



## DEVELOPING 'ATTITUDE' FOR THE GLOBAL MARKET

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### ABSTRACT

Corporate houses require world class professionals in order to excel in the highly competitive global market. As such they hunt for knowledgeable, skilled and well-groomed human resources. Such human resources tend to be well-rounded employees-possessing expertise in Hard as well as soft skills. Attitude which purports to be the 'want to do' component of soft skills. Several components viz. attitudes, abilities, habits and practices amalgamate to form soft skills. Attitude is bordering on one's willingness to fine tune and blend with the environment. In order to accelerate one's effectiveness for the global market, the right mental make up is required. Right attitude vis-a-vis family and personal acquaintances, societal institutions, workplace inmates etc. can ensures success.

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We propose to flash two snapshots before actually attempting to define 'Attitude' and its role in the present scenario.1

### Snapshot One: ANGER & REPERCUSSION

It is a family scene. We find working couples shouting at the top of their voices and even resorting to spanking their kids. Their mornings are full of activities. Kids getting ready to go to their schools, requiring attendance of their parents-stuffing of lunch boxes and water bottles, uniforms and escorting to bus stops. Their evenings are also loaded with activities homeworks of kids plus snacks and dinner after a hectic day at their respective workplaces. They display frayed temper. They fail to control their anger and rent on the vulnerable members of the family-their kids. Anger displayed may be attributed to lack of work-life balance. Not getting adequate sleep and poor health conditions may be other contributory factors. Aggression on the parts of the working couples becomes counterproductive, kids retaliate by thronging tantrums, holding back and throwing things.

When we analyze the scenario, we notice the following flaws.

- (i) Anger was not managed.
- (ii) Behavioral exercises were not taken recourse to.
- (iii) Parents were not emotional coaches of their kids.



Anger purports to be time-bound and, as such, it requires careful handling. It should not be compulsive but well –thought out. We require positive attitude and right mental make up to stem the tide. Behavioral exercises viz. freezing, isolating and avoiding are required. We have to follow simple three steps-acknowledge that you are in the grip of anger and unable to control yourself; calm down by applying mental force and address the issue in a pragmatic manner.

#### **Snap two :LACK OF MOTIVATION & NEGATIVE FEELING**

We tend to lose interest and freeze. For us meaningful exercises from out to be exercise in futility we hunt for excuses.

I'm not well. It's not my forte. I'm not in the mood. This is a silly job. What's the point Perhaps I'll do it tomorrow. I wish I'd never started.

We tend to feign excuses in order to avoid activities we don't gave our hundred percent to when we analyze the scenario in snapshot two, we visualize the foul play of procrastination.

Solution: we require attitudes for overcoming procrastination

#### **INTROSPECTIO:**

Without adequate knowledge of one's self, coming not with flying colours in every walk of life would be a distant dream. Since time immemorial, 'self' has been accorded 'nucleus' status. Holy scriptures focus on individual 'self'

'Know thyself'- The Holy Bible

Confidence, success and freedom from the fetters of negative, prejudiced and socially dilapidated thoughts stem from the knowledge of your self-'Gita'.

This knowledge is the propeller of mundane activities, Oliver Wendell Holmes has rightly stated-  
"What lies behind us and what lies before us are tiny matters, compared to what lies within."

We find similar echo in Lao Tan's prophetic assertion-

"He who knows others is wise. He who knows himself is enlightened."

Attitude has overt links with our self-image. Developing right attitude is working on self-image. We have to introspect and look within in order to fix and set right 'questionable' things. We all clamour for comfort zones. This requires 'in sync' with one's self. 'Comfortable within' purports to be a pre-requisite for creating 'comfort zone.'

Introspection flashes flaws and loopholes, we are required to plug all those loopholes and remove flaws in order to project positive attitude.

#### **ATTITUDE - LIFESTYLE**

In modern parlance, Attitude has development -generating kinship with lifestyle. From dawn to dusk we encounter expressions like you lack the attitude: 'Stop showing your attitude' etc. Attitude can ensure overall professional development owing to its links with productivity, workplace happiness due to healthy relationship and a strong work ethics. It builds trust. It enables us to focus on the satisfaction instead of material gains and rewards. It brings about a paradigm change in our approach and attitude. As a result, we are transformed in to trustworthy ones capable of pursuing shared goals. Corporate houses hunt for well-rounded employees-technically savvy and possessing on extra dash of soft skills. Young professionals are required to enhance their work effectiveness in order to project their world class image in a classy manner.

#### **ATTITUDE-DEFINITION AND INDISPENSABILITY**

It is the 'want to do' component of the soft skills an amalgamation of several components viz. attitudes, abilities, habits and practices. It may be defined as the right mental make up and willingness on the part of the practitioners to fine tune and blend with the environment.

From dawn to dusk we combat hurdles, impediments, stumbling blocks and obstacles and we are also required to perform a difficult balancing act at our workplaces, houses, public places etc. and with



family members, superiors, subordinates, neighbors, vendors, shopkeepers etc. Massaging egos, soothing ruffled feathers, consoling and pampering need the expertise of a trapeze artist capable of swinging across difficult terrains without safety nets. Without positive attitude we are likely to go astray and deviate from the chosen track. In Image Management, we require right attitude in order to win laurels in a competitive atmosphere. Right attitude gives meaning to human relationship.

#### CLASSIFICATION

Attitude may be broadly classified into 'Attitude towards self' and 'Attitude towards others'. Attitude towards self promotes understanding of the Big Picture-details of an organization, works on one's Psyche by kindling fire within, creates personal and organizational vision as well as accountability and improves time management 'Attitude towards others' encourages team work along with awareness of diversity, triggers expectations, enables stepping up to the plate, cultivates resilience and enables one to work smart.

#### CHANGE-A MIXED LAG

When we undergo powerful changes, we witness shades of negative as well as positive feelings. Negative feelings viz. nervousness, stress, fear psychosis, a sense of guilt, nostalgic feelings, anger, depression etc. engulf us. We also witness the onrush of positive feelings viz. a sense of excitement, heightened awareness, happiness, a sense of belonging, optimism, dynamic energy level etc. Changes provide us a mixed bag of positive and negative attributes.

#### STAYING IN COMFORT ZONE OR VENTURING OUT

Staying in one's comfort zone retards the pace of reaching one's full potential. Attitude that adversely affect changes tend to deny opportunity, happiness, growth and goals. They generate 'I can't', 'I don't care', closed-mindedness, anxiety, fear and loss of motivation.

#### WORK

Hard work ensures survival in the global market. It is not just slogging away but maintaining perfect work-life balance, food in take and exercise in order to reduce 'burn out' syndrome. Hard work has physical, mental and informational dimensions. In order to work sweet, we require the following five step- Visualise, organise & prioritise, practice, exercise judgment and recharge.

#### CAREER MASTER PLAN

Without planning strategy, we are not in a position to reach the top rung of the career ladder Disaster planning entails risk management and contingency-planning. We can deal with disaster by fine-tuning our habits-alertness, observational power, instinctive response, anticipatory knack and remaining in touch with the lessons from a disaster. In order to emerge real winner, we require 'Never say die' attitude or resilience. Resilience may be defined as the 'ability to recover from or adjust easily to misfortune or change' (Merriam-Webster dictionary) Resilience enables us to overcome 'once bitten, twice shy' attitude and risk-averse outlook and continue with our spirit of enterprise. It also implies perseverance and trying out different approaches.

#### STEPPING UP TO THE PLATE

It refers to one's attitudes of going the extra mile i.e. taking of accountability for areas beyond one's moral duty. It connects us to our environment and enables us to become a star. We have to wipe out negative shades of this attitude viz. Why bother? Let others do it. It is not my job. I am not empowered etc. We find positive shade, in the following expressions.

Somebody has to do it. I will be that somebody.

Let me take a Crack at it, I am going to be stretched, but let me give it a shot. etc.



### **TIME MANAGEMENT**

It is about developing a nice internal rhythm and tuning our internal clock to the external clock. In a global market we have to appreciate others' valuable time and internalize the value of time. We have to prioritize our activities and 'organize and plan' schedule each day. They require tracking monitoring and revision quite often. Activities are required to be closed completely and we have to avoid procrastination and ineffective multi-tasking .

### **MANAGING PERFORMANCE-EXPECTATIONS**

Global market expects job performance Right attitude enables us to anticipate expectations and manage them proactively Managing expectations purports to be a soft skill captioned 'under-promising and over-delivering. 'It is not just window-dressing but working really hard to translate expectations into realities. We have to find out or identify our stockholders who act as judges and arbiters. Performance expectations may be explicit quantifiable pertaining to cost, budget, time etc, implicit requiring our judgment for prediction and 'under wraps' or vague Remarks like 'improve your communication skills', 'be more focused', 'be a fast learner' etc. are examples of implicit/vague expectations. Then we take recourse to reviewing performance expectations with our stakeholders and making mid-course corrections, if need be .

### **CONTINUOUS LEARNING**

We are required to 'adapt and change' as we are required to relate to the changing environment. We have to continuously keep learning in order to be 'in sync' with the technological advancements and changing environments. There are basic four steps viz. Learn to learn, Learn to apply, Learn to teach and Teach to learn. Effective learning presupposes interacting with stakeholders by first listening properly and then asking appropriate questions to dispel doubts. As a result of interaction our approach turns out to be value-based and not 'ad-hoc' or 'tentative' . When we internalize 'inputs' and makes it a habit, we are likely to enhance our performance.

### **DIVERSITY AWARENESS**

It may be envisaged as a bundle of relevant facts about other cultures . We are required to familiarize ourselves with rules and regulations of other cultures and develop 'sensitivity' towards them. We are also required to communicate our cultural coordinates to them . We can develop this attitude by attending seminars/workshops, culling relevant information from Books/Articles, T.V./movies, Internet/blogs etc. We broaden our mental horizons and wipeout gender biases .

### **TEAMWORK**

We need 'right attitude' for team work where we find so many heads. Each person has a specific role based on his/her expertise. Conflicts are regarded as 'healthy' and the focus is on synergy. The atmosphere purports to be highly democratic. In order to materialize chemistry' different roles are assigned to different teammates. Enabler helps the team to initiate new activities, Technical wizard fulfills the team's technical needs. Dependable is the one who can be relied upon, Conflict resolver resolves conflicts surfacing, Ice breaker is also team builder who has the knack of removing misunderstanding and Devil's advocate not only anticipates external problems but also provide plausible solutions . There are 'attitudes' that may mar teamwork like 'win-lose', 'interest domination', 'poor interpersonal skills,' independence vs. interdependence and confusion.

### **PERSONAL ACCOUNTABILITY**

It is open ended and much more than personal responsibility. It makes one a self-starter and clean-finisher . It implies accepting ownership and is highly significant when we interface with customers. It requires adequate focus on initiative, boldness, problem -solving, accuracy, perfection, relationship with team, resourcefulness, open-mindedness, communication, follow-through and high



level of professionalism . We must be fully aware of our limitations viz. what one can do, role in the organization, taking the blame instead of passing the buck. It provides us a sense of fulfillment. Recognition is likely to follow suit.

#### **VISION**

Vision which is the ability to see the future makes us understand the big picture- the larger environment despite the clutter of things around. It enables us to give full attention to details. It is not dogmatic or fixed or just empty words. It instills a sense of confidence, keeps us pressing forward, makes us proactive gives us a sense of direction and improves risk-management.

#### **CONCLUSION**

In a global market we are required to relate to the environment and connect with people. Interactions trigger personal relationship. The skill of interacting has three layers. Etiquette → Reciprocate → Relate The need of the hour is to transform competition into co-operation. Co-operation integrates the workforce enabling employees to share victory and defeat, stress and strain.

In order to excel in a global scenario, we require willingness to fine tune our attitudes and blend with the environment.

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