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The Daily Star

DHAKA, FRIDAY, DECEMBER 23, 2016

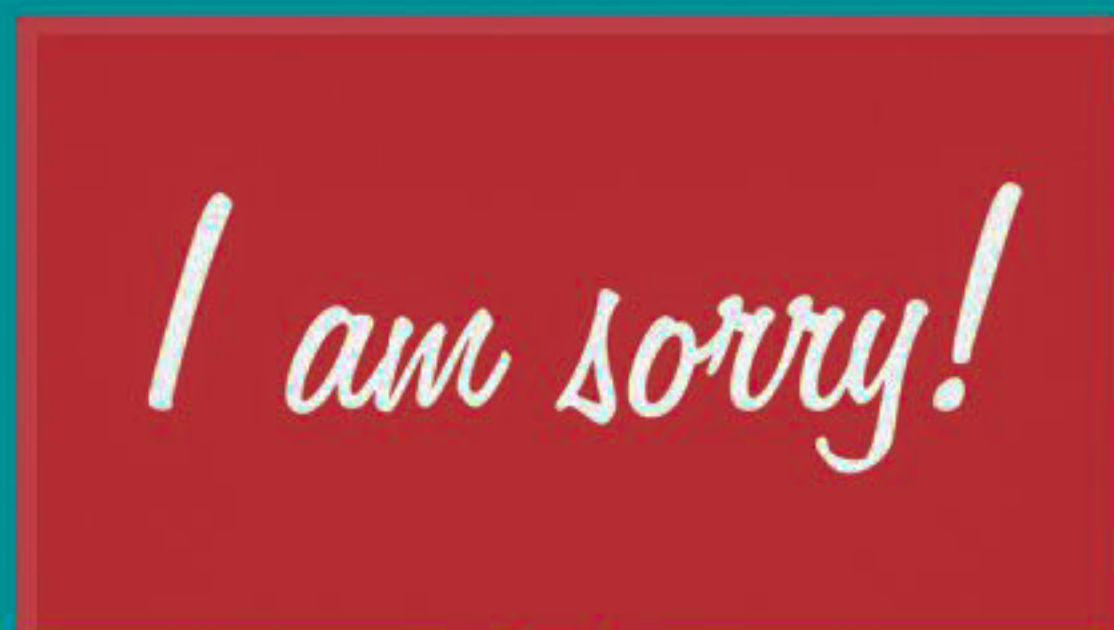
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# NEXT STEP

## THE POWER OF APOLOGY

*When we have wronged someone, we often regret our actions until we have sorted it out and apologised to the person whom we knowingly or unknowingly hurt, especially when we see he or she is suffering in front us. If our apology is accepted, we feel forgiven and can therefore forgive ourselves much more easily.*



### FIVE REASONS WHY APOLOGISING IS SO IMPORTANT

Apologising to another person shows respect

It shows you care about the other person's feelings

It shows you are a considerate person who is capable of empathising with others

It shows you are capable of taking responsibility for your actions

By apologising to another person, you disarm him or her. The other person no longer feels that you are a threat and your apology often pacifies the person

### IMPORTANCE OF RECEIVING AN APOLOGY



If we are angry with someone, it makes sense that our body will be tenser and our blood pressure will be higher. When we receive an apology and the respect that goes along with it, our anger usually decreases. When people apologise we no longer view them as a personal threat. Having those who have wronged us apologise for their actions is one of our deepest desires. When we do not receive the apology, we feel cheated and are unable to let go of our anger and resentment. Receiving an apology from those who have hurt us doesn't reverse the damage, but helps immensely by relieving us from the pain it caused.

### THE POSITIVE IMPACT OF ACCEPTING AN APOLOGY

When we accept a person's apology we not only relieve that person from his or her guilt, but we grant ourselves a chance to lessen our resentment. By accepting an apology we also express the following:

Recognition that the other person feels regret for what he or she did

Belief that the other person is truly sorry and will make every attempt to not repeat the action

Willingness to understand and have compassion for the wrongdoer

Desire for reconciliation

Willingness to forgive

### THE IMPORTANCE OF ASKING FOR AN APOLOGY

Not speaking up when someone treats you with disrespect, inconsideration, or cruelty is equivalent to giving that person permission to treat you poorly. When we ask for an apology, we not only ask the person to say he or she is sorry, but also to:

Acknowledge the pain he or she caused

Express regret for causing such pain

Take responsibility for his or her actions

Make amends or express his or her intention to not repeat the act



### FOUR MAIN THINGS PEOPLE APOLOGISE FOR

Regret from causing someone to suffer and the wish to lessen or end the other person's pain

To relieve oneself of a guilty conscience

To save or restore a relationship

To escape punishment or in order to "look good" to others

In conclusion it can be said that, an apology is more than just saying "I am sorry." It is a statement of recognition of the pain that was caused, an expression of regret or remorse for what was done, an acknowledgement of responsibility, a desire for reconciliation, a validation of the other person's perception, and last but not the least, a plea for understanding, compassion, and ultimately, forgiveness.

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## MUST-HAVE SKILLS FOR ENTREPRENEURS IN 2017

*Globalisation and technological advances are making job descriptions obsolete. They also mean that employees must continually learn new skills to keep up with job demands. These coupled with the plethora of new startups indicate that entrepreneurs must also be equipped with various talents to stand out in the startup scene. Entrepreneurs already need plenty of skills and qualities which make becoming an entrepreneur seem super-humanly. In addition entrepreneurs will need new skills to cope with the competition and technological advances. This is the list of must have skills for entrepreneurs for the coming year.*

### WEBSITE BUILDING

Almost all businesses will need an online presence and the number keeps mounting. Websites act as the first communication tool between businesses and clients for many firms. Although websites cost as low as BDT 5000 for a year's hosting, they'll hardly be according to your needs. Better sites with payment integration, social media plug-ins, store options etc. usually cost a lot of money which can be better spent elsewhere during the initial stages. At this point it is helpful to be able to build a working website yourself. Building a website is easier than ever thanks to sites like Wordpress, Blogspot, and Weebly. However if you're looking for something more advanced, you could try learning code using HTML.

### CROSS-MEDIA LITERACY

With the high digital penetration and diverse platforms used by consumers, it is vital to know how each media tool works and the most effective ones to reach your customers. Videos, blogs, and podcasts are just some of the media tools that dominate our digital lives and many more will be added within the next 10 years. Be it workers, entrepreneurs or CEOs, everyone will be expected to be formalised and competent using the various medias.

### FINANCES

Although you don't need to be a CPA or CFA to be an entrepreneur, but you'll need a good understanding of profit margins, cash flows, and funding. Different ways of selling and



making profits will require knowledge beyond the traditional profit/loss concepts. The better you are able to handle numbers, the more confident you can be in decision making.

### DATA

Ability to analyse data will be key whether

you run an internet based business or a traditional one. Because of the very nature of businesses, you'll be exposed to a vast amount of data from various sources. Success lies in realising the sources of data, how it is produced, and which ones are relevant to you. Again you can use various tools to mine data,

some being as simple as excel, others being complex statistical tools such as Stata and SPSS. The main idea is to be comfortable around data rather than being stumped.

### BRANDING AND MARKETING

Consumers look for meaningful brand con-

tent and engagement in addition to products and hence it is of paramount importance to brand your products right and market them properly. It's a good thing that many firms help you with that, but most are beyond the budget of new startups. However simple branding such as creating logos, banners, taglines and other social media content can be created using only a couple of software. Attending online courses can also help to learn proper promotion techniques.

### COMMUNICATION

Startups require a lot of work and there is just so much the entrepreneur can do by himself/herself. It is always helpful to get people on board to aid you. However you'll need to effectively get your ideas across to people in a convincing way. In addition you'll need to communicate with customers using various tools- e-mails, telephones, social media, and f2f. Lastly you might need to convince investors and other partners. Sometimes a bad pitch can put a great idea at an advantage. Again there are classes and courses that can help build eloquence of speech and writing.

Are you an entrepreneur or an aspiring entrepreneur? Tell us what other skills are a must. If you want to learn where you can brush up these skills, visit the online article for links.

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