

A woman in a blue denim jacket and glasses stands on the left, presenting to three men seated on a black couch. The man in the middle wears a green shirt and holds a clipboard. The man on the right wears a dark sweater and glasses. The background shows an office with a whiteboard and a window.

# Chapter 10

## Interpersonal Skills

- **Section 10.1** Personal Strengths and Interpersonal Skills
- **Section 10.2** Working Together: Leadership and Teamwork

# Personal Strengths and Interpersonal Skills

## Key Terms

self-esteem

initiative

time

management

assertiveness

flexibility

ethics

equity

negotiation

empathy

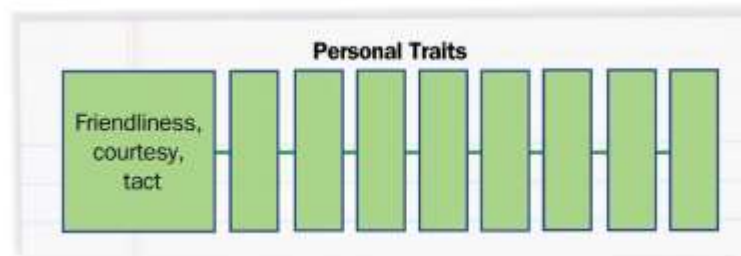
## Objectives

- Recognize the personal traits necessary for ethical action in the workplace
- Identify important interpersonal skills
- Perform effectively in diverse environments
- Manage conflict by using appropriate negotiation skills

# Marketing Planning

## Graphic Organizer

In a chart like this one, write down the personality traits and interpersonal skills that are important in good working relationships.



# Building Personal Strengths for Good Working Relationships

Successfully interacting with others depends on many factors, including:

- A positive self-image
- Understanding the rules of acceptable behavior
- Awareness of the different socio-cultural backgrounds of your coworkers

# **Self-Esteem and Self-Awareness**

Self-awareness is how you perceive yourself. Self-esteem is how you perceive your worth or value as a person. Having self-esteem is necessary because it allows you to believe in yourself and improves your attitude at work.

# Positive Attitude

Your attitude is your mental outlook, which shapes the way you view people and situations. People with a positive attitude welcome a difficult assignment as a challenge.

# Initiative and Responsibility

## **initiative**

The process of taking action and doing what needs to be done without being asked.

**Initiative** ◀ means taking action and doing what needs to be done without being asked. Accepting responsibility means being willing to be held accountable for your actions.

# Self-Control

Self-control in the workplace allows you to stop and analyze a situation before reacting to it. People who cannot control themselves tend to be perceived as:

- Overly emotional
- Irresponsible
- Inattentive



# Creativity

Creativity is the ability to use the imagination to invent. It is used in marketing to think of new products and new ways to present products, as well as finding new ways to do your job.

# Time Management

## time management

The process of budgeting time to accomplish tasks on a certain schedule.

**Time management** ◀ means budgeting your time to accomplish tasks on a certain schedule. It involves:

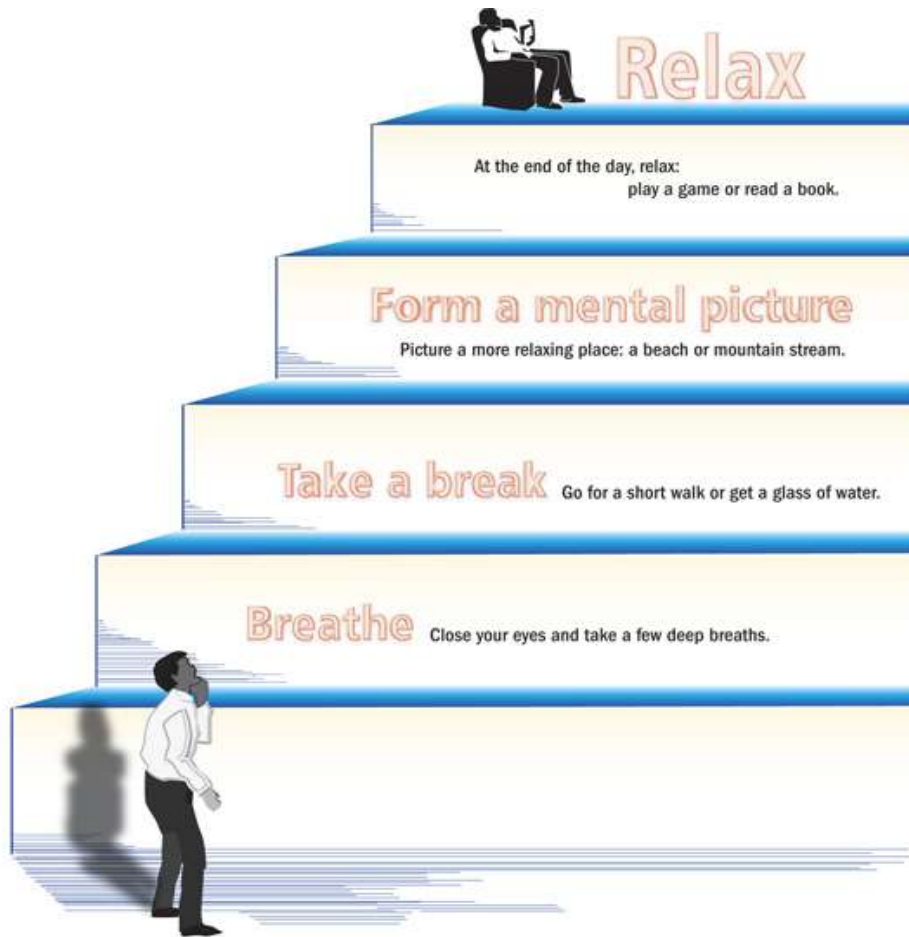
- Establishing goals and setting deadlines
- Allocating enough time for each task
- Being realistic

# Time Management

To manage your time, follow these guidelines:

- Make a list of the tasks you need to complete.
- Determine which task is most important considering the time frame you have.
- Continue to rank the tasks.
- Create a schedule based on your list.

# Stress Management



Stress is a mental or physical reaction to outside pressure. Three main elements may help prevent stress:

- Regular exercise
- A balanced diet
- Enough sleep

# Assertiveness

## **assertiveness**

Standing up for what you believe.

**Assertiveness** ◀ is standing up for what you believe. You should be ready to support your ideas to people who disagree with you in the workplace, and you must do so in a professional and respectful way. Support your claims with valid evidence.

# Flexibility

## **flexibility**



Behavior that allows you to adapt to changing circumstances.

**Flexibility** ◀ allows you to adapt to changing circumstances. A flexible person can:

- Learn from others
- Accept criticism
- Grow

# Ethics in the 21st Century Workplace

Ethics are the basic values and moral principles that guide the behavior of individuals and groups. Ethical behavior includes:

- Honesty
- Integrity
- A sense of fair play

# Honesty

Honesty in the workplace includes:

- Telling the truth
- Maintaining confidentiality
- Not spreading gossip
- Respect for company property
- Making an effort to prevent theft



# Respect

When speaking to business clients, customers, or coworkers, the number one rule is to show respect. You demonstrate respect by:

- Listening with an open mind.
- Addressing any differences of opinion with courtesy and tact.

## Fairness and Equity

### equity

The concept of equal rights and opportunities for everyone.

**Equity** ◀ means that everyone has equal rights and opportunities. Equity is protected by both federal and state laws to prevent discrimination in such procedures as hiring and firing.

It is important to become aware of prejudices you may have and to eliminate them.

# Managing Conflict

Conflict in the workplace can be productive or counterproductive. Managing conflict requires:

- Understanding
- Skill
- Knowledge
- Experience

# Conflict and Negotiation

## negotiation

The process of working with different parties to find a resolution to their conflict.

**Negotiation** ◀ is the process of working with the parties of a conflict to find a resolution. It requires a willingness to work together. There are four basic skills in the communication process:

- Listening and reading
- Speaking and writing

# Conflict and Negotiation

## **empathy**



An understanding of a person's situation or frame of mind.

The first step in negotiation is defining as clearly as possible the problem as each person sees it.

Listening is an active process in which all of your attention is focused on the speaker. Try to empathize. **Empathy** ◀ is an understanding of a person's situation or frame of mind.

# Conflict and Negotiation

Six simple techniques for negotiating conflict resolution can be helpful:

- Show respect and be reliable
- Recognize and define the problem
- Seek a variety of solutions
- Collaborate and preserve the relationship

# **Conflict and Negotiation**

The problem is solved only when both sides reach a common understanding and agreement about what actions are to be taken.

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**SECTION 10.1 REVIEW**



## SECTION 10.1 REVIEW

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# Working Together: Leadership and Teamwork

## Key Terms

teamwork  
cross-  
training  
consensus  
agreement

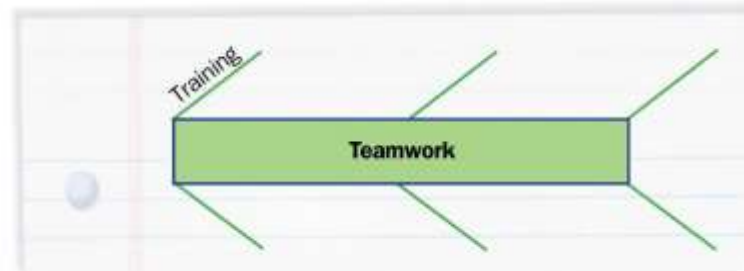
## Objectives

- Discuss how to receive and handle customer complaints
- Identify skills needed to be a good team member and provide leadership
- Name six aspects of successful teamwork

# Working Together: Leadership and Teamwork

## Graphic Organizer

Draw the following chart. As you read this section, write in six aspects of good teamwork.



# **Interpersonal Skills in Marketing**

Good working relationships between employees and customers or clients depend on the interpersonal skills of the employees. Become familiar with your company's basic procedures for responding to customer concerns.

# Addressing Customers' Concerns

To respond promptly and intelligently to customer concerns, you should know how to handle many situations:

- Requests and questions
- Requests for directions

# Addressing Customers' Concerns

- Management's role
- Business policies

# Addressing Customers' Complaints

Complaints cover a range of issues. You can follow these basic guidelines when handling a complaint:

- Take the customer aside and listen
- Repeat
- Get help
- Establish a plan

# Teamwork

## teamwork

Work done by a group of people to achieve a common goal.

**Teamwork** is work done to achieve a common goal. Six aspects of teamwork are:

- Training and team planning
- Team goals and assigning roles
- Agreements
- Shared responsibility and shared leadership



# Training

## **cross-training**



A process that prepares a team member to do many different activities.

**Cross-training** ◀ means preparing to do many different activities so you can be flexible as an employee.

# Team Planning

Team planning involves setting goals, assigning roles, and communication.



## Team Goals

### **consensus**



A decision on which all members of a team agree.

Common goals encourage commitment within a team, and members should reach a **consensus** about the goals. A consensus is a decision on which all team members agree.

# Assigning Roles

Team projects work more smoothly if a team leader who can coordinate the tasks is appointed. Members are assigned roles based on skills and experience.

# Agreements

## **agreement**



A specific commitment that each member makes to the group.

An **agreement** ◀ is a specific commitment that each member makes to the group. A team's agreements must be consistent with its goals.

# Shared Responsibility and Leadership

Shared responsibility and shared leadership mean that each member must feel responsible for the whole team's efforts. If this is accomplished, each member will:

- Have a greater appreciation for management
- Be more empowered

# Leadership Skills

Good leaders need these skills:

- Problem-solving
- Social judgment
- Communication

# Leadership Skills

Problem-solving skills include:

- Being able to define the problem
- Gathering information
- Analyzing the problem
- Generating plans for a solution
- Setting long- and short-term goals



# Leadership Skills

Good leaders must understand people from diverse backgrounds and help them work together to resolve conflicts.

Leaders need communication skills to communicate their vision to others and be sensitive to their motivations and needs.

# Being a Valuable Team Member

Valuable attitudes and actions include:

- Make the team's goals your top priority.
- Listen actively and offer suggestions.
- Build positive group dynamics with team members.
- Communicate with team members outside meetings.

# Being a Valuable Team Member

- Follow up on your assignments.
- Work to resolve conflicts among team members.
- Respect the other members of your team.
- Try to inspire other employees to get involved.

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## SECTION 10.2 REVIEW

## SECTION 10.2 REVIEW

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## FOCUS on KEY POINTS

### **Section 10.1**

- Good interpersonal skills are necessary for building effective working relationships with coworkers and clients.
- Personality traits such as assertiveness and creativity help people work effectively with others.

continued

## FOCUS on KEY POINTS

### **Section 10.1**

- Ethical behavior in today's workplace involves demonstrating respect for people of diverse backgrounds.
- Conflict negotiation requires good communication skills.

continued

## FOCUS on KEY POINTS

### **Section 10.2**

- Teamwork means a group of people work together toward a goal.
- Understanding the team goals, the roles assigned and shared responsibilities will help make you a valuable team member.





This chapter has helped prepare you to meet the following DECA performance indicators:

- Foster positive working relationships.
- Participate as a team member.
- Demonstrate honesty and integrity.
- Persuade others.
- Show empathy for others.



## CHAPTER 10 REVIEW

## CHAPTER 10 REVIEW

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