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(UGC-AUTONOMOUS INSTITUTION)

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A Report on
**Guest Lecture titled “Amplifying Leadership Skills and Personality
through the Application of Neurolinguistic Programming”**

**Organized by
Department of Management Studies - MITS**

Date: 01.02.2025

Time: 2 PM to 3 PM

**Organized & submitted by: Dr. Akhilesh Kumar and Department of Management
Studies – MITS**

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE
(UGC - AUTONOMOUS INSTITUTION)
Madanapalle - 517325, Annamayya Dist., Andhra Pradesh, India

One Day Programme
on
“Amplifying Leadership Skills and Personality through the Application of Neurolinguistic Programming”

Organized by
Department of Management Studies



Date : 01-02-2025

Time : 02.00PM to 03.00PM



Venue : Seminar Hall - C

Resource Person
Dr. Vivek Deshwal
Department of Humanities and Management Studies
Dr. B.R. Ambedkar National Institute of Technology Jalandhar

Chief Patron Dr. N. Vijaya Bhaskar Choudary Secretary & Correspondent	Patron Mrs. Keerthi Nadella Executive Director	Co - Patron Dr. C. Yuvaraj Principal	Convener Dr. K. V. Geetha Devi HOD/ Dept. of MBA	Co-ordinator Dr. Akhilesh Kumar Assistant Professor/MBA
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The Department of Management Studies has organized a guest lecture on “Amplifying Leadership Skills and Personality through the Application of Neurolinguistic Programming” for MBA I year students. Dr. Vivek Deshwal assistant professor at department of humanities

and management studies at Dr. B.R. Ambedkar National Institute of Technology Jalandhar has invited to deliver a guest lecture. The resource person has touched upon the following topics one by one manner.

The session was started with the introduction of the resource person Dr. Vivek Deshwal briefly to the students by Mr. Akhilesh Kumar, Assistant Professor, Department of MBA MITS, and requested them to learn importance of Application of Neurolinguistic Programming for better leadership skill.



❖ Introduction of Neurolinguistic Programming (NLP) to students

The speaker introduced the programme on Application of Neurolinguistic Programming aimed to enhance leadership skills and personality development effectively. This report

summarizes the programme's objectives, key activities, outcomes, and recommendations for future iterations.



❖ **Components and Importance of NLP model of Communication:**

Speaker briefed components of NLP model of communication as follows:

➤ **External Event (Reality/Experience)**

An event happens in the world around us, and we receive information through our five senses (sight, sound, touch, taste, smell).

➤ **Filters (Perception and Processing)**

Our brain filters information based on:

- **Deletion:** Ignoring some details to focus on others.
- **Distortion:** Changing information based on beliefs or emotions.
- **Generalization:** Applying past experiences to current situations.

Filters are influenced by our culture, values, beliefs, past experiences, and emotions.

➤ **Internal Representation (Mental Map)**

The filtered information is organized in our minds using:

- Internal dialogue (self-talk).
- Mental images.
- Feelings and emotions.

This forms our unique perception of reality.

➤ **State (Emotional and Physical Response)**

- The internal representation influences our emotional and physical state.

- For example, if we perceive a situation as threatening, we may feel anxious.

➤ **Physiology (Body Language and Behavior)**

- Our state affects our body language, posture, and facial expressions.
- This influences how we communicate with others.

➤ **External Behavior (Response/Action)**

- Finally, our internal processes and state shape our external behavior and communication.
- This includes verbal responses, tone of voice, gestures, and facial expressions.

❖ **Importance of the NLP Communication Model**

- Helps improve **self-awareness** and understand how we process information.
- Enhances **communication skills** by recognizing filters and biases.
- Supports **personal development** by changing limiting beliefs and improving emotional control.
- Strengthens **rapport and influence** by aligning communication styles with others.



❖ **Personality and Leadership**

Speaker also explain personality and leadership concept in detail to students

1. The Role of Personality in Leadership: A leader's personality affects:

- **Decision-Making** – Some leaders are analytical, while others are intuitive.
- **Communication Style** – Some are direct and assertive, while others are empathetic and collaborative.
- **Conflict Resolution** – Some leaders handle conflicts through logic, while others rely on emotional intelligence.
- **Team Motivation** – Leaders with charisma can inspire teams, while those with structure can ensure efficiency.

2. Key Personality Traits of Effective Leaders (The Big Five Model)

The **Big Five Personality Traits** help explain leadership tendencies:

✓ **Openness to Experience**

- Creative, adaptable, and open to new ideas.
- Leaders with high openness encourage innovation and change.

✓ **Conscientiousness**

- Organized, responsible, and goal-oriented.
- These leaders are dependable and structured, ensuring productivity.

✓ **Extraversion**

- Outgoing, energetic, and socially confident.
- Extroverted leaders engage teams, network well, and inspire through charisma.

✓ **Agreeableness**

- Compassionate, cooperative, and empathetic.
- Such leaders focus on teamwork, trust, and harmony in the workplace.

✓ **Neuroticism (Emotional Stability)**

- Low neuroticism means resilience and emotional control.
- Leaders with high emotional stability remain calm under pressure.

3. Leadership Styles Based on Personality

Different personality traits align with various leadership styles:

✓ **Transformational Leaders** (Visionary & Charismatic)

- Inspire teams with a compelling vision.
- Often high in **openness** and **extraversion**.

✓ **Transactional Leaders** (Structured & Rule-Based)

- Focus on rewards, discipline, and efficiency.
- Often high in **conscientiousness** and **low openness**.

✓ **Servant Leaders** (Empathetic & Supportive)

- Prioritize the well-being and development of their team.
- High in **agreeableness** and **emotional stability**.

✓ **Autocratic Leaders** (Authoritative & Decisive)

- Make quick decisions with little team input.
- Often low in **agreeableness** and high in **conscientiousness**.

✓ **Democratic Leaders** (Collaborative & Inclusive)

- Value team input and shared decision-making.
- High in **agreeableness** and **openness**.

4. Developing Leadership Through Personality Awareness

- **Self-Assessment** – Understanding personality strengths and weaknesses.
- **Adaptability** – Adjusting leadership style based on team needs.
- **Emotional Intelligence** – Managing emotions and fostering strong relationships.
- **Continuous Learning** – Seeking feedback and growing leadership skills.

❖ Relevance for MBA Students

➤ Relevance of Leadership and Personality

MBA students are preparing to become future business leaders, entrepreneurs, and decision-makers. Leadership skills and personality development are essential for their career growth, helping them navigate challenges, influence teams, and drive success.

1. Why Leadership Skills Matter for MBA Students

- **Career Advancement** – Strong leadership skills increase job opportunities and fast-track career growth.
- **Effective Decision-Making** – MBA graduates often work in managerial roles where strategic thinking is crucial.
- **Team Management** – Managing diverse teams requires leadership skills like motivation, delegation, and conflict resolution.
- **Innovation and Adaptability** – Business environments change rapidly, and leaders must be adaptable and open to new ideas.
- **Networking and Influence** – Leadership enhances communication and persuasion skills, crucial for business networking.

2. Key Leadership Skills for MBA Students

- **Strategic Thinking** – Ability to analyze data, predict trends, and make informed decisions.
- **Emotional Intelligence** – Understanding and managing emotions to build strong relationships.
- **Problem-Solving** – Finding creative and efficient solutions to business challenges.
- **Communication & Persuasion** – Presenting ideas effectively and influencing stakeholders.
- **Adaptability & Resilience** – Thriving in uncertain business environments.
- **Ethical Leadership** – Making responsible decisions that align with corporate and social values.

3. The Role of Personality in Leadership for MBA Students

Personality traits shape leadership styles and influence how MBA students lead in different business situations. The **Big Five Personality Traits** impact leadership potential:

- **Openness to Experience** – Encourages creativity and innovation in problem-solving.
- **Conscientiousness** – Leads to disciplined and goal-oriented leadership.
- **Extraversion** – Helps in networking, team engagement, and public speaking.
- **Agreeableness** – Builds strong team relationships and fosters collaboration.
- **Emotional Stability** – Ensures calm and composed leadership under pressure.

➤ **Self-awareness is key:** MBA students who understand their personality strengths and weaknesses can refine their leadership style accordingly.

4. Application of Leadership and Personality in MBA Careers

- **Corporate Leadership:** Managing teams, handling crises, and driving business strategies.
- **Entrepreneurship:** Building and leading startups with innovation and resilience.
- **Consulting & Strategy:** Advising businesses on management, operations, and growth.
- **Marketing & Sales:** Influencing customers, building brands, and leading campaigns.
- **Finance & Investment:** Leading financial decision-making with strategic thinking.

5. How MBA Students Can Develop Leadership Skills

- **Engage in Leadership Roles:** Take up responsibilities in student organizations, case competitions, and group projects.
- **Seek Mentorship:** Learn from experienced professionals and alumni.
- **Enhance Soft Skills:** Work on communication, negotiation, and emotional intelligence.
- **Take Leadership Courses:** Participate in specialized leadership and personality development programs.
- **Practice Networking:** Build connections with peers, professors, and industry leaders.

➤ Relevance of NLP

Neuro-Linguistic Programming (NLP) is highly relevant to MBA students as it enhances communication, leadership, decision-making, and personal development. In a competitive business environment, mastering NLP techniques helps future managers and executives become more effective in influencing others, resolving conflicts, and improving self-awareness.

1. Enhancing Communication Skills

- **Active Listening:** NLP teaches how to understand not just words but also non-verbal cues.
- **Building Rapport:** Helps MBA students connect with colleagues, clients, and stakeholders.
- **Persuasive Communication:** Useful in negotiations, sales, and leadership.

Example: A marketing MBA student can use NLP techniques to craft compelling brand messaging that resonates with consumers.

2. Leadership and Influence

- **Understanding Others:** NLP helps leaders decode behavioral patterns in teams.

- **Motivational Techniques:** Helps leaders inspire teams through positive reinforcement.
- **Body Language Mastery:** Non-verbal communication plays a crucial role in effective leadership.

Example: An MBA student aspiring for a managerial role can use NLP to motivate employees and foster a positive work environment.

3. Decision-Making and Problem-Solving

- **Overcoming Mental Blocks:** NLP techniques help in breaking limiting beliefs.
- **Reframing Perspectives:** Enables leaders to see challenges as opportunities.
- **Pattern Recognition:** Helps in strategic decision-making by identifying trends.

Example: A finance MBA student can use NLP to stay calm under pressure and make data-driven decisions.

4. Negotiation and Conflict Resolution

- **Mirroring & Matching:** Building trust through subtle behavioral alignment.
- **Anchoring Positive Emotions:** Controlling emotional responses in high-stakes situations.
- **Language Patterns:** Choosing words that defuse conflict and encourage collaboration.

Example: An MBA student in HR can use NLP for salary negotiations and conflict resolution in the workplace.

5. Personal and Professional Growth

- **Self-Confidence:** NLP helps overcome self-doubt and imposter syndrome.
- **Time Management:** Techniques like visualization help in setting and achieving goals.
- **Stress Management:** NLP methods like mindfulness and reframing help reduce anxiety.

Example: An entrepreneur in an MBA program can use NLP to develop a strong mindset and stay motivated through challenges.

After the completion of the session, students actively participated in question-and-answer session and students have clarified their doubts regarding leadership skills and personality management and vote of thanks was delivered by Dr B. Rajesh Kumar.



Outcome of the session:

The session helped the students in enriching the knowledge about personality development and leadership using Neurolinguistic programming that will help them to take important decisions of their professional and personal life.