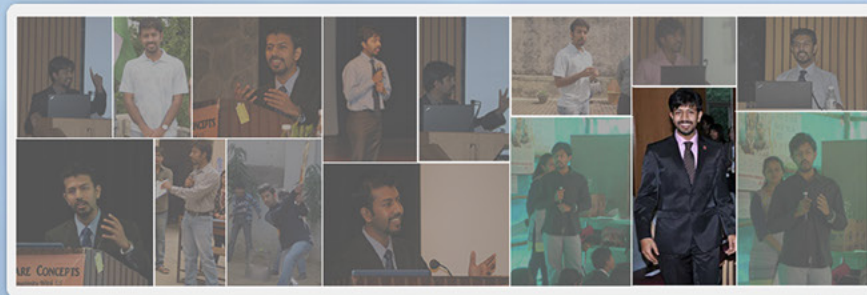


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## UDAY SONTHALIA



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## THE IMPORTANCE OF A STRONG PERSONALITY

The scope of personality development is a broad one. It is not just about appearance and speech but a complete package of social graces, communication skills, grooming, etiquettes, interpersonal skills and a lot many aspects that are necessary to give you a boost at the personal as well as professional front.

A strong personality is often linked with confidence, poise and power. Regardless of age or background, an impressive personality is helpful in the growth and success of an individual. Despite the age old saying that advises not to judge a book by its cover, we humans have the tendency to jump at conclusions just by first interactions and that is the reason why the significance of making a good impression cannot be overlooked. It is not just about staying well dressed and well groomed. Outward appearance does play a part in the personal appeal of an individual but an overall process of strengthening the personality involves a lot more than just good looks.

One needs to know the right way to talk and the right things to say at the right place and that too with utmost conviction without being haughty! This can be quite a tricky job apparently but once you know the secrets of mastering the art of effective communication paired with the perfect traits of a well mannered person, it won't be that difficult after all.

**STRENGTHEN YOUR  
PERSONALITY  
WITH THE 12 STEP  
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