

THE BUSINESSMAN'S CONDUCT IN FRONT OF A GROUP

Senior Lecturer Ph.D. Bacter Ramona Vasilica*

*University of Oradea, Faculty of Environmental Protection, 26 Gen. Magheru St., 410048 Oradea, Romania, e-mail: ramonabacter@yahoo.com

Abstract

Conversation is an excellent school of rhetoric, facilitating a familiarization with the "art of speaking" more than talking to educated people. Listening carefully to what is being said and striving to use a exquisite language as well as critically analyzing them, is the best way to enrich one's vocabulary and broaden the possibilities of expression. On every day, we meet people who are not capable to finish an idea. Not finding the proper words leave sentences unfinished, their stories resulting as being incomprehensible. The classic example that psychologists use to demonstrate the difficulty of expressing without appealing to signs is the spiral stairs to be defined in a few words. Out of a hundred people asked, only ten would manage to answer without drawing in the air an ascending corkscrew.

Key words: (maximum 6): conduct, businessman, group, communication

INTRODUCTION

The conduct showed in front of a group is not only extremely delicate, but it is determinant for the success of the majority of actions taken. It presumes a very good knowledge of rules and principles that can be applied in such a conjuncture (for example, the conduct during a presentation in a meeting), as well a total mobilization - especially psychological - of the businessman's.

In a general perspective of communication theory, the group is made of a number of persons that communicate with each other quite often, for a while, and which are numerous enough to permit a direct communication or through other members.

Regarding the social groups, in a communication perspective, it is important the link between the primary and the secondary groups.

MATERIAL AND METHOD

The methods that were used were various: the formal legal method, the historical method, the one by comparison, the sociological method, the logical and the analytical method, methods that were aiming the systematic analyze of information gathered from studied sources, in order to elaborate personal points of view and conclusions regarding the marked objectives.

RESULTS AND DISSCUSIONS

When working in group, the participants in a debate express various points of view, each participant being tempted to convince others that he is right. In this circumstances, the businessman must focus on his ideas, build a series of solid arguments and use persuasive strategies.

This action of focusing (mobilization) involves three elements, which are:

- the analogy, which establishes approaches, similarities, starting from viable ideas, which were already proven in practice;
- the contrast, through which the search of opposite situations, opinions and antagonistic ideas is possible;

- the proximity, that highlights facts and/or phenomena occurring simultaneously with those analyzed.

Building the argumentations is done by:

- describing the situation where the analyzed issue is framed;
- observing its characteristics;
- communicating one's personal opinions regarding the discussed issue;
- the reflection, respectively stating the reasons that lay at the basis of the chosen opinion;
- suggesting decisions to act in the given content.

The use of persuasive strategies implies:

- catching the interlocutors attention;
- raising interest and building confidence;
- fostering their willingness to interact;
- getting permission to act together with a view to reach the proposed objectives.

The conduct showed in front of a group implies a careful and thorough organization of the report, the following stages being required:

Preparation

The preparation plan of the report is identical with the visit to a client, the following issues needing to be tackled:

- who are the participants;
- what are their expectations regarding the report;
- what they expect from the environment;
- what their purpose is;
- what means should they use in order to achieve their purpose in a more efficient way.

It is also recommended that the following rules be respected:

- summon just the people who are interested in the subject(s) tackled;
- organize the meetings, preferably after work hours;
- keep to the announced schedule (we emphasize the fact that experience has proved a bigger punctuality when choosing less common beginning hours, for example: 1 p.m. , 3 p.m., 3:30 p.m., etc.);
- the brainstorming meetings which appeal to creativity must always take place in the same room (especially booked for this purpose), aiming at triggering a “pavlovian” intellectual reflex to participants;
- the effectiveness of a meeting is inversely proportional to the number of participants. In addition, the duration of the meeting exponentially increases with the number of participants and must not exceed two hours;
- in order to have a successful meeting, set the following rule: each new idea will generate two positive comments before being criticized;
- the meeting room must be as uncomfortable as possible. Otherwise, the audience is likely to take a nap or even fall asleep;
- get ready to react contrarily to their expectations, in case your interlocutors prove to be skeptical to the issues under debate.

The visual and oral expression

The eyes expression represents the essential element when contacting a group. When standing in front of it, it is recommended that we look at each individual (without staring) and thus we will keep in touch properly and permanently with all interlocutors.

As far as the oral expression, it is preferable to:

- make appeal to funny stories;
- make appeal to facetious questions;
- challenge the audience to respond.

The conduct

It must obey to the “4 C’s law” (of contact, cognition, conviction and conclusion).

The material and ambience support

Having as main purpose enhancing communication effectiveness, the material support and the ambience play an important role for each participant to the meeting as it ensures an adequate environment for conveying and receiving information.

In this respect we point out that not only the communication network (audio-visual devices, flashcards, charts furniture position, etc.) is important, but also the one that ensures a higher level of comfort (climatizer and ventilation, etc.).

A particular remark needs to be made regarding the furniture’s positioning (in this case, the tables and the chairs) where not the aesthetic principle is relevant, but the one which facilitates the communication among the meeting/reunion participants.

Unlike the office - where the furniture's positioning often works as an artificial way to impose the boss’s authority amongst subordinates or even guests - in the case of meetings, the way that the room is arranged notifies the differences of status between the participants and the leader's recognition, simultaneously determining an increased consideration towards him/her.

Here are some examples of possible seating arrangements in a room where a meeting is to be held:

a) the centralized network

This form of organizing the communication is characterized by the existence of inequality in exchanging information. The person in charge of the meeting has a stronger relationship with all the members of the group, communication being done via him/her. He/she is placed in the centre of these exchanges, he/she centralizes the interventions and forwards them to the group members. This is the classical example of a traditional class in which all the information pass through to the teacher's hands. The advantage of this structure lies in its effectiveness in case of simpler objectives.

The disadvantage: the persistence of comprehension errors. For example, if D has not understood, nobody except A will make things clear, as exchanges are undertaken with him/her.

b) the hexagonal network

In such a network, the exchanges are between neighbors, without a transversal communication relationship.

The main advantage of this structure: the misinterpretations are corrected by exchanges between neighbors, neither of the persons involved being isolated.

Disadvantages: the conveyed messages may suffer distortions when they return; the loss of information is more likely to occur.

c) the Y type network

It is a network centralized around a leader, that is placed at the intersection of some various subgroups.

The main advantage: extremely efficient for accomplishing complex tasks that are fractioned in simple segments.

Disadvantage: it is less efficient for an activity which requires reflection and/or creativity, the risk being in the leader's capability to oppose to the interlocutor's suggestions.

d) the circular network (“all channel”)

This type of network is appreciated as being the most efficient due to the fact that everybody communicates with everybody. The only inconvenience lies in the fact that, when a decision is taken, a long time spent on discussions is required.

Obviously, there are other types of networks (the U type, the T type, etc.) , the purpose followed by the businessman being to achieve the most efficient way to communicate with the client.

2. The presentation structure (discourse)

Regarding the presentation structure, it is estimated that there are three possible ways to make it happen:

a) the *à priori* discourse

In this case, the required stages to be followed are:

- I. the thesis enunciation;
- II. the announcement of purpose and of the desired/expected decision;
- III. presentation of facts that are able to demonstrate the thesis foundation;
- IV. drawing the conclusions that will support the followed purpose.

b) the *à posteriori* discourse

The order of the stages is:

- V. the facts presentation;
- VI. the drawing of conclusions;
- VII. the announcement of the followed purpose.

We emphasize that, within such a discourse, the businessman must show great self-control and have excellent powers of persuasion on the audience.

c) the *à contrario* discourse

This type of discourse implies the following three stages:

- VIII. the contrary thesis presentation (for example, “This is what you should not do...”);
- IX. the presentation of facts in a subjective way, with the aim of decisively influencing the opinion of the audience;
- X. announcing the speaker’s personal opinion and the thesis proposed by him/her.

It is worth mentioning that this type of discourse is typical for lawyers.

Among the three types of discourses, the first one is recommendable for the businessman, on condition that the orator managed a gradually approach of the audience (otherwise it may object to the presented thesis).

CONCLUSIONS

An “appropriate language of gestures” is extremely important. Here are some aspects of this way of communication:

- when you shake hands with somebody, do it firmly, but not aggressively;
- listen to the interlocutor carefully, do not mime the disinterest to what is being communicated;
- look at your interlocutor while he/she talks; don't gaze drifting at any picture or folder;
- if you want to impose a particular point of view, stay upright, proving that you're absorbed by the issue you are debating;
- the woman must not “pose”, under any circumstance a provocative posture.

To sum up, “the language of gestures” it is equally important as the tone of voice or the vocabulary range. You must realize that in a dialogue with another person, you will fulfill your aims provided if you don't permanently change position and if you avoid repeating hands or other parts of the body gestures.

REFERENCES

1. Armes Nicolae , 1995, ABC-ul comportariicivilizate , Ed. Cers ,
2. Baldrige , Letitia ,1985, CodulManierelor in Afaceri , Copy-Printa SRL , București
3. Baldrige , Letitia,2012, Noul Cod al Manierelor in Afaceri , [Busine\\$\\$ Tech](#)
4. Candea Dan, Candea Rodica,1996;Comunicareamanagerială, Editura Expert, București
5. Dinu Mihai , 2000, Comunicare, EdituraAlgos, București
6. Dragulianescu , Margareta , „Totuldesprejob” , București
7. G. Alina, 1911, „Buna cuviinta” , prelucraredupacontesa de Gence
8. G. Alina, [s.a.], Arta de a vorbi in societate si in diferiteocazii, principiiioratorice , București , Ed. Alcalay
9. MarinescuValentina, 2003, Introducereînteoriacomunicării. Principii, modele, aplicațiiEdituraTritonic, București
10. Mitchell Mary, Corr John,2009, „Ghidulmanierelor elegante înafaceri”, Ed. Paralela 4
11. Munteanu Delia , 1992, Politetea si buna cuviinta , Ed. Ramida, București
12. Pânișoară Ion Ovidiu,2004,Comunicareaeeficientă, EdituraPolirom, Iași,
13. Prutianu Ștefan, 1998, Comunicareșinegociereînafaceri, EdituraPolirom, Iași,
14. D-na Raymond 2009, Baronesa de Stafe. B.P.T. , București