

## Learn effectively by understanding

Have you ever tried to learn something fairly simple, yet failed to grasp the key ideas? Or tried to teach people and found that some were overwhelmed or confused by something quite basic?

If so, you may have experienced a clash of learning styles: Your learning preferences and those of your instructor or audience may not have been aligned. When this occurs, not only is it frustrating for everyone, the communication process breaks down and learning fails.

Once you know your own natural learning preference, you can work on expanding the way you learn, so that you can learn in other ways, not just in your preferred style.

And, by understanding learning styles, you can learn to create an environment in which everyone can learn from you, not just those who use your preferred style.

Whenever you are training or communicating with others, you have information and ideas that you want them to understand and learn effectively and efficiently. Your audience is likely to demonstrate a wide range of learning preferences, and your challenge is to provide variety that

helps them learn quickly and well. Your preferred teaching and communication methods may in fact be influenced by your own learning preferences. For example, if you prefer visual rather than verbal learning, you may in turn tend to provide a visual learning experience for your audience.

Be aware of your preferences and the range of preference of your audiences. Provide a balanced learning experience by:

- Sensory - Intuitive: Provide both hard facts and general concepts.
- Visual - Verbal: Incorporate both visual and verbal cues.

Contd from p2



### SENIOR ASSISTANT ACCOUNTANT

*A leading Group of Companies in the motor vehicle industry requires the services of an experienced, competent and hard working lady for the position of Senior Assistant Accountant.*

The ideal candidate must possess

- Professional qualifications equivalent to at least Chartered Intermediate level
- A minimum of 5 years of experience in a similar capacity. Work experience in an audit firm will be an advantage
- Proficiency in spoken and written English is a must**
- Ability to work independently, to deadlines, work with initiative and plan/manage the work load

The job scope will include all aspects of financial and management accounting work of a trading company, preparation of accounts, reconciliations, carry out independent communication with banks, auditors etc.,

An attractive package of remuneration and benefits await the chosen candidate.

Apply immediately with full bio data to ...



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### SALES REP

- Around 25 years of age
- 2-3 Years experience in selling
- Should be minimum O-Level Qualified
- Ability to converse in Sinhala/ Tamil
- Should possess a valid riding licence
- Salary & Sales commission exceed Rs. 50,000 pm
- Company maintained Motorbike
- Medical provided

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## Vacancy Announcement Legal Associate

An international NGO is initiating a "Rule of Law Program for South Asia". The NGO is assembling a team of practitioners in the South Asian region to implement this project. The NGO is seeking to recruit a National Legal Associate for Sri Lanka. The selected candidate will be supervised by a Senior National Advocate and will be expected to facilitate networks of judges and advocates, undertake comparative research and reporting, and develop advocacy strategies on key rule of law problems in Sri Lanka.

### PRIMARY RESPONSIBILITIES

- Monitor and analyze human rights and rule of law issues in Sri Lanka; research, write and edit legal documents including public reports, memos and briefing papers, press releases and other legal interventions;
- Assist in the organization of national workshops and roundtables, undertake trial observations, participate in field missions, and conduct advocacy activities at the national level including maintaining regular contact with national organizations, government agencies and others engaged in similar work;

### Education & Experience

- A degree in law. Advanced studies in international and human rights law highly desirable;
- At least 3 years progressive experience as a human rights lawyer;
- Practical legal and advocacy experience at the national level working for the implementation of international human rights standards; and
- Demonstrated commitment to rule of law, human rights and social justice.
- Fluency in English with excellent legal research, analysis, writing and editing skills.

**APPLICATIONS:** Please send cover letter and CV by 30th November 2010 by email: [ngo\\_recruitment@yahoo.com](mailto:ngo_recruitment@yahoo.com)

Only short-listed candidates will be notified.



A member of the British American Tobacco Group

## Opportunities

### For a Communication Manager

#### Who are we?

Ceylon Tobacco Company PLC is a member of British American Tobacco, the world's most international tobacco group. CTC is one of the leading consumer goods companies in Sri Lanka. Our people, culture and systems enable us to embrace challenges and a passion for excellence continues to drive us to greater heights. We regularly move our talented people across the Group and currently several managers are working in key senior positions across the globe.

#### Who are we looking for?

A dynamic and a self-motivated, dedicated individual. The selected individual will be responsible for planning & scheduling various communication activities in support of business objectives, producing corporate literature and effectively communicating corporate information. In addition, the selected individual will continuously seek opportunities to

improve communication efficacy across the business whilst liaising with other functions in support of their communication requirements. He/She should have an excellent command of both English & Sinhala languages. The selected candidate will report to the Corporate & Regulatory Affairs Director.

#### You should be:

- Possessing a minimum of 5 years experience in a similar capacity.
- Graduate in the fields of Communications, Journalism, Law, Public Policy, Business Administration.

A competitive remuneration package in line with industry standards, a challenging and a dynamic work environment and exposure to above market way of working, awaits the right candidate.

#### Can YOU rise to our challenge?

If this sounds like you, please forward your curriculum vitae with contact details of two non-related referees, to reach us on or before 23rd November, 2010.

#### By Post:

Corporate HR Manager  
Ceylon Tobacco Company PLC, PQ 29,  
178, Srimath Ramanathan Mawatha, Colombo 15.

Please indicate the post on the top left-hand corner of the envelope.

#### Electronically:

[www.topjobs.lk/ctc](http://www.topjobs.lk/ctc), [www.jobsjobs.lk/ctc](http://www.jobsjobs.lk/ctc)