

## Book Release and Presentation on “The ACE of Soft Skills: Attitude, Communication and Etiquette for Success”



IEEE Madras Section, IEEE Computer Society, Madras Chapter, IEEE Technology Management Council, Madras Chapter, IEEE Madras Women in Engineering Affinity Group and Computer Society of India, Chennai Chapter jointly organized the book release & presentation on “The ACE of Soft Skills: Attitude, Communication and Etiquette for Success” by Prof. Gopalaswamy Ramesh, Author, Consultant and Adjunct Professor, International Institute of Information Technology, Bangalore (IIIT-B), Amrita School of Business, Coimbatore & SSN School of Management and Computer Applications, Chennai on Saturday, 22<sup>nd</sup> May 2010.

Prof. Thyagarajan, Chairman, IEEE Madras Section welcomed the gathering. Mr. K. Srinivas, Publishing Manager – Higher Education & Professional, Pearson Education - the publishers of the book provided an overview of the book and context in which it was published. Prof. Kasi. Rajagopal, Chairman, IEEE India Council formally released the book and the first copy was received by Mr. H.R. Mohan, Chairman, IEEE Computer Society.

To create and nurture successful professionals, one needs to instill a strong measure of the so-called soft skills -- an abstract (and somewhat nebulous) concept, which is, in fact, a compendium of several components like attitude, abilities, habits, practices, communication, etiquette that are combined adeptly to maximize one's work effectiveness. To succeed in today's—and tomorrow's—competitive environment the acquisition, cultivation and fine-tuning of soft skills is highly essential. The book authored by Prof. Gopaldaswamy Ramesh and Dr. Mahadevan Ramesh (published by Dorling Kindersley (India) Pvt. Ltd, licensees of Pearson Education in South Asia) which was released covers soft skills which need to be a part of the educational process that produces top-notch professionals.

This book should be an ideal companion to company sponsored orientation programmes for new employees. Undergraduate students nearing graduation would also find this text useful and may want to incorporate this in their preparation for campus interviews and so on. This can be used as an ideal textbook for a one- or two-semester, non-credit or informal course during the final year of engineering or MBA/MCA courses. Even experienced employees and managers will find this book useful and HR departments should be able to design short courses and workshops based on the material covered in this book. This is a values-based book and, therefore, one can view this book as a general book on work ethics and organizational behaviour, whether you work in the corporate sector or not.

After the book release, Mr. K.V. Rupchand, Chairman, IEEE-TMC Madras Chapter introduced the speaker Prof. Gopaldaswamy Ramesh. In his presentation, Prof. Ramesh highlighted the salient points of Soft Skills covered in the book under three parts and 40 chapters as under.

1. Attitude: Big Picture, Pride, Passion and Process; Vision; Personal Accountability; Teamwork and You; Diversity Awareness; Lifelong Learning; Performance-expectations Management; The Art of Time Management; Stepping Up to the Plate; When Things Go Way Wrong at the Workplace; Tying It All Together: Work Your Way to Success.
2. Communication: Understanding the Communication Cycle; Distortion in Communication; The 'Why' and 'To Whom' Parts of Communication: Knowing the Objective of Communication and Audience Analysis; Preparing for the Communication; Listening Skills; Body Language; Vocal Variety: Using the Voice Channel; Visual Aids; Putting It All Together; Resumé Writing; Interviews; Meetings; Proposals; Status Reports; Giving and Receiving Feedback; Performance Appraisals; How to Present Bad News; Presenting to the Senior Management.
3. Etiquette: Phone Etiquette; E-mail Etiquette; Foreign Business Trips; Visits of Foreign Counterparts; The Big Deal About Small Talk; Respecting Privacy; Learning to Say 'No'; The Role of Humour in the Workplace; English-language Skills; Reach for the Moon.

The presentation was interactive with a no. of questions coming from the participants. After the presentation, Mrs. M. Ramalatha, Chairperson, WIE presented the memento to Prof. Ramesh. Mr. B. Srinivasan, Treasurer of Computer Society of India, Chennai Chapter proposed the vote of thanks. Arrangements were made for the signed copies of the book at 25% discount.