilities.**

**Based on Emma’s situation, analyze how effective public speaking can contribute to professional success in the workplace. Discuss the role of communication in leadership, teamwork, and career advancement.**

**Answer:**

**Introduction:**

Emma’s recent promotion to a managerial position is a significant milestone in her career. As someone who has excelled in planning and implementing successful marketing campaigns, she clearly has strong analytical and creative skills. However, stepping into a leadership role brings new expectations, especially in terms of communication. Her current struggle with public speaking during team meetings is a common challenge faced by many professionals when they transition from technical or individual contributor roles to leadership roles. In the workplace, effective communication—especially public speaking—is not just about delivering information; it is about influencing, inspiring, and guiding others.

Public speaking helps managers like Emma express their vision clearly, motivate team members, and drive collective goals. When a leader speaks with confidence and clarity, it boosts the morale of the team, enhances trust, and encourages open collaboration. Poor communication, on the other hand, can result in confusion, missed opportunities, and lack of direction. Therefore, improving public speaking skills can significantly impact Emma’s ability to lead effectively, foster teamwork, and accelerate her professional growth. It’s not just a personal skill—it’s a core leadership asset in today’s corporate world.

**Concepts and Application:**

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**Q2. Sarah, a young entrepreneur, was invited to deliver a keynote speech at a business conference. She meticulously planned her content but struggled with audience engagement and clarity. During her speech, she faced issues such as poor body language, an unstructured message, and ineffective use of visual aids. Some attendees appeared disinterested, and others struggled to follow her key points.**

**Using the 5 P’s of Presentation, evaluate how Sarah could have improved her speech delivery for a more successful public presentation.**

**Answer:**

**Introduction:**

Public speaking is a powerful skill that can inspire, inform, and influence an audience. For entrepreneurs like Sarah, delivering an effective presentation is crucial—not just to share ideas but to connect with potential investors, partners, and customers. However, having great content alone is not enough. A well-planned and impactful speech also depends on how the message is delivered and received. In Sarah’s case, despite having thoughtfully prepared her content, she struggled with audience engagement, lacked clarity in her message, and misused visual aids. These challenges weakened the overall effectiveness of her keynote speech.

One way to analyze and improve presentation skills is through the “5 P’s of Presentation”: Planning, Preparation, Practice, Performance, and Passion. These five essential elements help speakers design their presentation effectively and deliver it confidently. Each “P” plays a key role in making the message clearer, more engaging, and memorable for the audience. By using this model, we can evaluate Sarah’s speech and identify areas where she could have improved. This evaluation will also offer practical suggestions to help other presenters avoid similar mistakes and deliver more impactful public speeches.

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**Q3 (A) David, a project manager, is leading a client presentation along with his colleague, Lisa. During the presentation, David speaks confidently, explaining key points clearly (verbal communication). However, Lisa, who is responsible for addressing technical questions, appears nervous—she fidgets, avoids eye contact, and speaks in a low tone (non-verbal communication). The client team looks confused and hesitant by the end of the meeting.**

**After the presentation, David wonders whether the mixed signals in verbal and non- verbal communication affected the client’s confidence in their proposal.**

**Question:**

**Evaluate the role of verbal and non-verbal communication in this scenario. How did Lisa’s non-verbal cues impact the effectiveness of the presentation, despite the clarity in David’s verbal communication? Suggest strategies to align both forms of communication for better impact.**

**Answer:**

**Introduction:**

In any professional setting, especially during client presentations, both verbal and non-verbal communication play a crucial role in how messages are received and interpreted. While verbal communication involves the words used to convey information, non-verbal communication includes facial expressions, body language, tone, and eye contact, which significantly influence the audience’s perception. In this case, David presented his part with clarity and confidence, demonstrating strong verbal communication. However, Lisa’s non-verbal cues—such as fidgeting, avoiding eye contact, and speaking softly—may have created confusion for the clients. This imbalance likely impacted the overall effectiveness of the presentation.

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**Q3 (B) David, a project manager, is leading a client presentation along with his colleague, Lisa. During the presentation, David speaks confidently, explaining key points clearly (verbal communication). However, Lisa, who is responsible for addressing technical questions, appears nervous—she fidgets, avoids eye contact, and speaks in a low tone (non-verbal communication). The client team looks confused and hesitant by the end of the meeting.**

**After the presentation, David wonders whether the mixed signals in verbal and non- verbal communication affected the client’s confidence in their proposal.**

**Evaluate the role of verbal and non-verbal communication in this scenario. How did Lisa’s non-verbal cues impact the effectiveness of the presentation, despite the clarity in David’s verbal communication? Suggest strategies to align both forms of communication for better impact.**

**Answer:**

**Introduction:**

Communication in business presentations is not just about what is said, but also how it is said. Both verbal and non-verbal communication work together to deliver a clear and confident message to the audience. In this scenario, David’s confident speaking style and clear explanation of the key points reflected strong verbal communication. However, Lisa’s body language and tone of voice sent different signals to the clients. Although her words might have been correct, her nervous behavior could have made the clients doubt her knowledge. These mixed signals likely affected the overall effectiveness of the presentation.

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