

# PROACTIVE MEDIA CONTENT

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S.K.VERMA

# STORY

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A blind boy sat on the steps of a building with a hat by his feet. He held up a sign which said: 'I am blind, please help.' There were only a few coins in the hat.

A man was walking by. He took a few coins from his pocket and dropped them into the hat. He then took the sign, turned it around, and wrote some words. He put the sign back so that everyone who walked by would see the new words.

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# STORY

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Soon the hat began to fill up. A lot more people were giving money to the blind boy. That afternoon the man who had changed the sign came to see how things were. The boy recognized his footsteps and asked, 'Were you the one who changed my sign this morning? What did you write?'

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# CLIMAX



# CLIMAX

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- **The man said, 'I only wrote the truth. I said what you said but in a different way.'**  
**What he had written was:**
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# PROACTIVE

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- 'Today is a beautiful day and I cannot see it.'

**Do you think the first sign and the second sign were saying the same thing?**

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# CONCLUSION

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**Of course both signs told people the boy was blind. But the first sign simply said the boy was blind. The second sign told people they were so lucky that they were not blind. Should we be surprised that the second sign was more effective?**

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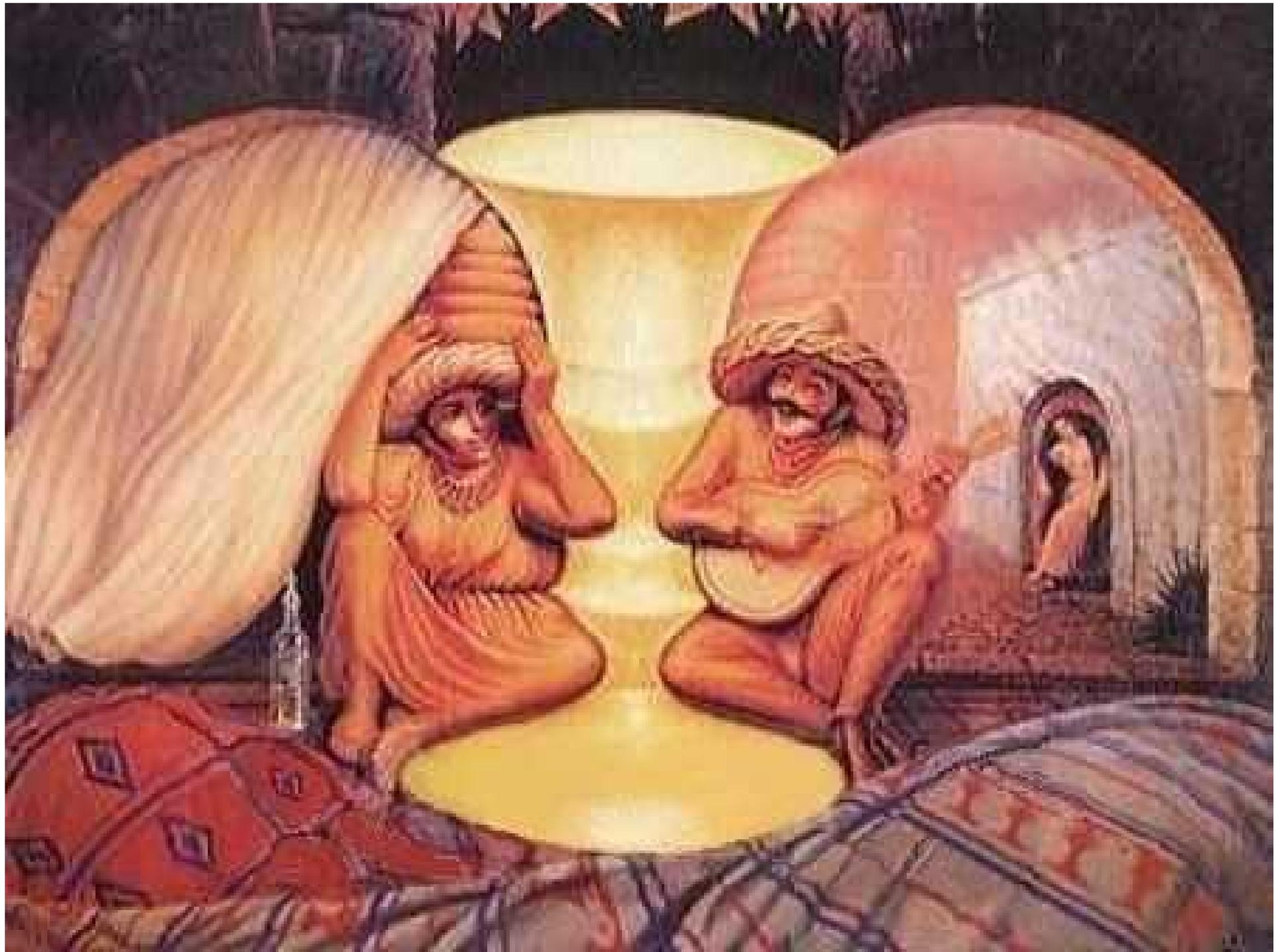
SO

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- The Best Way to Cheer Yourself is to Cheer Somebody Else.***
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# PERCEPTION





# Turning Individuals Into Team Players

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- ❑ Select members for their competency, skill, and potentials
  - ❑ Develop clear rules of conduct
  - ❑ Set challenging goals
  - ❑ Establish a sense of urgency from the beginning
  - ❑ Provide substantial time to perform
  - ❑ Do not hesitate to provide feedback, recognition, and rewards
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# Steps To Be Followed For Effective Team-Work

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- Selection of the members on the basis of knowledge and skills
  - Setting challenging and difficult goals
  - Developing rules of conduct
  - Establish urgency
  - Allocate right roles to right people
  - Establishing accountability
  - Developing trust
  - Recognition and reward system
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# SKILLS

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- S = Sense of proportion, Smartness, Spontaneity
  - K = Knowledge
  - I = Integrity
  - L = Loyalty
  - L = Liveliness
  - S = Sense of hum our
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# TEAM

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- T = Together
  - E = Everyone
  - A = Achieves
  - M = More/Miracles
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# The Animal School

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Once upon a time, the animals decided they must do something heroic to meet the problems of a 'New World', so they organized a school. They adopted an activity curriculum consisting of running, climbing, swimming and flying. To make it easier to administer, all animals took all the subjects.

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## The Animal School (Cont..)

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The duck was excellent in swimming, better in fact, than his instructor and made excellent grades in flying, but he was very poor in running. Since he was low in running he had to stay after school and also drop swimming to practice running. This was kept up until his web feet were badly worn and he was only average in swimming. But average was acceptable in school, so nobody worried except the duck.

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## The Animal School (Cont..)

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The rabbit started at the top of the class in running but had a nervous breakdown because of so much make-up in swimming.

The squirrel was excellent in climbing until he developed frustration in the flying class where his teacher made him start from the ground up instead of from the tree-top down. He also developed complete exhaustion from over exertion and he got a C in climbing and D in running.

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## The Animal School (Cont..)

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The eagle was a Problem Child and had to be severely disciplined. In climbing, he beat all the others up to the tree but he insisted on using his own way of getting there.

At the end of the year an abnormal eel that could swim well and could also run, climb and fly a little had the highest average and was the topper.

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# A PIECE OF ADVICE

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- ❑ Originality and hard-work is good.
  - ❑ But, these become very effective with proper team-work.
  - ❑ We cannot win all battles in life.
  - ❑ However, if we can win more than what we lose, we have done our job.
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**“Give the world the  
best you have and  
the best will come  
back to you !”**

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# Thanks

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# Questions

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# You Can Reach Me At:

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