

PERSONALITY DEVELOPMENT AND ITS IMPORTANCE

Personality is the sum total of physical, mental, emotional and social characteristics of an individual.

Personality development refers to the **acquisition of knowledge skills and experience for the purpose of enhancing personal qualities perfectly and efficiently.**

Importance of personality development

- Globalization
- Career
- Social respect and recognition

Communication plays a vital role in improving the personality of a person.

According to Lord Bacon, Reading makes a full man; speaking a ready man and writing an exact man. Reading, writing and speaking skills are the three most important skills of communication.

Globalization of Indian economy is leading to INDIAN COMPANIES setting up their offices/branches abroad. Ability to communicate in English is the first and foremost requirement for success in today's career.

For becoming an effective business professional reading, writing and speaking skills are the foremost important necessity in today's scenario.

Speaking and Writing Skills

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English is now not only the official language but also the language of business and administration in most parts of the world. Globalization of Indian economy is leading to Indian companies setting up their offices/branches abroad. Foreign companies are setting up offices..in India. The well-qualified and ambitious young men and women prefer lucrative jobs.in the corporate sector. Ability to communicate effectively in English is the first and foremost requirement for success in today's careers.