

Communication Skills

3.1 Introduction

The Beautician has come to be very special person, a skillful and efficient manager, possessing special personal qualities as well. Are you tactfully aggressive? Are you skilled in human relations? Are you reliable? Are you having good work ethics and values? Do you know the importance of time management? Can you manage stress? Are you fond of people and vice versa? Do you have the etiquettes, manners, poise and personality which is required for you job?

In this lesson, we shall discuss all the above aspects in detail and learn how to acquire the various personality traits. These traits are very important and awareness of these factors and a conscious effort towards developing them yields wonderful results.

3.2 Objectives

At the end of this lesson, you will be able to:-

- Explain different methods of communication such as verbal, non verbal (written, body language)
- Explain their limits of authority when carrying out reception duties.
- Like giving clear/accurate information, scheduling appointments e.g. (cut and blow dry, cut, blow dry and setting services), taking/passing on messages.
- Know what is meant by confidential information while carrying out reception duties.

Notes

- Explain what details should be taken from the client when making an appointment.
- Appointment details: client's name, service required, time, date.
- Explain what information they would need to confirm with the client once an appointment has been made.

3.3 Human Relations

The Beautician should bear in mind that she is involved in human relations every minute of the working day. They practise human relations on the telephone, in letter writing, in working with their employers, colleagues, juniors and in their duties as receptionists where they have to deal with visitors and outsiders.

We all have positive and negative points in our personality. No one is perfect but in order to have ideal relationships, one has to adapt and adopt to others. The employer and employee especially should be a harmonious team in order to get the best results.

Importance of Human Relations for a Beautician

Beauticians have a special relationship with their employers because they work closely together to achieve the objectives required of a good saloon. She has to maintain good relationships with all the members of the organisation in order to create a happy and trouble free environment. She has to play an important part in understanding and appreciating the role of each and every worker of the organisation, be it a senior, a junior or a colleague. A good relationship with staff at all levels is a contributory factor towards achieving good results and gaining full support and cooperation of co-workers.

Skills & Qualities required for improving Human Relations

- Cheerfulness, interest in the business, promptness, desire to help;
- Keeps confidentiality;
- Tactfulness, initiative;
- Organization of events properly, attitude, standard of work;

- Cooperation, respect, cordiality, friendship, helpfulness and understanding.

Building Relationship

A good beautician must ensure that all the work that is done by him/her is accurate, so that the employer is relieved of the duty of examining each and every activity. She should be able to deal diligently and tactfully with all the work which is to be done in the employers absence. There must be a clear understanding about the scope of the work which can be done on such occasion, so that she can be trusted. A sense of humour should be appreciated by both. They should set a high standard of conduct and efficiency for the rest of the office staff. Gossip and wastage of time should be avoided in order to maintain good relations.

Points to Remember

- Greet people warmly.

The candidate must be able to do the following:

Attend to clients, visitors and enquires

- Treat the people who are making enquiries in a polite manner.
Enquiries : e.g. face to face, by telephone
- Correctly identify the purpose of an enquiry.
- Refer enquiries that cannot be dealt with to the relevant person.
- Record messages accurately and pass them to the relevant person.
- Explain to a supervisor the saloon's procedure for taking and passing on messages.
- Give information accurately and clearly.
- Only give confidential information to authorized people.
- Refer people that do not have an appointment to the relevant person.

Contribute to making appointments for saloon service

Notes

- Deal with requests for appointments in a polite manner.
- Explain to a supervisor the saloon's procedure for making and recording appointments.
- Make appointments within limits of own authority.
- Pass on requests for appointments that are outside limits of own authority.
- Give and take clear and accurate appointment details to the client.
Appointment details: eg client name, type of service, time/date, stylist who will be carrying out the service.
- Clearly and accurately record appointment details in the right place.
- Confirm the appointment and, if necessary, promptly inform the relevant person.
- Clarify with the relevant person, any unclear instructions or information they have been given.
- Accurately pass on to the relevant person any problem that are likely to affect saloon services.

Intext Questions 3.1

1. What are the advantages of maintaining good human relations in the office?
2. Name any five qualities which are required to establish good relations?
3. Name any three points to be kept in mind while building relationships?
4. List any two points which when used may spoil your relationships with others.

3.4 Ethics and Values

Over a period of time, every organization develops a culture of its own. Culture is the social bond that holds an organisation together. It

expresses the values or ethics, social ideals and beliefs that organization members share.

Every organization has a distinctive set of values, spoken and unspoken, which govern the way people interact with one another. The value system could be formal or informal. The formal value system determines the type of behaviour to be encouraged and punished. These values are communicated through policies, rules and regulation of the organization. Besides, informal values may be developed by the organisational members. These may apply to actions and behaviours within the work group.

Ethics refers to the code of conduct and behavioural norms usually expected from the workers. It can be defined as "normative signs of conduct in voluntary action and sticking to the company's code of conduct."

A few illustrative examples of the norms include:-

- Manner of speaking to persons holding authority eg. Your boss.
- Style of dressing up
- Patterns of protocol in staff meetings.
- Interactions between men and women.
- Cooperation expected among members of the organization.
- Arriving and leaving on time as per company's policy.
- Etiquettes and manners.
- Loyalty towards boss and to the organization.
- Abiding by the company's policies, rules and regulations.

Thus, it may be seen that ethics and values are very important and observing them, contributes towards the success of your work.

3.5 Time Management

Time is a very essential component of life and the management of time is essential both at work and outside. Management of time is

Notes

essentially a question of systematic planning and setting right priorities. Time management means to gain a feeling of control over how your time is spent.

Importance of Time Management

Time is a commodity which, as an individual you have only so much of it. In fact, this is the only commodity which has been distributed equally amongst all of us. Time is a resource which cannot be stored, is limited for each person and is highly perishable. Hence, in order to make best utilization of time, proper management is essential.

Time Wasters

- Performing unnecessary work.
- Not setting deadlines.
- An untidy desk.
- Inability to listen attentively to instructions.
- Inability to make decisions.
- Failing to complete a task.
- Failing to plan and budget your time.
- Personal activities in the office such as personal phone calls, reading newspapers and magazines etc.
- Not keeping diaries, not making action or 'to do' lists etc.
- Not sorting the tasks into categories.
- Failure to consult printed instructions eg. Handbooks, instruction manual etc.
- Improper delegation of work.
- Accumulating routine work as cleaning up, stocking, tidying up.

Better Management of Time (Time Savers)

- Set targets and deadlines for yourself.

- Plan your work.
- Keep checklists, 'to do' lists and maintain diaries properly.
- Note the priority items and attend to them first.
- Keep frequently used information or details handy eg. Telephone numbers, service charges etc.
- Discard unwanted papers.
- Develop a routine.
- Do not leave things half done.
- Be systematic and tidy.
- Arrange breaks at time when you cannot work effectively.
- Think, then act.
- Dove - tailing

3.6 Stress Management

What is Stress

A dynamic condition in which an individual is confronted with an opportunity, constraint or demand related to what he or she desires and for which the outcome is perceived to be both uncertain and important.

Reasons for Stress

The reasons for stress could be

- Task demands
- Role conflicts
- Poor inter-personal relationships
- Organisational structures
- Leadership
- Family pressures (individual factors)

Stress Consequences

The symptoms of stress could be divided into four broad categories described as below:

Physiological Symptoms

- Health problems – changes in metabolism
- Increased heart and breathing rates
- Increased blood pressure, constant headaches

Psychological Symptoms

- Tension
- Anxiety
- Irritability
- Boredom

Behavioural Symptoms

- Changes in productivity
- Irregularity or absence
- Changes in eating habits
- Increased smoking and intake of alcohol
- Rapid speech, fidgeting etc.
- Sleep disorders

Job Burnout

- Experiencing physical, mental and emotional exhaustion.

How to Manage Stress

The stress can be managed by adopting the following:

- Express your feelings about the situation to the concerned person or another trustworthy person. Any grievances or problems should be discussed and sorted out.

- Proper time management is very important. Prioritise your tasks according to importance/urgency.
- Prayer and meditation should be done regularly. It helps to improve concentration.
- Eat healthy food. Adapt healthy and regular eating habits. Do not skip any meal during work.
- Cultivate a good hobby.
- Spend some time in recreation. Recreation could be a part of your daily routine.
- Take a vacation. Vacations and holidays generally charge you up and remove all the fatigues of work.
- Listen to good music.
- Have proper sleep. Sleep for 7-8 hours

3.7 Personality Development

Personality has different meanings for different people. It can be defined as a set of characteristics and tendencies that determines your behaviour, your thoughts, feelings and action. The personality can be broadly categorized into the following :-

- A. **Appearance** : - Appearance reflects the way you look from outside. First impression lasts long. If you look good outside, you also feel good inside. There are three main aspects to personality and they are
1. **Physical** :- your hygiene, cleanliness, grooming, your hair, nails, skin, body odour, teeth, eyes, digestive system etc.
 2. **Deportment or Posture** :- The way you carry yourself while walking, standing, sitting or talking.
 3. **Clothing and accessories** :- You are what you wear. Be neat and clean at all times. The clothes we wear covers 90% of the body and it dominates our business and social life. The clothes we wear reflect many levels of our life viz economic level, educational level, sophistication level, moral character, social status and our heritage and culture.

Notes

Therefore, we must take extra care about our clothes we wear. The people we meet take decision about us by what we wear and therefore clothes are of crucial importance.

Accessories refer to our purse, wallet, shoes, jewellery and make-up. It should again suit our personality and should be elegant to look at.

(B) **Etiquette and manners** :- Manners is a social behaviour which we owe to society and to our fellow beings. A display of good manners is an essential requirement for success in society. The way you talk, the language you use and the tone with which things are said are indicators of good upbringing up and reflects your behaviour. Some of the good manners to be observed in the saloon are:-

1. Talk softly but clearly so as not to disturb others.
2. Be a good listener, give your whole attention.
3. Four magic words such as "Please" "Thank you" "Sorry" & "Pardon me" or "Excuse me" should be used appropriately.
4. Laughter should be subdued.
5. Help as much as you can.
6. Try not to borrow anything from anyone especially money. It can create misunderstanding with fellow workers.
7. Control your temper.
8. Don't pass personal remarks about anyone.
9. Do not indulge in parlour gossips.

(C) **Communication and Confidence** :- Communication and confidence are the direct expression of one's personality. It is thereby essential that one masters the art of communication so that the confidence is visible shown. There are certain aspects of communication which should be looked into properly. While communicating verbally, make sure that you do not criticize others, because it is the worst form of expression. Be a good and patient listener and see the other person's point of view also.

Intext Questions 3.2

1. Fill in the Blanks :-

- (a) reflects on the way you look from outside.
- (b) The way one carries oneself in walking, standing and sitting is called
- (c) Clothes reflects our
- (d) is a social behaviour which we owe to our society.
- (e) is a magic word and makes others happy.

2. State True or False

- (a) We should not knock at the door before entering an office.
- (b) We should not pass vulgar remarks about others.
- (c) We should not pay any attention to what we wear to the office.
- (d) It is necessary to be an effective and good listener.
- (e) We should not talk loudly.

3.8 What have you learnt

Maintaining human relationship is very important and relationships need to be built to create a conducive environment for working. For a beautician, time is of utmost importance. Therefore each work should be done systematically and planned beforehand. Each deadline should be met and no work should be left half done. Time Management techniques should be learnt and used effectively.

Stress is a part of any job. By properly utilizing the time, most of the stress will be eliminated by itself. Development of personality is very essential for one's growth and success. One should not only change the physical appearance but also the mental attitude. Work should be taken as a joyful process of learning and not as a burden. Everyday we should learn something new and should be open to opportunities, when they knock.

3.9 Terminal Questions

- (a) What do you mean by personality? Explain its various aspects.
- (b) Write any five good manners which we should observe in our office.
- (c) What do you understand by ethics and values? Illustrate with example.
- (d) What is the importance of time management? List five examples of time wasters and time savers.
- (f) Give any five ways to manage stress.
- (e) What are the symptoms of stress?

3.10 Answers to Intext Questions

3.1

- 1. Advantages of maintaining good human relations:
 - a. To create a happy and trouble free environment.
 - b. To achieve good results.
 - c. To gain support and co-operation of co-workers.
- 2.

1. Cheerfulness	2. Tactfulness
3. Initiative	4. Promptness
5. Helpful	
- 3. Adaptability, Politeness and efficiency.
- 4. Gossip, Unwanted criticism.

3.2

- 1.

1. Appearance	2. Posture
3. Personality	4. Manners
5. Please or Thank you	
- 2.

a. False	b. True	c. False
d. True	e. True	