
PERSONALITY DEVELOPMENT IN CORPORATE WORLD

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Abstract

The majority people underestimate the significance of having a pleasing personality. Majority think it just means being born good-looking, that there isn't anything much to do about it. But this is far from the truth. While good preparing and looks is part of it, the scope of personality development is somewhat broad. It includes knowing how to dress well, social refinements, formulating, speech and interpersonal skills. Whatever your career, these are vital skills that will promote your objectives. Development is an enduring process of fostering, shaping and improving individuals' skills, knowledge and interests to ascertain their maximum efficacy and compliance. Development covers an variety of activities, one of which is the knowledge of Corporate Etiquette and Personality Development.

Keywords: *Personality Development, Corporate Etiquette.*

Introduction

The term personality is derived from Latin word *persona*, a mask worn by actors in classical dramas. Behaviorist psychologists feel that if a person has some kind of impact or makes a certain impression on others, it must be because of his actions. The simplest meaning of personality, therefore, is "the pattern of responses" which characterizes the individual. An individual's personality is always discovered over interactions in the personal, social and the professional field, for the act of communication determines how one views and in return is viewed by the world around. In the modern world of professional conflict and competitive business, obsessed with power and achievement, personality becomes the byword for success. There are abilities that enable one to evolve and grow into an empowered and well-balanced personality, a choice that proves to be a wise investment for long-term achievements. Such qualities along with the ability to effectively communicate and interact have become much sought after, with everyone trying to appreciate how one may acquire them. So that soft skills and personality development have become the new slogans for professional and career advancement.

Soft skills are essentially people skills-- the non-technical, intangible, personality-specific skills that determine one's strengths as a leader, speaker, listener, negotiator, and conflict mediator. It means skills related to human attitude, team work, supervision qualities, over all human nature enrichments. Soft skills thus is a sociological term relating to a person's "EQ" (Emotional Intelligence Quotient), the group of personality qualities, social graces, communication, language, personal behaviours, friendliness, and optimism that characterize relationships with other people.

Determinants of Personality

Following are the factors which help in determining one's personality

1. **Heredity** - Heredity refers to factors that are determined once an individual is born. An individual's structure, attractiveness, body type, appearance, body weight depend on his/her parents biological makeup.
2. **Environment** - The environment to which an individual is exposed to during his growing years plays an important role in determining his/her personality. The different cultures in which we are brought up and our family backgrounds have a fundamental part in shaping our personalities.
3. **Situation** - An individual's personality also changes with present surroundings and situations. An individual would perform in a different way when he has enough savings with him and his behavior would automatically change when he is insolvent.

Importance of Personality Development

- Personality development trains an individual and helps him make a mark of his/her own.
- Personality development goes a long way in decreasing stress and reducing conflicts.
- Personality development helps you develop a positive attitude in life.
- Personality development helps an individual to train positive qualities like punctuality, flexible attitude, willingness to learn, friendly nature, eagerness to help others and so on.



Freud's Psychoanalytic theory of Personality Development

According to Freud's psychoanalytic theory of personality development, there are two basic factors which drive an individual and help in shaping his/her personality. These two basic drivers are love and aggression which have a direct impact on what an individual does and thinks. According to Freud, love and aggression have a direct control on our minds and thoughts.

Freud referred to Love and Aggression as "Eros" and "Thanatos" respectively.

"Eros" refers to intimate and passionate love between two partners. It is often defined as a kind of madness which one experiences for his/her partner.

"Thanatos" was a figure in Greek mythology, though he never really existed as a person. Thanatos symbolizes death.

Freud believed that Eros represents an individual's instinct to survive. Eros refers to an individual's determination to live, where sex is the major driving force.

Structure of Personality

According to Freud, an adult personality generally has three determinants: **Id, Ego and Super Ego**. The outcome of the combination of all the three determinants shapes an adult personality. Freud believed that an individual's personality has three parts and thus is often called as tripartite personality.

- Id
- Ego
- Superego

Id - refers to ridiculous needs and demands, something which has nothing to do with the reality of the situation. Freud believed that Individuals seek instant desire in order to satisfy their biological and physiological needs without taking into consideration the reality. Id gives immediate pleasure to individuals and is often irrational.

Ego - Ego develops when individuals start work together with people around. Ego helps in the fulfillment of id, taking into consideration the reality of the situation.

Super Ego - Super ego is often the third stage which includes the moral restrictions imposed on an individual by his parents or family.

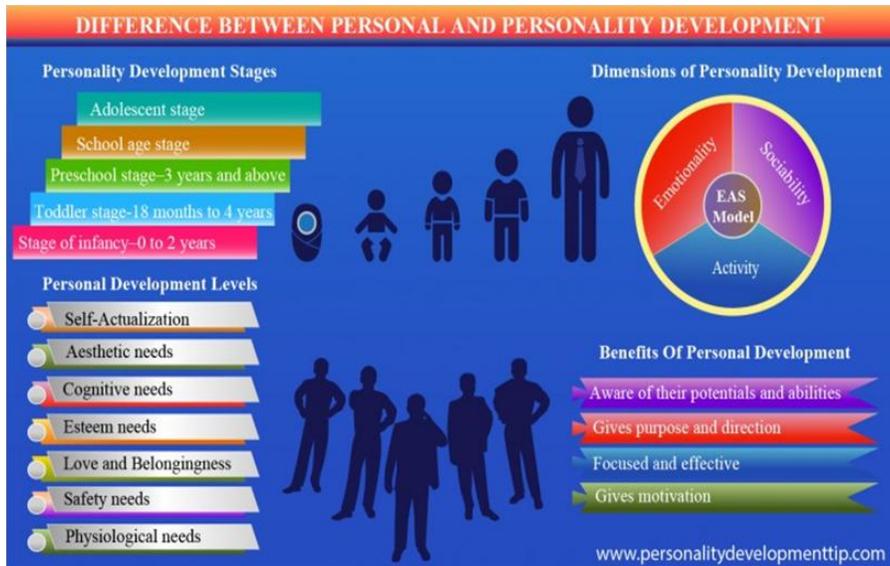
Personality Development at Workplace

- Personality development plays an imperative role at workplace as it decides the way an individual interacts with his equivalent workers and responds to various situations.
- Personality development also reduces stress levels and explains an individual to face even the worst situations with a smile.
- Personality development classes at the workplace extract the best out of individuals and encourage them to deliver their level best.

Role of Personality Development in Success of an Organization

- Personality development plays a vital role in success of an organization.
- Personality development sessions go a long way in preparing individuals for them to carry their level best and ultimately contribute towards the success of an organization.
- Employees need to work in unison for their organization to develop and yield higher profits.
- Personality development enhances one's personality and makes an individual a matured professional who can contribute effectively towards the success of an organization.

Difference between Personal Development and Personality Development



Conclusion

It concludes that especially in corporate world it is really essential to think positive. Remember there is light at the end of every dark tunnel. Do not always think negative as it not only acts as a demotivating factor but also makes an individual dull and frustrated. Don't get upset over minor things. Be a little flexible and always look at the broader perspectives of life. Confidence is the key to a positive personality. Exude confidence and positive aura wherever you go. The positive thoughts and confidence is essential for personality development in the corporate world.

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