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IDEA 1: CENTRAL THEME

- Every good leader knows how to communicate well. Communication is not to shove your ideas down others throat, instead it is helping the other person see things from your perspective.
- It is one of the most important factors in one's life. Whether its personal relationships, professional relationships, even divine relationships. Its good communication that is the bedrock of making something work. We can have good products, marketing pitch and sales plan – but its good communication that carries the day.

IDEA 2: TWO ELEMENTS OF SUCCESS

- There are really two elements of success that you control – Competence and Communication.
- If you are competent but cannot communicate well, then people won't know that you exist, one cannot grow in business world. On the other hand, if you have good communication skills but no competence – then you will be like someone who changes jobs every year before reality catches up to them.

IDEA 3: WITTY SALESPERSON ANECDOTE

- A person asked a salesperson to give him “half a pumpkin”. The salesperson offered to direct him to buy smaller pumpkin insisting that if he couldn't fetch him one- to go talk to his manager. Forced to do that, at last that man went to his manager and said, “there is an idiot who insists on buying half





a pumpkin,” and just then he noticed the same guy behind him , without missing a beat ... “and this gentleman who wants to buy the rest.”

- Similarly, all conversations can be made witty, be insightful, be engaging. When you know your subject matter, the wit will come naturally and so will the ability to think naturally.

IDEA 4: TWO KIND OF COMMUNICATIONS

- **PURPOSELESS COMMUNICATION:** Gossip, chattering, socializing talk which doesn't have any concrete objective. Such communication is not always bad, as it can help build social bonds. However, if you don't know why you are talking to this person and it doesn't have a goal, it will either leave no impact or leave junk in the mind.
- **PURPOSEFUL COMMUNICATION:** One has an idea of what you want to evoke in this conversation so that one leaves an impact by that conversation. Even if the intent is to evoke humor or sentiment, that's meaningful and purposeful conversation. Sometimes people in corporate or inter-personal relationships end up having an argument, because they don't have an idea of what they want from the conversation.

IDEA 5: PURPOSEFUL AND CRISP CONVERSATIONS – A CORNERSTONE

- Swamiji had a rule in corporate communication– which was never to waste his customer's time. This is a very important principle of corporate communication to be very crisp and intentional.
- Whenever you are contacting someone in corporate settings, especially if it's a cold call communications, it needs to be to the point : *Who* are you , *Why* are we talking today, *What's* in it for them, *When* can you start and *What's* the next step . Crispness comes from competence but should also come from a desire to not waste the other person's time. Crisp conversations can become joyous.

IDEA 6: GOOD CONVERSATION WITH EXPERTS INVOLVES PUSHBACK

- Swamiji shared an incident from his experience with working for a Police Project in Australia. He was to meet the Police Commissioner, who was the pivotal decision maker. During the presentation, he told Swamiji to “Cut to the Chase.” Swamiji politely but confidently told him that, “you need to understand the Security and Speed aspects of the solution.” And if he felt that this was not necessary then Swamiji would move onto next topic. At the end of that section – the Police Commissioner appreciated the content and smiled, and everyone breathed a sigh of relief. When someone chooses to listen to you, they are relying on your competence. They don't mind pushback from you. They don't mind hearing honest feedback.
- The last thing they want is for you to be a “Yes Man”. Your competence should be reflected from your words, actions and body language. Expert shouldn't agree with on everything. When you come present and say YES to everything. It's akin to making make coffee without putting coffee powder. Someone will have problem with that. if you are the expert you need to communicate your expertise.





IDEA 7: MAGIC WORD – “YES”

- Getting people to say “YES” is a very powerful communication tool even if the topic is not linked to the product or idea. E.g.: “Isn’t today a great day?” “YES, it is.” Every small “Yes” contributes to the eventual bigger YES. Nodding is another form of saying “Yes” non-verbally. Mirroring your customers Body Language is like saying “Yes”.
- Nodding is another form of saying “Yes” non-verbally. Mirroring your customers Body Language is like saying “Yes”. Try to match your customers body posture, tone of voice, mannerisms.

IDEA 8: HOW TO SAY “NO”

- When u say “NO”, make sure you don’t say NO to the person. You can reject the idea without rejecting the person. When someone brings to you an Idea that you don’t like, you can be non-judgmental about it by saying that you are unsure if this idea will work. Instead of attacking or judging the other by saying “How could I expect you to bring something clever” or “don’t bring dumb ideas.”
- If you reject the person and not the idea then you have done the relationship a lot of damage, its ok to say NO to the idea – but never say NO to person. However, if you feel you cannot say “No” to some of things to some of the times -you are not in relationship, you are being controlled.
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IDEA 9: PSYCHOLOGY OF “REACTANCE”

- Reactance is a natural human response of “defiance” whenever some course of action or an idea is presented to people. This is a widespread human response to perceived loss of choices or future freedom. Fear of Rejection, Fear of Public Speaking and Fear of Death are the top three fears.
- We should never try very hard to “Force Convince” or “Confuse” our audience – both are big mistakes. To be convinced of something is an “internal mechanism.” If you manage to confuse your audience, you might prolong the talk – but you will not get the sale plus it’s a deceitful practice.

IDEA 10: ASK QUESTIONS

- As human beings we are geared to solve problems. When we are asked questions – it focusses us to engage better. And you gain a better insight into your customer.
- In a psychology test, groups of students were given phrases to write like “I will” or “Will I” and subsequently given puzzles. The group which had written questions solved twice as many puzzles as the other group. This shows that questions prime our brain to solve problems and not be stuck.

IDEA 11: DELOITTE ANECDOTE

- Swamiji was heading a division of Deloitte FMG and accompanied his group CEO to a customer who were close to implementing a \$400K Content Management System. Swamiji was appalled at the





complexity of the solution, given the simple problem at hand. So instead of Agreeing or Disagreeing – he asked their Technical Team questions on merits of the solution.

- He asked their CIO, “How many documents do you want to manage and Search?” Asking similar questions – he got their CIO to realize that the current solution was an overkill for the small number of documents they had at hand. Even though his CEO was unhappy – they later got a call that the customer had changed their mind and got a different contract worth \$800K. They loved Swamiji’s candor and appreciated telling them not to spend all that money. It all started by asking questions

IDEA 12: ASK DON’T TELL

- “Be interested” if you want to be interesting, when you ask people question you give them a chance to speak. We are deeply driven by our psychology, one cannot go wrong when we give our customers a voice, an opportunity to express themselves
- This is the approach that Socrates took. He asked Questions to help his audience uncover the truth. His thought was that intelligence resides in human psyche and by asking questions one can uncover it eventually.
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IDEA 13: MAGIC WORD “IF”

- When someone is not convinced, a powerful way is to ask people to imagine the possibility of “What If?”, “What if this happened?”, “What if we did that ...?”
- By asking people “What If” scenarios will make them “think”, hence the notion of using “IF”.

IDEA 14: GETTING A NEW CUSTOMER WITH “WHAT IF”

- Swamiji wanted to get entry in Canadian markets and reached out to a company’s IT and Marketing Manager. They had no budget for their website redesign but Swamiji asked them “What if he were to give them two or three examples of how their website could be, with no obligations?”
- Week later – after Swamiji had provided her with a few prototype designs – the IT Manager was blown away and gave him contract – all because he got her unstuck by spurring her imagination by using “What If”.

IDEA 15: MAGIC WORD “BECAUSE”

- “Because” is a very potent Magic Word because it creates a sense of justification even when there is not much substance to it. In an experiment a volunteer wanted to cut in line to xerox her papers, with mixed result , however when she said “Can I cut in because I want to ‘copy some papers” , which essentially is the same information as “Can I cut in” – her rate of success jumped up dramatically.
- Tell people why you are doing something or why they should do it – give people the “BECAUSE”. Rather than telling them, ask them and Add a “Because”.





IDEA 16: SIMON SINEK VIDEO – START WITH WHY

- Most people or companies start by saying “What” they build, “How they build it” and finally “Why they build it”. Simon Sinek challenged the audience to reverse that narrative to Start with “Why”. The most successful brands and leaders in the world start by communicating the “Why” are they doing what they are, “Why” are they building that product, then they talk about “How” they are going to do it and finally “What” they expect you to do about it. It’s a powerful narrative.
- This works according to Sinek, not because of psychology but biology because “Why” appeals to our emotional limbic brain – where you process feelings and emotions. Once people feel certain way about something – then the “What” is only used to rationalize their decision which they have already made in their emotional part of their mind.

IDEA 17: PAY ATTENTION TO BODY LANGUAGE

- Pay Attention to Body Language, too many people get rejected because of their unsuitable or animated body motion. While there is a lot to consider in body language – a easy thing to notice is see how comfortable or open is your customer or prospect sitting. E.g. If they are sitting cross-armed, it shows tension in the room and you need to disarm them and if you are successful you will notice it reflected in their body language.
- This is not a new notion but and old one of understanding peoples body language and spatial orientation compared to you. Many traditional Chinese tables are round – so that you don’t sit “across” the person you want to talk to- because that puts you on the “the other side” of the table.

IDEA 18: MAGIC WORD - “BUT”

- Most important Magic word is “BUT”. We know that anything that’s said before BUT doesn’t count. In this way “BUT” Erases everything that comes before it and Enhances everything that comes after it. So be mindful of which parts of the message you want to be subject to BUT ENHANCERS and BUT ERASERS.
- E.g.: “You did a very good job throughout the year and trying very hard *BUT* there are areas of improvement and punctuality could be better” has a huge emphasis on what was said after BUT and has a judgmental and has a negative tone. Now consider the same sentence reversed, “There are areas of improvement and punctuality could be better *BUT* you did a very good job throughout the year and trying very hard.” A totally different tone. Indeed, a Magic Word.

Notes compiled by a lovely student in Om Swami’s “Walk the Dragon” Leadership Program.

P.S. The student wishes to remain anonymous.

