

SOFT SKILLS

Enhancing Employability



*Connecting
Campus
with
Corporate*

M.S. RAO

Trainer, Teacher & Author

Foreword by

Marshall Goldsmith



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Dedication

Dedicated to my father Late **M. Jagadeeswara Rao** who instilled in me the qualities of confidence, courage and optimism and my mother, **Sri Laxmi** who is the source of inspiration and motivation to me since my childhood.

Also to my wife **Padmavathy**, my elder son **Ganesh Sai** and younger son **Ramakrishna Sai**.

Foreword

It can be difficult to transition from the security of the campus to the uncertainty of the professional world. Are young people prepared for this first big step on their career path? Do they have the skills needed to be “employable?”

In this book, **Professor M. S. Rao** makes many very helpful suggestions to improve employability. Suggestions to improve communication skills, enhance listening and presentation skills, develop conflict management skills, and how to build successful teams are just a few of the critical topics **Professor M. S. Rao** approaches.

One of my favorite sections of *Soft Skills* is the section about motivating oneself. I like it to being entrepreneurial. Why I realize we cannot all be entrepreneurial in the sense that we can't all start our own companies, I believe we can all be entrepreneurial in terms of how we approach our own careers.

Entrepreneurial people love what they do. Years of hard work (which generally precedes success) don't seem so hard if you are doing what you love. Finding what you love to do may take some effort, but it is worth it.

Entrepreneurial people are curious. Mr. G.M. Rao, founder of GMR Infrastructure in India, travels through life, constantly observing. He makes notes on all kinds of potential opportunities, which most people might not even notice. He doesn't just observe – he acts! He immediately follows up with messages to staff that say, ‘please check this out.’ While many of his observations do not turn into business opportunities, some do. This is one of the reasons that he is so successful.

It is possible that you may be lucky and become incredibly successful without having to work very hard. Don't count on it. The successful entrepreneurs – and the successful people – who I know work very hard. The “luck” that they experience is often

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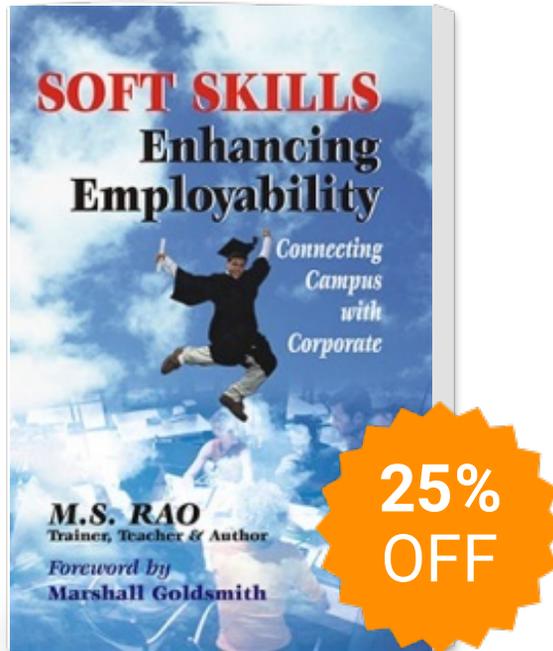
impacted by the years of effort that have prepared them to take advantage of fortuitous opportunities. And one of the ways that you will be working hard is to read, study and practice what you learn from this wonderful book!

Life is good.

Marshall Goldsmith

(World renowned executive coach and author of the *New York Times* best sellers, *MOJO* and *What Got You Here Won't Get You There*).

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