**TEXT 1**

**WHAT IS NECESSARY FOR BEING SUCCESSFUL IN BUSINESS?**

To succeed in business today, you need to be flexible and have good planning and organizational skills. Many people start a business thinking that they'll turn on their computers or open their doors and start making money - only to find that making money in a business is much more difficult than they thought.   
**1. Get Organized**

To be successful in business you need to be organized. Organization will help you complete tasks and stay on top of things to be done. A good way to do this is to create a to-do list each day - as you complete each item, check it off your list.

**2. Keep Detailed Records**

All successful businesses keep detailed records. By keeping detailed records, you'll know where the business stands financially and what potential challenges you could be facing. Just knowing this gives you time to create strategies to overcome the obstacles that can prevent you from being successful and growing your business.

**3. Be Creative**

Always be looking for ways to improve your business and to make it stand out from the competition. Recognize that you don't know everything and be open to new ideas and new approaches to your business.

**4. Stay Focused**

The old saying that "Rome was not built in a day" applies here. Just because you open a business doesn't mean that you're going to immediately start making money. It takes time to let people know who you are, so stay focused on achieving your short-term goals and give the rest time to come together on its own.

**5. Prepare to Make Sacrifices**

In many cases, you have to put in more time than you would if you were working for someone else. In turn, you have to make sacrifices, such as spending less time with family and friends in order to be successful.

**TEXT 2. BUSINESS ETIQUETTE**

To land the job, you'll to appear professional, confident, and capable. You will be judged not only on your ability to do the job itself but also on how well you will get along with the people with whom you will be working. The hiring manager watches your **communication skills** and your **manners** to predict whether you'll work well with others.

**TOP TEN BUSINESS ETIQUETTE TIPS TO USE IN AN INTERVIEW:**

1. **Be on time**. If you'll be late, show that you are respectful of the interviewer's time. Call to say when you'll be arriving.
2. **Thank** **the interviewer** for taking the time to meet with you, both at the beginning of the interview and again at the end.
3. **Dress appropriately**. If you arrive dressed too casually or too formally, the situation can be uncomfortable for both you and the person interviewing you.
4. **Introduce yourself** to the receptionist and to everyone you meet in the interview.
5. **Shake hands** with everyone, using a firm—but not forceful—grip, and make strong eye contact.
6. **Sit when you are asked to sit**, not before.
7. **Place your loose items on the floor next to your seat**, in your lap, or on the side table; do not put them on the interviewer's desk. Your briefcase or bag should be kept at your feet, not on a chair or table.
8. **Do not ask for refreshments or permission to smoke**. If a refreshment is offered, you may accept. If you are asked to dine out as part of your interview, use [good table manners](http://www.ehow.com/video_2201620_table-manners-etiquette-business.html" \t "_blank).
9. **Keep all of your mobile and other electronic devices turned completely off**. A phone set to vibrate will interrupt the meeting.
10. **Keep a positive and friendly attitude**.

**TEXT 3. SOME THINGS I LOOK FOR WHEN I INTERVIEW PEOPLE**

**(HR recommendations)**

I think these tips offer general interview advice that should work for most people.

This is what I would be looking for if you walked into my office for an interview:

* **Be yourself!**  When the time comes just tell  [about yourself](http://www.workcoachcafe.com/2010/08/30/interview-questions-how-to-answer-tell-me-about-yourself/" \o "Job Interview Questions: How To Handle Tell Me A Little About Yourself) as naturally and 3-dimensional as possible.
* **Be confident in who you are and what you have to offer.** I want to know who you are and help me see that. Show me that you are a good worker who is reliable. Everybody has their own unique strengths. I want to know what they are. So make sure you prepare yourself ahead of time to be able to talk about who you are and/or what you have to offer.
* **Look me in the eyes.**Not saying stare at me…but when you answer my interview questions, I want to see you connect with me. I’d like to see when your eyes show real enthusiasm about something you’ve accomplished or sincerity about wanting to do a good job for me. Of course, I make room for nervousness, but if I see eyes skittering all about unable to focus on me, how can I be sure you’re being real with me?
* **Tell me a good story.**When I ask you about things you’ve done that you are proud of or obstacles you’ve overcome, I want you to have some stories to tell me. Did you ever take on a tough situation and turn it around? Did you ever come up with a new process that saved the company money? Did you ever encounter something you knew nothing about and make a point of becoming an expert? …tell me a good story. And make it real!

**TEXT 4. SOME THINGS I LOOK FOR WHEN I INTERVIEW PEOPLE**

**(HR recommendations)**

* **Sit up straight.**Slouching comes off as lazy or uninterested. You want to use your body language to show me you’re someone who is fully engaged and can handle any situation – even one that makes them nervous. Job interviews are tough for most people, but you’ll think clearer and come off as a more attractive candidate just by having good posture and looking alive and alert.
* **Relax.**When I interview people, I’m looking for someone who I want to work with on a daily basis. Too rigid would be a drag. Of course you don’t want to look like you’re ready for a nap either. Practice in front of a mirror to see how it feels when you sit up straight while also letting yourself relax a little.
* **Practice practice practice.**Spend time before the job interview doing mock interviews with friends or family. You can also record yourself to hear your voice (good for phone interviews too) and if your voice sounds kind of weak, practice speaking with strength and commitment. Talk about something you really care about to see how you sound when you are relaxed and fully engaged.
* **Know about the job and the company.** So much is out there on the internet now, take time to do research beforehand – it will pay off. One warning from my own interview files: don’t get too personal! I went for an interview once and, in doing my research, learned the man taught at the same university I was consulting for. I thought it would break the ice to mention it, but he was NOT amused.

**TEXT 5. SOME THINGS I LOOK FOR WHEN I INTERVIEW PEOPLE**

**(HR recommendations)**

* **Make sure you know your own resume!**Nothing casts more doubt on your veracity than having to glance through your resume to answer questions. And worse than that is actually giving different information than the resume contains. So study it carefully well before you go in. And always remember to bring a clean extra copy with you.
* **Show me you understand the job you’re interviewing for and have the skills.** This sounds so basic, but I’ve had many people not even familiar with the terms in the job description. If there is anything you don’t know, look it up! And if there’s a skill you don’t have, research it a little so you can show how quickly you could pick it up.
* **Listen!**More than anything I’ve mentioned so far, listening is a skill that can make or break you. Really listen to the questions and whatever the interviewer is saying to you. Don’t be thinking ahead or about other things while the interviewer is talking. It really does show. Just be in the moment.
* **Answer my questions.**If I ask a question that you aren’t comfortable answering, it’s ok to answer briefly and maybe shift to a short story or related thought that leaves a good impression. But make sure you don’t just jump to something else trying to divert me from what I actually asked. It not only makes you look like you’re hiding something, but it leaves the impression that you might be slippery to work with. And don’t go on for too long with any one answer.

**TEXT 6. SOME THINGS I LOOK FOR WHEN I INTERVIEW PEOPLE**

**(HR recommendations)**

* **Come prepared with a few really good questions of your own to ask the interviewer.** You’d be surprised how many people don’t have questions – or ask ”what’s the salary?” – especially when the salary was listed in the ad. It’s best to save questions like salary talk for the last interview (unless you only get one of course.) A great question shows you’re thinking about the work process or some of the interactions with other areas or what your typical day might be or something about the business/industry or anything that shows you are really thinking about more than just surface details. Try to come up with a question an average person wouldn’t ask. Best of all, I love it when someone asks a question that shows they were listening to me. Helps me see this is a person who can think on his or her feet.
* **Don’t forget to smile.**I don’t mean to send you out looking like dazed idiots who just sit there smiling. But you are selling yourself and want the interviewer to know you’d be a pleasant person to work with. Many times I call people in who all could do the job. I’m looking to see if there’s a good fit and if we’d actually enjoy working with the person. Since you have no way of knowing what the place is really like, all you can be is yourself. It really is your best shot at getting to the next round and beyond.
* **When the job interview is over**…stand up, smile, thank them, and shake hands if it feels appropriate. Then try to walk out without shaking too badly or falling.  You made it!

**TEXT 7. A Business Casual Dress Code**

A business casual dress code changes from company to company, from industry to industry, and in all parts of the globe.

Your Company's objective in establishing a business casual dress code, is to allow our employees to work comfortably in the workplace. Yet, we still need our employees to project a professional image for our customers, potential employees, and community visitors.

Business casual dress is the standard for this dress code.

Because all casual clothing is not suitable for the office, these guidelines will help you determine what is appropriate to wear to work. Clothing that works well for the beach, yard work, dance clubs, exercise sessions, and sports contests may not be appropriate for a professional appearance at work.

Clothing that reveals too much cleavage, your back, your chest, your feet, your stomach or your underwear is not appropriate for a place of business, even in a business casual setting.

Even in a business casual work environment, clothing should be pressed and never wrinkled. Torn, dirty, or frayed clothing is unacceptable. All seams must be finished. Any clothing that has words, terms, or pictures that may be offensive to other employees is unacceptable. Clothing that has the company logo is encouraged. Sports team, university, and fashion brand names on clothing are generally acceptable.

Certain days can be declared dress down days, generally Fridays.

On these days, jeans and other more casual clothing, although never clothing potentially offensive to others, are allowed.

**TEXT 8. Guide to Business Casual Dressing for Work**

If you experience uncertainty about acceptable, professional business casual attire for work, please ask your supervisor or your Human Resources staff.

**Slacks, Pants, and Suit Pants**

Slacks that are similar to Dockers and other makers of cotton or synthetic material pants, wool pants, flannel pants, dressy capris, and nice looking dress synthetic pants are acceptable. Inappropriate slacks or pants include jeans, sweatpants, exercise pants, Bermuda shorts, short shorts, shorts, bib overalls, leggings, and any spandex or other form-fitting pants such as people wear for biking.

**Skirts, Dresses, and Skirted Suits**

Casual dresses and skirts, and skirts that are split at or below the knee are acceptable. Dress and skirt length should be at a length at which you can sit comfortably in public. Short, tight skirts that ride halfway up the thigh are inappropriate for work. Mini-skirts, shorts, sun dresses, beach dresses, and spaghetti-strap dresses are inappropriate for the office.

**Shirts, Tops, Blouses, and Jackets**

Casual shirts, dress shirts, sweaters, tops, golf-type shirts, and turtlenecks are acceptable attire for work. Most suit jackets or sport jackets are also acceptable attire for the office, if they violate none of the listed guidelines. Inappropriate attire for work includes tank tops; midriff tops; shirts with potentially offensive words, terms, logos, pictures, cartoons, or slogans; halter-tops; tops with bare shoulders; sweatshirts, and t-shirts unless worn under another blouse, shirt, jacket, or dress.

**TEXT 9. Guide to Business Casual Dressing for Work**

No dress code can cover all contingencies so employees must exert a certain amount of judgment in their choice of clothing to wear to work. If you experience uncertainty about acceptable, professional business casual attire for work, please ask your supervisor or your Human Resources staff.

**Shoes and Footwear**

Conservative athletic or walking shoes, loafers, clogs, sneakers, boots, flats, dress heels, and leather deck-type shoes are acceptable for work. Wearing no stockings is acceptable in warm weather. Flashy athletic shoes, thongs, flip-flops, slippers, and any shoe with an open toe are not acceptable in the office. Closed toe and closed heel shoes are required in the manufacturing operation area.

**Jewelry, Makeup, Perfume, and Cologne**

Should be in good taste, with limited visible body piercing. Remember, that some employees are allergic to the chemicals in perfumes and make-up, so wear these substances with restraint.

**Hats and Head Covering**

Hats are not appropriate in the office. Head Covers that are required for religious purposes or to honor cultural tradition are allowed.

**Conclusion**

If clothing fails to meet these standards, as determined by the employee's supervisor and Human Resources staff, the employee will be asked not to wear the inappropriate item to work again.

If the problem persists, the employee may be sent home to change clothes and will receive a verbal warning for the first offense. All other policies about personal time use will apply. Progressive [disciplinary action](http://humanresources.about.com/od/interpersonalcommunicatio1/qt/tips_com_com4.htm) will be applied if dress code violations continue.

**TEXT 10. TIPS FOR EFFECTIVE PRESENTATIONS**

Presentations are mostly practiced by students and professionals, and they are a great way to convey ideas as well as educate and convince people. Here are some great tips and tricks for effective presentations.

**Organizing Your Presentation**

* Choose an appropriate presentation structure.
* Divide the body of your presentation into three to five main points.
* The conclusion should include a summary of the main points of the presentation and leave the audience with something that is worth remembering and pondering.
* Include questions in your presentation, which should be asked once every 10 minutes to engage the audience.
* The final slide should contain a message thanking the audience, your contact details, and information about the availability of speaker notes, materials, and feedback tools.

**Public Speaking Tips**

* Avoid slang and jargon.
* Use practical examples to make complicated concepts more comprehensible.
* Speak in varying tones and pitches to give emphasis to certain words and ideas.
* Deliver your speech slowly and clearly.
* Make sure that the people sitting at the back of the hall can hear you clearly, but do not speak so loud that it appears as if you are shouting.
* Maintain an upright but relaxed posture while you are speaking.
* Leave your arms on the podium or by your sides when you are not using them to make gestures.
* When gesturing, make sure that it is natural and spontaneous.
* Maintain eye contact with the audience.
* Wear clothes with simple cuts and neutral tones, and make sure that they are comfortable.

**TEXT 11. TIPS FOR EFFECTIVE PRESENTATIONS**

**Presentation Design**

* Do not overload slides with a lot of text.
* Use the PowerPoint Notes to remind yourself what to say when a certain slide is being shown.
* Prepare a Table of Contents slide with the “Summary Slide” feature.
* Include a slide that shows your company logo.
* Arrange slides according to topics.
* Try to make the length of text lines similar throughout the slide.
* Recommended font for slide title is San Serif, and font size should be 44.
* Font size for subtitles should be 28 to 34, with bold font.
* Use dark font over light background and light font over dark background to enhance clarity.
* Use graphics only when appropriate.
* You can press “W” or “B” to clear the screen temporarily during your presentation, and resume the presentation by pressing “Enter”.

**Charts, Facts, and Statistics**

* Use as few numbers as possible during your presentation, preferably, no more than 12 numbers, because they can cause confusion.
* Try not to use more than one number in a sentence.
* Round numbers up to the nearest whole number.
* If you are showing sales statistics, you should concentrate on one market throughout your presentation.
* Use a smaller font to cite sources for statistics.
* Label all your charts clearly.
* Use elements from drawing toolbar to create more attractive charts.
* Numbers in charts can be difficult to view and understand.
* Try to find ways other than columns and rows to present your data.
* Take note that PowerPoint automatically deletes portions of charts imported from Excel, leaving only about 5 inches on the left.

**TEXT 12. Keys to Successful Teamwork**

A team is more than just a group of workers, located together, doing their jobs. Real teams are interdependent. That means they must rely on one another to get the job done. So what are best practices for effective teams? Here are some rules:

**1.** **Define and Create Interdependencies.** There is a need to define and structure team members' roles. Think of sports teams, everyone has their position to play, and success happens when all of the players are playing their roles effectively. In baseball, a double-play is a beautiful example of team interdependency.

**2. Establish Goals.** Teams need to be focused on shared goals and outcomes. Commitment to that goal is essential for success. Ideally, team goals should allow both the team as a unit and the individual members to achieve both personal and group goals.

**3. Determine How Teams Will Make Decisions.** Whether the leader makes the decision, or it is a democratic or consensus process, the team needs to understand beforehand how decisions will be made. This reduces conflict within the team when a decision or choice has to be made.

**4. Provide Clear and Constant Feedback.** Teams need to know how they are doing in order to stay motivated and to correct performance problems or inefficiencies. Ideally, a system should be in place so that team members receive ongoing feedback while doing their jobs.

**5. Keep Team Membership Stable.** Particularly in complex tasks, it takes a lot of time for team members to learn to work together at an optimum level.

**TEXT 13. Keys to Successful Teamwork**

Here are some rules:

* **Allow Team Members to Challenge the Status Quo.** If innovation is important, it is critical that team members feel secure in being able to challenge processes if they feel that there is a way to improve. In order to innovate, teams need to be open to considering and constructively criticizing existing practices when needed.
* **Learn How to Identify and Attract Talent.** Just as processes sometimes need improvement, teams can get better by attracting new talent. Organizations that put a lot of resources into identifying and recruiting talent simply do better.
* **Use Team-Based Reward Systems.** Too much emphasis on individual rewards can lead to in-fighting and resentment. A combination of individual and team-based rewards is often best.
* **Create a Learning Environment.** Emphasize the development of the team, learning through successes, but particularly through mistakes. A team with a culture of continuous improvement and where members are motivated to develop their skills and knowledge are high-performing teams.
* **Focus on the Collective Mission.** Mission-driven teams and organizations perform better because they see beyond their individual workload and tasks and feel as if they are working for a higher purpose. It is imperative that team members be committed to the shared mission, or they should be replaced.

These rules apply whether teams have a formal, appointed leader, or whether they are self-governing. The key is to put in the time and energy needed to adhere to these best practices.

**TEXT 14. Keys to Successful Teamwork**

These tips describe the environment that must occur within the team for successful teamwork to take place. Successful teamwork is the cornerstone for creating functioning, contributing teams.

* **The team understands the goals** and is [committed to attaining them](http://humanresources.about.com/od/glossaryg/g/goals.htm). This clear direction and agreement on [mission](http://humanresources.about.com/od/glossarym/g/Mission.htm) and [purpose](http://humanresources.about.com/od/teambuilding/f/teams_purpose.htm) is essential for effective teamwork.   
  This team clarity is reinforced when the organization has [clear expectations](http://humanresources.about.com/od/teamworksuccess/qt/clear_expectations.htm) for the team's work, goals, accountability, and outcomes.
* The team creates an environment in which people are comfortable **taking reasonable risks** in communicating, advocating positions, and taking action. Team members [trust each other](http://humanresources.about.com/od/workrelationships/a/trust_rules.htm). Team members are not punished for disagreeing.
* **Communication is open, honest, and respectful.** People feel free to express their thoughts, opinions, and potential solutions to problems. Team members ask questions for clarity and spend their thought [time listening](http://humanresources.about.com/od/listening/g/listening.htm) deeply rather than forming rebuttals while their coworker is speaking.
* **Team members have a strong sense of belonging to the group.** They experience a deep commitment to the group’s decisions and actions. This sense of belonging is enhanced and reinforced when the team spends the time to develop [team norms](http://humanresources.about.com/od/teambuilding/ht/group_norms.htm) or relationship guidelines together.
* **Team members are viewed as unique people** with irreplaceable experiences, points of view, knowledge, and opinions to contribute. After all, the purpose of forming a team is to take advantage of the differences.

**TEXT 15. Keys to Successful Teamwork**

A team is more than just a group of workers, located together, doing their jobs. Real teams are interdependent. That means they must rely on one another to get the job done. These tips describe the environment that must occur within the team for successful teamwork to take place. Successful teamwork is the cornerstone for creating functioning, contributing teams. These rules apply whether teams have a formal, appointed leader, or whether they are self-governing. The key is to put in the time and energy needed to adhere to these best practices.

So what are best practices for effective teams? Here are some rules:

* **Creativity, innovation, and different viewpoints are expected** and encouraged.
* **The team is able to constantly examine itself** and continuously improve its processes, practices, and the interaction of team members. The team openly discusses [team norms](http://humanresources.about.com/od/teambuilding/qt/norms_sample.htm) and what may be hindering its ability to move forward and progress in areas of effort, talent, and strategy.
* **The team has agreed upon procedures for diagnosing, analyzing, and resolving teamwork problems** and conflicts. The team does not support member personality conflicts and clashes nor do team members pick sides in a disagreement. Rather, members work towards the mutual resolution of problems and disagreements.
* **Participative leadership is practiced** in [leading meetings](http://humanresources.about.com/od/meetingmanagement/g/meeting-leader-roles-and-responsibilities.htm), assigning tasks, [recording decisions and commitments](http://humanresources.about.com/od/meetingmanagement/g/meeting-minutes.htm), assessing progress, holding team members accountable, and providing direction for the team.
* **Members of the team make high quality decisions together** and have the support and commitment of the group to carry out the decisions made.

**TEXT 16. Things Not to Say in a Job Interview**

There are some things that you should not say during a job interview, regardless of how much you would like to share your opinion with the interviewer.

Because there are so many candidates for just about every job opening, saying the wrong thing just makes it easier for the hiring manager to reject your candidacy.

You [usually won't get a second chance](http://jobsearch.about.com/od/interview-mistakes/a/blown-job-interview.htm) once you have made a mistake and said something inappropriate or something that will make the interviewer think twice about hiring you. Here's some points of what not to verbalize in a job interview:

* **How much does this job pay?**Don't be the first to bring up salary, if you can help it. Mentioning pay can send the message that all you are after is money, an especially grave sin at the first meeting.
* **My boss was incompetent, a jerk, an idiot or anything else disparaging.**Prospective employers will likely side with your current or previous supervisor and assume you will be difficult to manage.
* **Saying I'll have your job when asked where you see yourself five years from now.**Displaying confidence is a good thing, but overly cocky statements will not endear you to interviewers.
* **I hate my job**, perhaps in response to a question like why are you applying for a new position. A better approach is to emphasize why the new position is appealing and, when reflecting on your current job, to emphasize what you have learned and skills you have developed.
* **You look great.** Avoid any comments that could be interpreted as flirtatious no matter how stunning your interviewer appears.

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* **I'm not aware of any weaknesses when asked to share some shortcomings.**Always be prepared to communicate some weaknesses; just make sure the quality is not central to the job. Sharing a historical weakness that you have worked towards improving can be an effective strategy.
* **Why have earnings slumped at your company during the past two quarters?** A better angle would be to stay clear of anything sounding negative. Rather, frame your question more neutrally. For example: "In your view what are some of the biggest challenges which your company faces at this juncture"?
* **Can I work from home or how much vacation would I get?**Save these types of questions until after you have been offered a position or the employer might question your motivation or work ethic.
* **You'll regret it if you don't hire me, I'm the most qualified.** You can't possibly know this unless you have met and evaluated all the other candidates. Overconfidence is a real turn off to employers.
* **I don't have any questions for you.**Prepare some [questions to ask](http://jobsearch.about.com/od/interviewquestionsanswers/a/interviewquest2.htm) that build upon your [company research](http://jobsearch.about.com/cs/employerresearch/a/companyresearch.htm) or something which your interviewer has shared with you. Another approach is to ask the interviewer a question about their experience with the organization, such as: "What do you enjoy most about working at our company"?