

PROGRESS REPORT ON PHASE I– LIFE/SOCIAL SKILLS PROGRAMME
ORGANIZED BY MARG BUSINESS ORGANIZATION, BENGALURU
AWES CAMPUS- I SEM AIFD & AIHM&CT

Chief Facilitator- Stephen Brass

Coordinator (AWES campus)- Mamatha G P K, Assistant Professor

Total no of students : 48+85 = 133

Session I

21 October 2023

Topic- Mastering Effective Communication and Assertiveness

The session focused on

a. Elements of Effective Communication:

- Clear expression of ideas
- Active listening
- Non-verbal cues

b. Barriers to Effective Communication:

- Assumptions and judgments
- Lack of clarity
- Emotional barriers

Types of Communicator

a. Passive Communicators:

- Characteristics and challenges
- Impact on relationships and personal growth

b. Aggressive Communicators:

- Characteristics and consequences
- Strategies for channelling assertiveness positively

c. Assertive Communicators:

- Characteristics and benefits
- Developing assertiveness skills

The Art of Saying No

a. Understanding the Fear of Saying No:

- Social and cultural influences
- Fear of conflict or rejection

b. Strategies for Saying No Assertively:

- Using "I" statements
- Setting boundaries
- Providing alternatives





Session II

04 November 2023

Topic- Art of Storytelling

The session focused on use of the most primitive part of the brain- The amygdala. The aim was to learn how to structure any conversation through a story. This helped them the participants to learn

Absolutely! Storytelling is a powerful social skill that engages the audience emotionally and intellectually. Incorporating an understanding of the amygdala, a part of the brain associated with emotions, can enhance the impact of storytelling. Here's a session outline:

The Neuroscience of Storytelling

Introduction to the Amygdala:

- Brief explanation of the amygdala's role in processing emotions and memories.
- How emotions influence decision-making and engagement.

The Power of Emotional Storytelling:

- Discuss how storytelling activates the amygdala and elicits emotional responses.
- Examples of well-known stories that effectively tap into emotions.

Activity: Analyzing Story Impact:

- Participants analyze a short story to identify elements that engage the amygdala.

Understanding of Angels's cocktail- Endorphins, Dopamine and Oxytocin and Devil's cocktail- Cortisol and Adrenaline.

Crafting Compelling Stories

a. Storytelling Elements:

- Introduction to key elements such as character, conflict, and resolution.
- Techniques for building suspense and curiosity.

b. Understanding Your Audience:

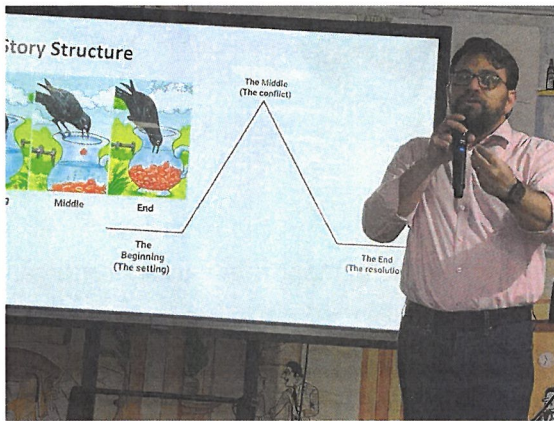
- Tailoring stories to connect with the emotions and experiences of the audience.
- Importance of relatability in storytelling

c. Group Exercise: Storytelling Workshop:

- Participants work in small groups to brainstorm and outline a short story, focusing on emotional resonance.

How Stories Stick in Memory:

- Discussion on how emotional storytelling enhances memory retention.



Session III

11 November 2023

Topic- Power of Influence and Persuasion

Foundations of Influence

- a. Definition and Importance:
 - Differentiate between influence and persuasion.
 - Discuss the significance of influence in personal and professional interactions.
- b. Sources of Influence:
 - Authority, likability, reciprocity, consistency, social proof, scarcity.
 - Real-world examples of each source of influence.
- c. Activity: Influence in Action:
 - Participants discuss scenarios where these sources of influence played a role.

Understanding Persuasion Techniques

- a. Cialdini's Six Principles of Persuasion:
 - Reciprocity, commitment, social proof, authority, liking, scarcity.
 - Breakdown of each principle and its application.
- b. Ethical Considerations:
 - Discussion on the ethical use of persuasion.
 - Case studies highlighting ethical and unethical persuasion.
- c. Role-Playing Exercise: Applying Persuasion Techniques:
 - Participants engage in role-playing scenarios to practice using persuasion techniques.

Building Rapport and Connection

a. The Role of Trust in Influence:

- Discuss the connection between trust and influence.
- Strategies for building trust in relationships.

b. Active Listening and Empathy:

- Importance of understanding others' perspectives.
- Practical tips for active listening and expressing empathy.

c. Group Discussion: Building Rapport in Different Contexts:

- Participants share experiences and brainstorm ways to build rapport in various settings.

Overcoming Resistance and Handling Objections

a. Common Objections:

- Identify common objections people may have.
- Strategies for addressing objections effectively.

b. Respecting Boundaries:

- Emphasize the importance of respecting others' autonomy.
- When to gracefully accept resistance.



Each session focused on actively engaging all the students to share their insights, ask questions, and discuss challenges. This included role plays, recap sessions and team building activities.

Topic- Diversity, Equity & Inclusion

Session on Diversity, Equity, and Inclusion (DE&I):

Definition:

Diversity, Equity, and Inclusion (DE&I) are concepts that focus on creating a workplace or community where everyone feels valued, respected, and included, regardless of their background, identity, or characteristics.

Key Components:

1. Diversity:

- Refers to the range of visible and invisible differences among people, including but not limited to race, ethnicity, gender, age, sexual orientation, physical abilities, religious beliefs, and socio-economic status.

2. Equity:

- Involves ensuring that everyone has access to the same opportunities, resources, and privileges, irrespective of their background or identity. It aims to address historical and systemic disadvantages.

3. Inclusion:

- Focuses on creating a culture and environment where everyone feels a sense of belonging, where diverse perspectives are valued, and where individuals can contribute their unique strengths to the group.

Types of Bias:

1. Implicit Bias:

- Unconscious attitudes or stereotypes that can influence decision-making and actions. These biases are often unintentional and can affect various aspects of life, including hiring, promotions, and interactions.

2. Confirmation Bias:

- The tendency to search for, interpret, and remember information in a way that confirms one's preexisting beliefs or values.

3. Affinity Bias:

- The tendency to favor individuals who are similar to oneself in terms of background, experiences, or interests.

4. Halo Effect:

- Forming a positive impression of a person based on one positive trait, leading to an overall positive evaluation.

5. Stereotype Bias:

- Making assumptions about individuals based on their membership in a particular group, without considering individual differences.

6. In-group Bias:

- Preferring those who belong to the same group as oneself and perceiving them more positively.

7. Attribution Bias:

- Attributing success to internal factors and failure to external factors when evaluating others.



Session V

23 November 2023

Topic- Emotional Intelligence

Understanding Emotional Intelligence

The facilitator provided a comprehensive definition of emotional intelligence and outlined its four components. Interactive exercises engaged students in identifying and reflecting on their emotions, fostering an initial understanding of the topic.

Self-Awareness

This segment delved into the importance of self-awareness in personal development. Guided reflection activities were employed to help students identify their strengths, weaknesses, values, and goals. Journaling and self-assessment exercises allowed for deeper introspection.

Self-Management

The session transitioned into techniques for managing emotions and stress. Goal-setting exercises and time management strategies were introduced, complemented by role-playing scenarios to practice assertiveness and conflict resolution.

Social Awareness

The focus shifted to understanding and empathizing with others. Group activities promoted perspective-taking and cultural sensitivity, while discussions explored the impact of body language and non-verbal cues in communication.

Relationship Management

Building and maintaining positive relationships were central themes in this section. Effective communication skills, including active listening, were emphasized. Team-building activities and collaborative exercises encouraged students to apply relationship management strategies.



The entire workshop was curated and customized as per the environment and requirement of GEN Z students.

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