

## **Verbal Communication Skills for Placement**

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**Abstract**

Organisations all over are in complete agreement with one very much essential quality for their successful employees and that is good verbal communication skills. A job seeker's communication skills are observed and evaluated right from the time of submission of application to the last round known as personal interview. A personality assessment or personal interview round is the final round of interview in the selection process of recruitment. The paper emphasizes specifically on the importance of good verbal communication in personal interview round and tricks to crack it with ease.

**Keywords:** verbal communication, personality assessment, selection process

**Introduction**

Selection process refers to choosing the right candidates from pool of applicants. Selection is significant as it has its impact on employee's performance and employer's cost. It is generally done by trained HR professionals often in consultation with line managers.

Employment interview is a formal, in depth conversation conducted to evaluate the applicant's acceptability. Employment interview can be structured, unstructured, mixed, behavioural or stress or all the above. Based on number of interviewers, the interview types can be one to one, panel or sequential. It is considered an excellent selection device and has been in existence for many centuries. Its popularity stems from flexibility feature it possesses. It allows

two way exchange of information, the interviewer learns about the applicant and the applicant learns about the employer.

### **Why Personal interview round**

A detailed analysis of the candidate's attitude and aptitude is possible only in the personal interview with the words one expresses. This round assesses if the job seeker's values, ethos and attitude, verbally expressed are in match with organisation's values, ethos and vision. This step is important as the candidate has to be in sync with organisation's vision and atmosphere, if failed to match, can bring loss to both individual and organisation. Though 30% impression is made through one's body language in this round, the rest remains with good verbal communication and the impression it makes on the recruiter.

### **Importance of Verbal communication**

Why much of importance is given to verbal communication in an organisation, must be a question on everyone's mind. Justification to the question - Communication has four major functions within an organisation like control, motivation, emotional expression and information. These functions precisely help us understand the importance of good verbal communication skills which plays a critical role both in employee's performance and its effects on organization's performance as a whole.

An organisation when compared to a machine which has different components similar to different departments in an organisation, the fuel on which machine runs effectively is good communication. It is clear that coordination and effectiveness of an organisation depends upon its employee's communication abilities.

### **Role of Verbal Communication in Selection Process**

Effective communication ensures efficiency in performance. To lead a team or to be a team player, one is expected to have good verbal communication to take quick decisions, without wasting one's time and energy. A team's coordination is important for a successful organisation, communication acts as an adhesive in a team.

### **Tricks to Crack an Interview**

One common piece of advice to candidates is to take control of the interview. There are chances that interviewers may have unconscious biases on a candidate, rather than testing their actual skills. It's a candidate's ability to make sure this doesn't happen by following the below mentioned tricks:

- **Prepare-How and What?**

Most applicants know they have an interview, but not many take it seriously with their preparations. Candidate should invest time and energy, if at all one desires to crack the interview. Candidates are expected to do a bit of research about the company, its management, its business and other relevant things about the company and one's job role. It's always good to know how the job will help you in your career aspirations.

- **Chalk Down a Strategy**

Prepare yourself for an opening statement that will impress the recruiter and practice few strong statements that will showcase one's personality and will convince the recruiter that you are the perfect recruit. Whenever possible use one of your work experiences or if a fresher use your personal experience in institutional setting during your personal interview. Example - For a fresher, if asked a question on your problem solving skills, start off your experience of being a class representative and how you had solved a confusion among your classmates that prevailed during your college cultural event.

- **Emphasize on Your Potential and Strengths**

There can be no perfect candidate who will best fit all the job skills of an employer. Instead of worrying on your weaknesses, focus on your strengths. If a candidate has relevant achievements which are in connection with his job role, please go ahead and mention them, wherever possible.

- **Ace the First 30 Seconds**

First impression matters a lot. Opinions about a candidate are formed within 30 seconds of the interview. How one speaks, entry into the room, greeting the recruiter and your calm look are important. Candidates who are good in interviews speak clearly but slowly with the right tone and volume and walk with confidence. One can practice the appropriate body language and clarity in their speech that is expected, many a times. Remember your verbal communication is given the maximum weightage.

- **Anticipate Tough Questions**

Generally, a version is seen among candidates to questions about their history of arrears, break in their career or education. Advice from expert's side is not to panic. Prepare answers such as, "I thought it would be better to work to gain experience, rather to continue my course". The key trick is not to put yourself into a tough situation that you cannot give a relevant answer for such questions during your interview. Try to portray a positive image while answering such questions; this might boost your scores for tackling situations under pressure.

- **Be Flexible in the Room**

A good candidate knows how to tackle any kind of situations with one's presence of mind, expressed through his answers. Accommodating to any circumstances is the key quality which will project a candidate as a very flexible personality.

### **When Interviews Do Not Go in the Right Direction**

At times a candidate might not know the right answer for a couple of questions or will be unable to answer with accuracy. Be smart to tackle the situation by being humble enough to tell, "Sorry, I'm not sure about the answer, can you please help me with it". This might fetch you high scores.

Once your interviewer finishes the interview, do question him on your performance and ways in which you can improve your performance. This humbleness can fetch you a positive result.

### **Conclusion**

Verbal communication thus, helps understand people better, removing misunderstanding and creating clarity of thoughts and expression in an organisation. Although technology developments have resulted in telephonic interview, video conferencing etc., personal interview is the final round which decides a candidate's selection into the organisation with good verbal communication skills. With its few shortcomings like biases, still employment interview remains one of the best selection devices.

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