

# **Rukmini Devi Institute of Advanced Studies**

**Madhuban Chowk, Rohini, Delhi-110085**

**(Approved By AICTE &Affiliated With GGSIP University)**

## **DOSSIER**

*On*

**Guest Lecture**

**On**

**“Perception Management”**

**On**

**March 27, 2017**



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**Mr. Surbhi Malhotra**

Assistant Professor

**Ms. Khushbu Arora**

Editor, Literary Club

**Dr. Tripti Bajpai Toor**

Chairperson, Literary Club

**Prof. (Dr.) Raman Garg**

Director, RDIAS

## **FORM A**

### **Proposal:**

- **Name of the event to be organized:** Guest Lecture on “Perception Management”
- **Date:** March 27, 2017
- **Time:** 12:00 Noon – 01:50 PM
- **Venue:** Lecture Theater, RDIAS
- **Motivation for the activity:** Perception management is the ability to create an impression through conscious activities which has an impact on individual’s behavior. Companies are accountable to the stakeholders, who hold certain perceptions, based on the actions, words and behavior. The motive behind organizing the lecture was to make students aware about how the perceptions should be managed by organizations to be successful and manage expectations to seize opportunities.
- **Resource Person:** Mr. Aman Bandvi
- **Organized by:** Department of Management Studies, RDIAS

## **FORM B**

### **Part 1**

#### **Aim of the event:**

**Perception Management** is a propaganda technique that involves carefully altering the perceptions of a target audience to suit the objectives of the sponsor. In the workplace, especially as managers and supervisors, there is a need for students to learn the skills that will enable them to understand and manage other people's perceptions. The rationale of this lecture was to make students understand the importance of perception management in corporate life and build positive interpersonal experiences

### **Part 2**

#### **Abstract:**

*"Perception is strong and sight weak. In strategy it is important to see distant things as if they were close and to take a distanced view of close things."*

*Miyamoto Musashi*

Mr. Aman Bandvi initiated his lecture focusing on the basics of perception management. Sir mentioned that successful entrepreneurs typically perceive the things in a different way and told about the how the change in perception can change the attitude of people. Sir explicitly defined perception management as a process by which individuals select, organize, and interpret the input from their senses to give meaning and order.

The facilitator expressed that another term used for perception management is impression management subtly defined as an attempt to control the perceptions or impressions of others. Sir explained that targets are likely to use impression management tactics when interacting with perceivers who have power over them; there are several tactics such as behavioral matching between the target of perception and the perceiver.

Sir initiated a lively discussion with the students by stating examples of case studies of IT Company and Hospital. The case study helped to build a base, which made students understand the concept. Multiple cases generated multiple perceptions from students which were explained by the speaker in context to the relevant theory. Stating the example of IT Company, Sir told that during recession it is perception management which plays a crucial role in downsizing of employees. He also discussed the role of Social Media that is a possible platform wherein different perceptions can be captured.

Another example helped the students to understand how in today's healthcare environment, hospitals and health systems must be diligent in developing and keeping a positive relationship with their community and consumers, which includes gaining their trust, where Patients openly share their satisfaction and dissatisfaction with healthcare facilities, so if trust is lost, word gets out. In the consumer-driven healthcare market, dissatisfied patients may choose to get care from another provider. In the corporate world, perceptions are important and mapping them is equally important as it adds to the overall dynamics existing in the corporate world.

The speaker also highlighted the importance of role of communication in perception management, i.e. if a person has the skills, it becomes easier to communicate with people and to motivate and lead them.

Also the resource person discussed about the changes that are to be moved inside out that is the gut feeling, which leads to any change in the organization. He said that it is essential that one has to keep changing his perception with time and if change is not incorporated, market sustainability will be difficult. There is a need to conduct an internal and external behavioral audit.

The speaker revealed that organizations use perception management in daily internal and external interactions. Even before a product gets launched in the market, its perception ground work starts.

## **Part 3**

### **Conclusion**

The lecture was fecund, educative and learning experience for all present. The students learned the importance of Perception management, which is a type of strategy that is aimed at guiding the motives, emotions, and conclusions of another party by means of using different approaches to alter that party's perception of past events and the projections of future events. With this tool being effective in terms of business competition, reaching consumers, and even in the political arena, perception management is likely to remain a viable strategy in many walks of life.

## Moments of the Guest Lecture



Mr. Aman Bandvi elucidating the relevance of Perception Management...!!!



Students interacting with the speaker...!!!



The speaker stating case study of corporate...!!!



Course Coordinator-BBA presenting token of appreciation to the Guest Speaker...!!!