WHY DOES SINCERITY SUFFER IN AN ORGANIZATION?

Dr. Anju Rani

Associate Professor & Head
Department of Commerce
R.S.S. P.G. College, Pilkhuwa
Email: anjusharma0015@gmail.com

Abstract

The journey of the corporate world starts with the people. The success of an organization depends on its people because our people are our first-line customers. Make your people happy, they will make a happy customer. An organization always tries to follow "the right man for the right job" approach and select the people based on knowledge, skill as well as ability and continues to emphasize on the improvement of quality of people through training and development system. Every person has some talents and potential. It depends on the organization, and how to explore the talents and potentials in the right direction. The Human Resource Development Department played a vital role in creating competencies, commitment, motivation, and involvement factors in the people to deal with the day-to-day activities. Sincerity, honesty, loyalty and commitment are the words that matter but nothing is mentioned in the bio-data of a potential candidate at the time of selection. An employer always expects that employees must be sincere, honest, loyal, and committed to the organization. "Being sincere is crucial to all of us since it fosters mutual trust. Furthermore, one of the essential components of creating a fulfilling and long-lasting engagement is trust.". Qualities of sincere people are as follows...

Sincere individuals are truthful and authentic.

Those who are sincere honor their promises.

Sincere individuals don't rely on false charm to achieve their goals.

Sincere individuals show their appreciation for the kindness they receive from others.

Being sincere is crucial for leaders. Being sincere is essential to building confidence inside the organization with both the managers and employees. Your employees might not always agree with your decisions or the process you used to reach them, but they will never doubt your integrity in handling them.

It is very common quoted example that "all five fingers are not equal". How all employees in the organization will be the same? They differ by way of education, culture, values, and ethical system. Genuine individuals radiate confidence and a true dedication to the ideas, emotions, and views of others. They also tend to stay upbeat in social interactions and are eager to seek out new experiences. Genuine individuals also make direct eye contact, touch, and communicate through body language statements. Genuine individuals embrace their own shortcomings and don't hesitate to talk about them. Being able to watch other genuine individuals, inquire queries, and accept oneself are all necessary for developing an authentic persona. Sincere individuals try to discover common ground or pose insightful queries during interactions rather than picking fights with others. Sincere individuals refrain from criticizing others and instead give sincere compliments. One group of people is quite positive in terms of sincerity, loyalty, honesty, and commitment but unfortunately another group is quite negative. It could be very truly said that corporate reputation can be maintained through proper management of people.

How to show sincerity to others?

a. Show genuineness in your gestures - Your posture may tell a lot about your mindset and how serious you are (or are not). When engaging with others, make an effort to pay attention to your posture, demeanor, and behavior.

- Maintain an unwavering gaze, but avoid staring. Avert your gaze occasionally, and remember to exhale.

- Retain a comfortable stance while maintaining a slight elegance to your body. This can be accomplished by extending out or making a gesture in the direction of the person you are speaking to, or by very gently leaning towards them.

- Avoid attempting to convey sincerity through your body posture. Your genuineness will come through in your body posture.

b. **Engage in active listening -** Being a listener who pays attention is a simple approach to being sincere with other people. When somebody appeals to you, listen to what they have to say with a willingness to learn. Active listening techniques demonstrate to others that you're truly interested in what they express and that you want to learn more about their emotions and ideas.

- Gaze at the person you are speaking with- Your facial expressions will reveal if you are truly responding to what a different person is saying. Your mouth will convey your feelings and response, along with your eyes widening and eyebrows rising. Turning to face someone will allow them to observe your response and will show them that you are attentive and involved.

- To give the other individual more time to explain, provide questions that are open-ended. Saying anything like, "Did you enjoy living there?" is not enough. An answer to a question like this will be either "yes or no". Alternatively, you may inquire, "Wow, this is stuff I've never seen before." How did it go for you? Which recollections do you have of your time spent there?" This demonstrates your involvement and interest.

- Consider the other person's points of view before responding in kind. It's possible that your discussion partner is pondering over how to say something or is just planning to pause for a powerful impact. You won't come across as someone who genuinely wants to converse with someone else if you speak quickly and share whatever is on your mind.

c. **Recognize the perspective of others**: You cannot have an honest discussion with someone if you do not take into account the reasons behind their thoughts or feelings. You don't have to give up on your own viewpoint to comprehend someone else's. Instead, make an effort to comprehend what drives other people and how their encounters in life may have influenced their viewpoint. You'll get a deeper appreciation for someone else and his/ her background once you're able to see the outside world from their perspective. Instead of criticizing someone else's musical tastes, for example, try to understand what about that music might be appealing. Perhaps the lyrics speak to the other person. Or perhaps the loud bass lines of a dance song allow someone who is normally shy to break out of her shell and make moves on the dance floor.

- Try to comprehend why somebody holds the views they do before you get into a political argument with them. A person's views on politics may be influenced by their passionate views on the experiences of immigrants, particularly if such opinions were formed by their impoverished immigrant parents.

- Getting an alternate viewpoint on things makes you more understanding and less prejudiced.Now the question arises, why do sincere, honest, loyal, and committed people suffer in the organization? These type of people uses action-oriented as well as open approaches, but they always suffer in terms

of rewards, promotion as well as recognition. There are various reasons for this:

1. **Interpersonal Conflict:** Sincere people suffer because of interpersonal conflict in the organization. They are not the yes-men of the boss. Instructions given by the boss are not always accepted by them. They have not been given opportunity to make suggestions as well as no chance to prove their capabilities. Ultimately, they are given negative marks under the performance appraisal system which causes frustration and low morale.

2. **Ego Problem:** Sometimes sincere people suffer because of ego problems with the Boss. This type of person always tries to convince the boss on various issues, but he does not like it because of his egotism. He never allows them to make any decision because if they succeed, he may lose his image in the organization. He follows an autoreactive style towards his subordinates. In such a situation not only, do sincere people suffer but organizations also suffer.

3. **Wrong Methos of Communication:** The success of an organization also depends on communication system. Sincere people are always given more and more assignments in the organization, and they feel overburdened. They prefer written communication methods so that things/ activities may be verified if required. If things are not written it does not make any difference between sincere people and other people. Boss always does not like written communication because of his biases towards some people (yes men) in the organization. In this type of system sincere people suffer and feel frustrated.

4. **Wrong Communication System:** In some organizations sincere people want to communicate their suggestions, grievances, and problems to the boss, but they never get any chance to meet with him. They are always instructed to meet with Mr. X who is middleman between the boss and the people. Mr. X never passes the right information at the top level and shows the biases towards a particular person in the organization. On the behalf of his recommendation boss recommends the reward and promotion which create frustration among sincere people.

5. **Ego Problem with Sincere People:** Sincere people suffer because of egotism. They used the word I in their discussion. They always talk too often or too much about themselves. Of course, they do exceptional activities in the organization which reflect good organizational image. They always quote their achievement at every place which irritates the boss. Bosses try

to neglect them on various occasions. In such a situation they do not get any reward, recognition or promotion for their outstanding activities and suffer which causes frustration among them.

6. **Lack of Self Control:** 'Self-control is the best control'. Strategy for the people working in the organization. A sincere person is always in aggressive mood because of overburden. Whereas other people are not doing the assigned things and getting the same remuneration? In this situation he loses self-control which causes chastising instead of rewards, recognition and promotion.

Tips for Boss & Sincere People

1. Boss must be clear about the organizational objectives and goals, and it must be communicated to other people in the organization.

2. Boss must try to meet with the people and try to solve their grievances and problems.

3. Opportunities must be given to all the people in the organization to prove their capabilities and competencies.

4. Boss should not follow egotism in his behavior. Open open-door policy must be welcomed in the organization in which people can meet with the boss and give their suggestions.

5. Boss must be capable of understanding human behavior, competencies, and expectations of the people in the organization.

6. Organizations must follow written communication methods to examine and analyze the tasks and responsibilities of the people so that sincere people may be rewarded properly.

7. Sincere people should not lose self-control at any cost. They should possess stamina and a balanced temperament. Of course, it is difficult because they do not get rewarded for their outstanding activities.

8. Tasks, and responsibilities must be assigned equally to all the people in the organization.

9. Sincere people should work in the organization as per assigned tasks if they feel that sincerity and commitment are not the criteria for reward and promotion.

10. Sincere people must believe on "Karma" as mentioned in the religious book "Geeta". They should not worry about rewards and promotions etc. They will get their dues later or sooner.

How to Develop a Sincere Personality

a. Evaluate your good and bad qualities – Acknowledging both your positive traits and your shortcomings is a necessary step towards becoming a more aware of oneself person, and consequently, a more genuine one. This can assist you in discovering who you really are and enable you to stay humble or untruthful.

• Get a truthful evaluation of your greatest and most severe traits, in addition to your finest and lowest skills, from individuals you know and admire.

•   Make self-examination a regular discipline. This can assist you in improving your self-awareness and managing your shortcomings**.**

• Consider the circumstances in which you fail to execute well. This might assist you in identifying your areas of advantages and areas of weakness.

• Remind yourself that the value you bring may not always be reflected in the way you speak to yourself. Consider how much your life is living up to your own criteria if you find yourself being harsh to yourself. If so, make an effort to think more positively in place of those that are adverse. If not, adjust to become more in line with your desired identity..

b. **Take stock of your beliefs -** Being faithful to your views and principles is typically a sign of genuineness. Think back to moments in your life when you felt most content, happy, or pleased with yourself to assist yourself in discovering these ideals. Establish your values by asking yourselves why these events gave you such a sense of fulfillment. Then, prioritize what you believe in. Desire for responsibility, kindness, inventiveness, serenity, cooperation, and safety are a few examples of values.

c. **Give credit to your experiences.** The events you've had in life have shaped and defined who you are. It won't take long for someone to expose you as a fake if you claim to be someone you're not or to have gone through events you don't comprehend. Accept who you are and your history, rather than trying to cover up your origins or your actual self. People will admire you for staying loyal to who you are when they see it.

• Look at your past events along with your values to determine what most speaks to you. That's probably a reflection of your true nature.

• Every day, take some time to identify and assess what you are feeling and thinking. They will assist you in determining how authentic and genuine you are behaving.

You can determine whether you're being genuine to yourself by exploring your emotions.

d. **Be direct and truthful –** Being truthful necessitates a certain level of openness on your end. However, when you show vulnerability, others usually give you the same respect. It is easier for others to understand you on a truer level if you are open and truthful about your ideas, emotions, and convictions.

- Try not to overstate your emotions, sentiments, or replies.
- Be honest with individuals about your true feelings, without sugarcoating or deceiving them.
- Give somebody all of your time to demonstrate that you find them fascinating. Show true interest in the opinions and words of others.
- Keep in mind that being truthful and open-minded does not entail offending others. You might want to think about handling that circumstance with a bit less force if you believe that giving someone a regulated, truthful response could offend them.

e. **Engage in coherent practices-** Coherence is the ability to be conscious of oneself, what one is doing, and how one feels in the present moment. By forcing oneself to face your thoughts and feelings in the here and now, coherence practice may assist you develop a more authentic and beneficial awareness of who you are.

- Pay attention to your breathing. Just go back to exhaling whenever you see your mind straying. Pay attention to your sense of air passing through your nostrils and rising and falling in your torso. As you breathe in, see how your tension or worry appears to evaporate.
- Use all of your senses at once when performing any task. When engaging in routine tasks like consuming food, try to use as many senses as you can.
- Developing coherence lets you see the current situation as your true, real self by filtering out any internalized preconceptions you may have had of yourself.
- You can use apps like "Insight Timer and Headspace" to assist you in practicing coherence.

Conclusion

To conclude it could be said that sincerity, honesty, and commitment of the people must not be ignored by the organization. They must be given proper rewards, recognition as well as promotion, if organization wants to maintain its corporate reputation in the corporate world. That is the only strategy through which an organization can grow faster and maybe a corporate leader in the concerned area.

385

References

1. Thomas, J.S., Sullivan, U.Y. (2005). "Managing marketing communications with multichannel customers". *Journal of Marketing*. Vol. 69. No.4. Pg. **239-51.**

2. Morgan, R.M., Hunt, S.D. (1994). "The commitment-trust theory of relationship marketing". *Journal of Marketing*. Vol. 58. No. 3. Pg. **20-38.**

3. Jayachandran, S., Sharma, S., Kaufman, P., Raman, P. (2005). "The role of relational information processes and technology use in customer relationship management". *Journal of Marketing*. Vol. 69. No. 4. Pg. **177-92.**

4. Reichheld, F.F., Teal, T. (1996). The Loyalty Effect, Harvard Business School Press, Boston, MA.

5. Dibb, S., Meadows, M. (2004). "Relationship marketing and CRM: a financial services case study". *Journal of Strategic Marketing*. Vol. 12. Pg. **111-25.**

6. Boulding, W., Staelin, R., Ehret, M., Johnston, W.J. (2005). "A customer relationship management roadmap: what is known, potential pitfalls, and where to go". *Journal of Marketing*. Vol. 69. No. 4. Pg. **155-66.**

7. Morgan, R.M., Hunt, S.D. (1994). "The commitment-trust theory of relationship marketing". *Journal of Marketing*. Vol. 58. No. 3. Pg. **20-38.**

8. Ballester, E.D., Aleman, J.L.M. (2001). "Brand trust in the context of consumer loyalty". *European Journal of Marketing*. Vol. 35. Nos 11/12. Pg. **1238-58.**

9. ibid

10. ibid

11. Britton, J.E., Rose, J. (2004). "Thinking about relationship theory". in Peppers, D. and Rogers, M. (Eds). *Managing Customer Relationships – A Strategic Framework, Wiley, Hoboken*. NJ. Pg. **38-50.**

12. Kumar, N., Scheer, L., Steenkamp, J.B. (1995b). "The effects of supplier fairness on vulnerable resellers". *Journal of Marketing Research*. Vol. 32. February. Pg. **54-65.**

13. Piercy, N.F. (2009). "Strategic relationships between boundary-spanning functions: aligning customer relationship management with supplier relationship management". *Industrial Marketing Management*. Vol. 38. No. 8. Pg. **857-64.**

14. Krasnikov, A., Jayachandran, S., Kumar, V. (2009). "The impact of customer relationship management implementation on cost and profit efficiencies: evidence from the US commercial banking industry". *Journal of Marketing*. Vol. 73. No. 6.