

TRAINEE REGULATOR ASSISTANT

He/she should be around 23 years of age and have passed the GCE A/L examination. Preference given for registered apprentice Pharmacist.

Apply within 7 days to:
R & D INTERTRADES (PTE) LTD,
3/2B, Kynsey Road,
Colombo 8.
email: trademkts@slnet.lk

Staying cool and confident under pressure

"So, Susan, your report indicates you support forging ahead with the expansion but have you considered the impact this will have on our customers? Surely you remember the fiasco in Dallas last year when they tried the same type of project?"

Yikes! If you're Susan, you're likely feeling under pressure! You have to answer the question and allay the CEO's concerns about the disruption to customers. What do you do? What do you say? How do you say it? What if you can't think of anything to say?

This is not an uncommon situation. Whether you are put on the spot while attending a meeting, presenting a proposal, selling an idea, or answering questions after a presentation, articu-

lating your thoughts in unanticipated situations is a skill. Thinking on your feet is highly coveted skill and when you master it, your clever and astute responses will instill immediate confidence in what you are saying.

When you can translate your thoughts and ideas into coherent speech quickly, you ensure your ideas are heard. You also come across as being confident, persuasive, and trustworthy.

Confidence is key when learning to think on your feet. When you present information, give an opinion or provide suggestions, make sure you know what you are talking about and that you are well informed. This doesn't mean you have to know everything about everything, but if you are reasonably confident in your knowledge of the subject, that confidence will help you to remain calm and collected even if you are put unexpectedly in the hot seat.

The secret of thinking on your feet is to be prepared: learn some skills and tactics, and do some preparation for situations that might put you under pressure. Then when you do find yourself faced with unexpected questions and debate, you'll be ready to draw on these tactics and preparation, and so stay poised while you compose your thoughts and prepare your response. Here are some tips and tactics:

Relax

This is often the opposite of how you are feeling when you're under pressure, but in order for your voice to remain calm and for your brain to "think", you have to be as relaxed as possible. **Take deep breaths**
Take a second and give your-

self a positive and affirming message
Clench invisible muscles (thighs, biceps, feet) for a few seconds and release.

Listen

It comes as no surprise that listening is critical to thinking on your feet. Why do you need to listen? To make sure you fully understand the question or request before you reply. If you answer too soon, you risk going into a line of thinking that is unnecessary or inappropriate. To help you with your listening remember to:

Look directly at the questioner

Observe body language as well as what is being spoken

Try to interpret what is being suggested by the question or request. Is this an attack, a legitimate request for more information, or a test? Why is this person asking this and what is the intention?

Tip:

Remember that the person is asking a question because he or she is interested. Some interest is positive - they simply want to know more - and some is negative - they want to see you squirm. Either way they are interested in what you have to say. It's your privilege and pleasure not to disappoint them!

Have the Question Repeated

If you're feeling particularly under pressure, ask for the question to be repeated. This gives you a bit more time to think about your response.

At first glance people think this will only make them look unsure. It doesn't. It makes you look concerned that you give an appropriate response. It also gives the questioner an opportunity to rephrase and ask a question that is more on point. Remember, the question-



er may well have just "thought on his or her feet" to ask the question, so when you give them a second chance, the question may well be better articulated and clearer to all.

By asking to have the question repeated you also get another opportunity to assess the intentions of the questioner. If it is more specific or better worded, chances are the person really wants to learn more. If the repeated question is more aggressive than the first one, then you know the person is more interested in making you uncomfortable than anything else. When that's the case, the next tip comes in very handy.

Use Stall Tactics

Sometimes you need more time to get your thoughts straight and calm yourself down enough to make a clear reply. The last thing you want to do is blurt out the first thing that comes to your mind. Often this is a defensive comment that only makes you look insecure and anxious rather than confident and

composed.

Repeat the question yourself. This gives you time to think and you clarify exactly what is being asked. It also allows you to rephrase if necessary and put a positive spin on the request. "How have I considered the impact on customers in order to make sure they have a continued positive experience during the expansion?"

Narrow the focus. Here, you ask a question of your own to not only clarify, but to bring the question down to a manageable scope. "You're interested in hearing how I've considered customer impacts. What impacts are you most interested in: product availability or in-store service?"

Ask for clarification. Again, this will force the questioner to be more specific and hopefully get more to a specific point. "When you say you want to know how I've analyzed customer impacts, do you mean you want a detailed analysis or a list of the tools and methods I used?"

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AUSTRALIAN HIGH COMMISSION JOB VACANCIES

The Australian High Commission in Colombo has a vacancy for a Research and Public Diplomacy Officer.

Interested applicants should visit the High Commission website www.srilanka.embassy.gov.au under "Job Vacancy - Research and Public Diplomacy Officer" for the position duties and selection criteria.

Only applicants who submit their application in the requested format and make strong claims against the selection criteria will be short-listed for interview.

**Closing date for applications is Wednesday 1
December 2010.**

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Founded by Royal Charter in 1893, the University of Wales is the second largest degree-awarding body in the United Kingdom. Imperial Institute of Higher Education (IIHE) has been associated with the University of Wales since 1996 and **is the ONLY institution conducting under-graduate and post-graduate degrees of the University of Wales.**

Academic Registrar

The Academic Registrar will report to the CEO and collaborate with the Academic Director. He/She will be responsible for all processes concerned with admissions, examinations and graduation. He/She will liaise with the Universities affiliated to IIHE. Applicants are required to be graduates of a recognised University, preferably with a postgraduate qualification. Experience in a similar position with a proven record in Managerial/Administrative functions will be a definite advantage.

Marketing Executive

The Marketing Executive will be required to assist the Senior Marketing Manager in developing marketing campaigns that promotes educational products and services. The role will include planning, advertising, public relations, organizing events, product development, distribution, sponsorship and research.

Applicants should possess a degree from a recognised University preferably in Marketing or Management. He/she should be a team player with good interpersonal skills to interact with prospective students, parents and corporates. Computer literacy is essential. Familiarity with Web Development, Photoshop etc. will be an advantage.

Public Relations Consultant

Should be able to develop an effective PR campaign to complement the company's Marketing Objectives. Should possess writing skills to produce media articles in a newsworthy manner in order to convince

editors to publish. A background in journalism, close links with media personalities and/or a degree in a related field will be a distinct advantage. Should be a results oriented person and a good team player.

Examination Assistant

A person between 25-30 years who has successfully completed the GCE A/Level is required to assist the academic registrar on all matters related to examinations conducted by the Institute. Should also be able to handle data entry operations. Computer literacy and a sound knowledge of English are essential. Should be able to perform duties diligently and responsibly.

Receptionist

The receptionist should have a pleasing personality and have a well-groomed appearance with a positive attitude. The business duties include answering inquiries, customer services, sorting and handing mail, answering incoming calls on multi-line telephones via PABX.

The successful candidate should be A level qualified and fluent in English. Computer literacy is essential. Ability to speak both Sinhala and Tamil will be a distinct advantage. Candidates are required to send a recent photograph of themselves together with their CV's.

Lecturers/Visiting Lecturers

Vacancies exist for academics interested in full time and part time employment. Minimum qualifications of candidates will be an Honours

degree in the field of Management, Computing, Marketing or Finance together with a post-graduate qualification at Masters level in the relevant fields.

Professional qualifications and experience in the industry will be a distinct advantage.

Business Development Manager

The Business Development Manager is expected to identify and capitalise on business opportunities. Responsibilities also include assessments of marketing opportunities and target markets, intelligence gathering on customers and competitors, generating leads, follow-up of sales activity, formal proposal writing and business model design.

The ideal candidate must have sales experience, be an organized and strong negotiator and be aware of and responsive to economic and government policies. A University Degree in either Commerce, Accounting, Economic or Business Streams will be necessary.

Send in your CV with the names and contact details of two non-related referees to the Administration Manager within 7 days of this advertisement.

Addressed to:
Imperial Institute of Higher Education
25 1/2, Tower Building, Station Road, Colombo 4.
or E-mail: adminmanager@iihe.lk

This degree is validated and awarded by the University of Wales, UK. For further details regarding the University and its validation services, please log on to www.wales.ac.uk or email validation@wales.ac.uk



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