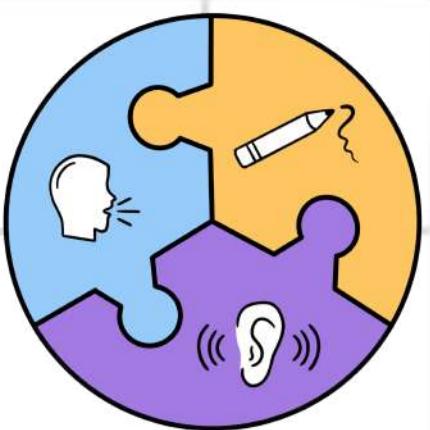


# THE ULTIMATE GUIDE TO EFFECTIVE COMMUNICATION

by Ankur Warikoo

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## Module 1.

In this module —

- 1) 5 myths around communication — Page 1

### ① BREAK THESE 5 MYTHS AROUND COMMUNICATION

→ It is important to address these myths and get them out of your mind in order to approach communication with an open-mind & learn the skill in its purest form.

#### #MYTH 1 - To become an effective communicator, you need to be well-versed in English.

→ This is not the truth. We believe English is the only language of communication & everyone focuses on it.

→ Understand that 80% of communication is through your body language.

→ And, the remaining 20% is through words.

→ Don't dismiss yourself even if you are not excellent with English because that will show in your body language & your words.

→ When you're confident with who you are, people start relating to you more.

#### #MYTH 2 - Introverts struggle to be an effective communicator

→ Introversion & extroversion are not related or linked to your confidence levels in any way. It is related to where you draw your energy from.

↳ Introverts - Draw energy from within

↳ Extroverts - Draw energy from others

→ Introversion doesn't mean you're not prepared.

If you're prepared well, you will be confident irrespective of the fact that you're an introvert or an extrovert.



### #MYTH 3 - Communication is all about spoken words

- Spoken words are a very small part of the whole communication process.
- 20% - Spoken words & 80% - Body language
- You may be a visual communicator - designers, photographers, etc.
- Communication = Listening + Writing + Speaking + Body Language.

### # MYTH 4 - Confidence is inborn

- Confidence is not inborn, it comes through preparation, practice & repeated efforts.
- Early on, everyone lacks confidence - but it can be developed with time, just like a skill.

### #MYTH 5 - The fact that communication has happened

- It is a myth that if you speak, send an email, or make a design, communication has happened.
  - Understand that communication is not about what you do, it is about how others receive it.
  - If the person you're communicating to has not absorbed your sentiments, then communication has not happened.
  - The act of communicating is not the completion of that task, it is only the start of it. It is only completed when both sides are aligned.
- 
- You'll realize how all of us have lived through the above mentioned myths in some form or the other.  
And they have become our excuses to not become an effective communicator.  
∴, while doing this course, don't bring these biases into the picture!



## Module 2 – Spoken Communication

In this module –

- i) 3 things you need \_\_\_\_\_ Page 1.
- ii) 3 things to build upon \_\_\_\_\_ Page 2.
- iii) How to get better \_\_\_\_\_ Page 3.
- iv) Last thing \_\_\_\_\_ Page 4.

### (i) 3 THINGS YOU NEED

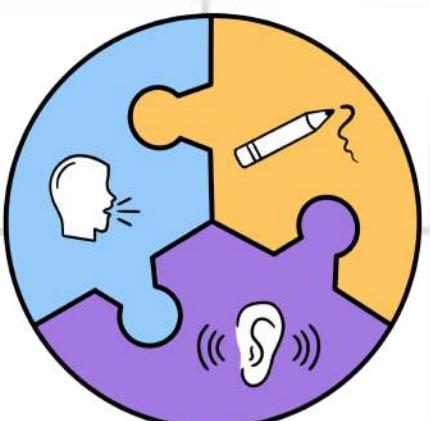
- These 3 things are the starting point if you want to become a good communicator.
- Remember – You'll not get good at it overnight, it will require a lot of practice but you have to start.
- Communication is important to share your ideas with the world.
- And, spoken communication is important if you want to communicate your ideas well – with the world, with your friends, at work or at any stage performance.
- Following are the 3 things you need –

#### ① ABILITY TO TELL A STORY

- Stories are the way in which we understand the world.
- It is only through story telling that human civilisations have grown.
- Stories are a great way to hold the attention of your listeners.
- Always narrate your point of view through a story, that is how people will relate and connect with you.

#### ② KNOW YOUR AUDIENCE

- It is important to know how to get your point across in a way your audience understands it, & that will only happen when you know them.
- Put yourself in your audience's position & then share your stories, they will be able to relate to you more.
- For example, a conversation with a friend is always free flowing because we know them in & out.



### ③ KEEP PRACTISING

- It is important to be consistent while practising to get better at being a communicator.
- The more you practice, the more you know what stories your audience can relate to more.

#### (ii) 3 THINGS TO BUILD UPON

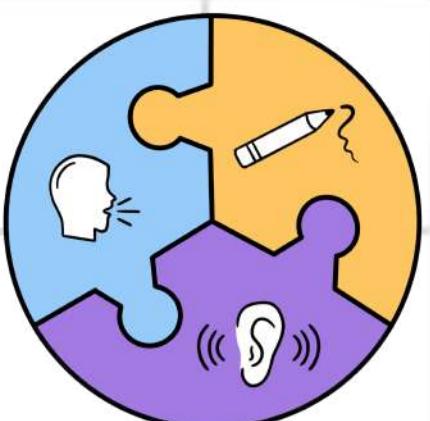
- These things will come with time, with consistent practice & knowing your audience better.
- Following are the 3 things -

##### ① OVERCOME YOUR CHAOTIC THOUGHTS BY WRITING

- It often happens that we have so many thoughts in our head that we forget what we wanted to say.
- The best way to overcome this is by writing.
- The best public speakers are writers. This is because writing is the slowest form of communication that allows your brain to select the most important thought & write it down.
- ∴, writing essentially helps you to refine & channelise your thoughts.
- If you get good at writing, you ultimately learn the art of filtering & delivering.
- Tip: Write a page everyday about anything that you want.

##### ② VOICE MODULATION

- This is how you speak in terms of the tone, pitch of your voice.
- When you change the tone of your voice, you generate the right emotions within your audience.
- Your words & the way you deliver them creates emotions.
- With time, you will know what kind of a tone & pitch works the best for you.
- You should focus on bringing emotion with the way you talk.
- Silence is also a part of voice modulation. Pausing at the right moments can make your conversations very effective.



### ③ BODY LANGUAGE

- Communication = 80% body language + 20% spoken words
  - Use your facial expressions, hands, body movement to your advantage – it helps generate emotions just like your voice.
  - It makes for an impression that is created within the mind of your audience regarding you.
  - Learn by observing those you think are good speakers. Realize what is it that they're doing that makes them effective.
- 
- When you know the 3 things you need (previous section) & 3 things you can build upon (this section) you basically have the process & the mechanism to become an effective speaker.

### (iii) HOW TO GET BETTER?

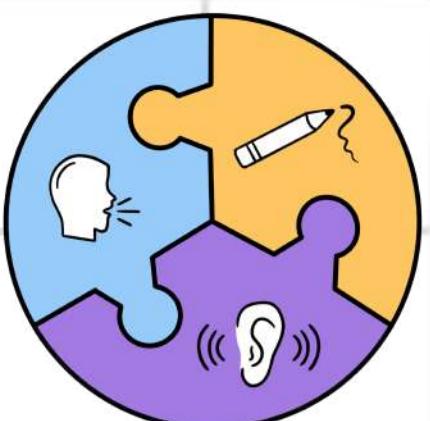
- Perform this exercise for 30 Days, daily.
    - (a) Use your phone & record a video, any topic.
    - (b) Speak for just 1 minute on the same topic for 30 days.
    - (c) When done –
      - Mute the video & observe your body language.
      - Make notes from your observation.
      - Now, just hear your voice & observe your voice modulation.
      - Again, make notes – be critical, & list things to improve.
      - Once done, watch the video in full.
- ∴ 1 min – Recording  
2 mins – Watching yourself + notes  
2 mins – Hearing yourself + notes  
2 mins – Full video + notes
- ⇒ 7 mins daily commitment for 30 days.
- This will help you improve your content, body language & voice modulation.
  - You will have more confidence, clarity & awareness.



#### (iv) LAST THING

- Always show up at an opportunity to speak - with friends, at work presentations, at events, etc. - this will help you learn a lot & build your confidence.
- It is important to test out your learnings in front of the real world.

ALL THE BEST! :)



## Module 3 - Written Communication

In this module -

- |                           |       |         |
|---------------------------|-------|---------|
| (i) Before you write      | _____ | Page 1. |
| (ii) Document writing     | _____ | Page 2. |
| (iii) Email writing       | _____ | Page 4. |
| (iv) Making presentations | _____ | Page 6. |
| (v) How to get better?    | _____ | Page 7. |
| (vi) Last Thing           | _____ | Page 7. |

### (i) BEFORE YOU WRITE

→ You need to bear the following 3 things in mind before writing.

#### ① KNOW YOUR AUDIENCE

- It can be anyone - college professors, managers, team members, clients, user, etc.
- You need to understand how they react, how they absorb information - this comes through thorough research.
- If you don't know your audience, you will end up creating something which is not useful to them.

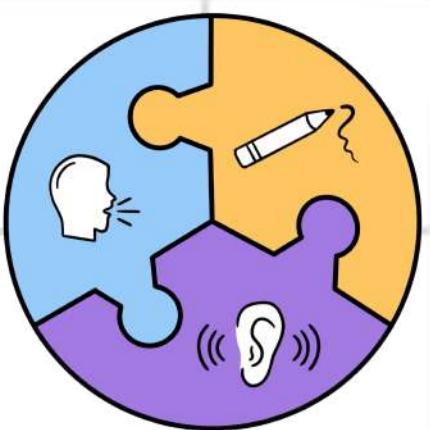
#### ② DEFINE THE OBJECTIVE

- Always define the goal of why you're writing, make it very specific even before you start.
- If you don't have the objective defined, you will drift away. Objective brings structure to your writing.

#### ③ DEFINE YOUR TONALITY

- The tonality of your writing is defined on the basis of your audience & the objective.
- Your words need to have an emotion in order to be effective.  
eg.) it can be respectful, curious, commanding, seeking help or feedback, etc.

→ These 3 things form the foundation of your written communication.



- Do note that your command over English (or your language of communication) is not a reflection of whether you are an effective communicator or writer.
- How well you structure your written communication is important.
- This section has 3 segments -
  - Document writing
  - Email writing
  - Making presentations.

## (ii) DOCUMENT WRITING

- They're important at workplaces & also when you're a student.
- Following is the process -

### (1) Make a list of all the things that you want to cover.

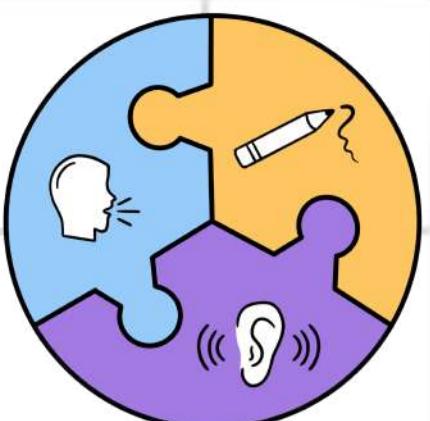
- This doesn't need to be structured.
- The idea is to list down everything that comes to your mind.

### (2) Create a storyline

- This means that you need to bring a logical flow to all the information that you have to cover.
- The structure can be like - beginning, middle & an end.

### (3) Fill in the details

- Once your storyline is ready, start detailing everything.
- Devote your attention to each section; don't force yourself to join all the parts.
- Detailing part is where you can write a lot but it might also be possible that people will read it the least.
- You benefit a lot from detailing because that helps you in forming the brief.
- Brief is a paragraph that summarizes everything. And this is going to catch the most attention of your readers.



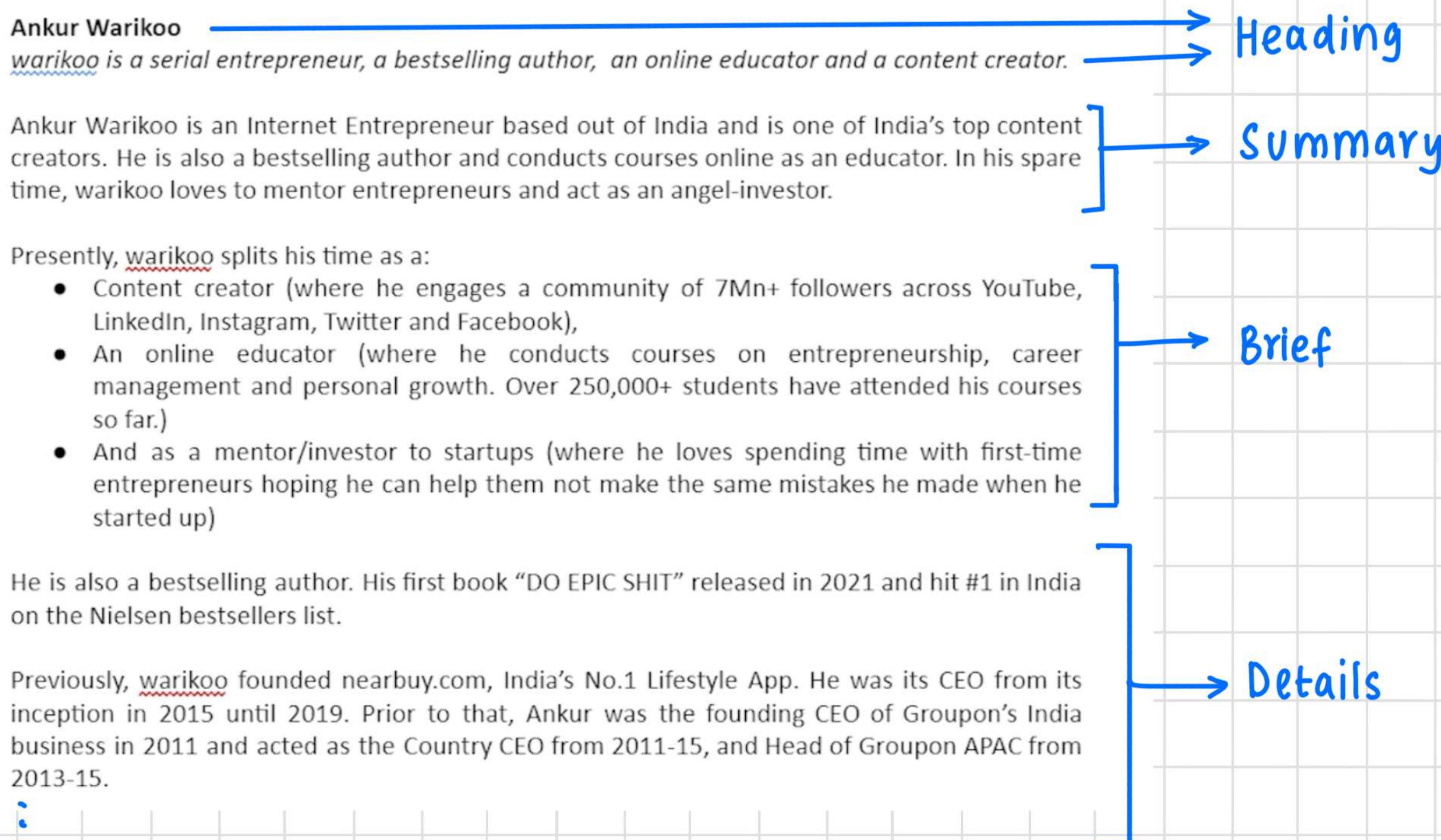
#### (4) Summary

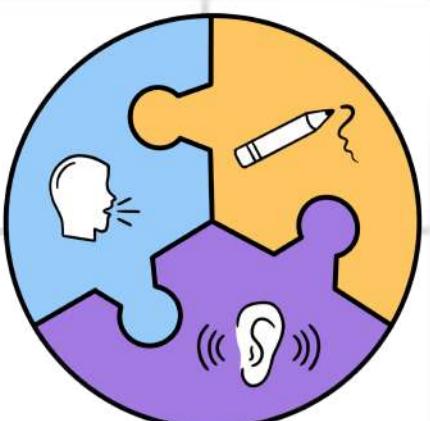
- It is a little different from the brief, it is almost like a headline.
- Your summary will get the people hooked.
- Your subject line / summary can be provocative, straightforward, curiosity inducing, etc.
- Over time you'll realize what works & what doesn't.

→ ∴, following can be the structure -

1. Heading / Summary
2. Brief (1 paragraph)
3. Details

→ For example,





### (iii) EMAIL WRITING

→ There are 4 parts in an email -

- 1) Subject line
- 2) Salutation
- 3) Introduction / Objective
- 4) The Ask

#### (1) Subject line

→ It is a way to get your email opened up.

→ People get a lot of emails, ∴ subject line becomes important to grab attention.

→ A good subject line catches attention & evokes curiosity.

→ Make sure your subject line aligns with the email content. You ultimately don't want to lose the trust of the reader.

#### (2) Salutation

→ It consists of the greeting & the first few lines of the email.

→ This is where you form a connect with the reader.

→ ∵, it should be very specific - with the name of the person & clearly defining the objective of the email.

#### (3) Introduction / Objective

→ Depending on who you're writing to, you introduce yourself.

→ This is the most important segment of the email.

→ Here you mention what is it that you want from the receiver and why should they care?

→ When you are being specific in your ask, there is more possibility to receive a response.

#### (4) The Ask

→ End the email with a specific ask or a want, this is usually a call to action - the action you want the receiver to take.

→ Define this well so it serves your objective of writing the email.



→ For example,

Ankur Warikoo <warikoo@gmail.com>  
to Chiki ▾

May 11, 2020, 5:54 PM ⚡ ← ⋮

Hey Chiki

Hope you are doing well. It has been a while - though I have been following you on social media on and off. It is impressive how far and wide Juggernaut has reached in this time. My congratulations.

I am not sure you remember me.  
We had met a couple of times to discuss a book idea. Reason I am writing this email is because a couple of publishing houses have reached out to me, with a proposal to write a book.  
And I would much rather write one for Juggernaut than them - I liked our interactions, you have a young and fresh take on publishing and Simran is a batchmate from ISB.  
Lots of reasons to work with you.

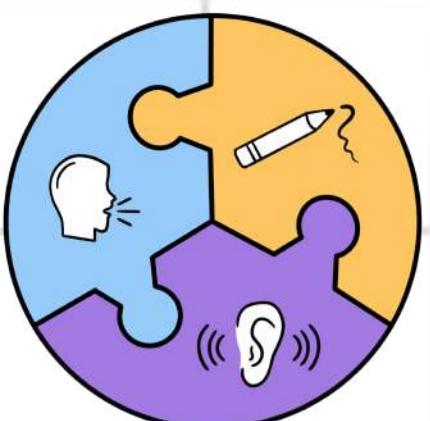
I wanted to give you the first right of refusal.  
If you feel this is the right time and place, I will be delighted.  
If not, I totally get it and will move on to my other options.

I hope this email caught you at the right time. All the best. Stay safe.

-----  
ankur warikoo  
[www.ankurwarikoo.com](http://www.ankurwarikoo.com)  
...

The email is annotated with blue arrows pointing to specific sections:

- A blue bracket on the right side of the first two paragraphs points to the text "My congratulations." with the label "Introduction".
- A blue bracket on the right side of the third paragraph points to the text "Reason I am writing this email is because a couple of publishing houses have reached out to me, with a proposal to write a book." with the label "Objective".
- A blue bracket on the right side of the fifth paragraph points to the text "I wanted to give you the first right of refusal." with the label "Call to action/Ask".



## (iv) MAKING PRESENTATIONS

→ A presentation has 3 fundamentals -

### (1) Storyline

- It is very similar to storyline in document writing.
- Each slide in your presentation is a story.

Suggestion: You can start with a written document before making a presentation.

- Write everything down
- Fill in the details for each item
- Each item then becomes a slide

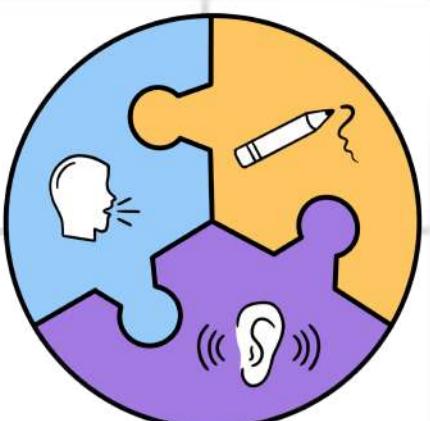
→ Every slide is a summary of the details you want to share.

### (2) Include a key message

- Each slide should have a key message.
- Avoid details in a presentation, because the main objective of it is to present things in a concise manner.
- The key message should address what the headline is talking about.

### (3) While presenting, bring a flow to the messages.

- This means use animation to bring a flow.
- When a slide comes up, the audience stops listening to you, so you have to make the audience move along with you.
- Hence, the flow is important because when people read & hear from you, they are with you.
- Animations help you to control the audience & make them move with you.
- You can also use different font sizes & colours to create hierarchy in every slide.



## (v) HOW TO GET BETTER ?

Exercise , for 30 days, daily.

- (a) Write a page everyday on any topic.
- (b) Ask the following questions to yourself -
  - 1) Who are you writing for?
  - 2) What is the objective ?
  - 3) What is the tone you will use?

- (c) End it with the same sentence every day for your own self -  
"I have come to the conclusion that ..."

→ This will help you know yourself through your writing.  
→ You will see yourself improving everyday.

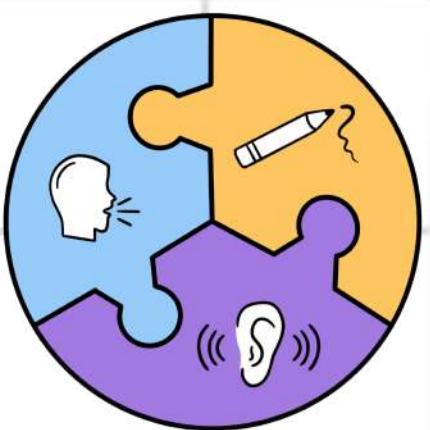
→ This will help you develop clarity about how you write , why you write, what you write.

## (vi) LAST THINGS

Remember , & take care of these few checks before sharing your writing -

- 1) Check for spelling mistakes
- 2) Grammar check – punctuation marks, caps , proper nouns  
– use tools that can help. eg) Grammarly
- 3) Check the audience , objective & tone.

ALL THE BEST! :)



## Module 4 - Listening Skills

In this module -

- (i) 3 things you need \_\_\_\_\_ Page 1.
- (ii) How to get better? \_\_\_\_\_ Page 2.

### (i) 3 THINGS YOU NEED

- The most effective communicators are best listeners.
- Listening to others helps you know what you don't know.
- Following are the 3 things you need to be a good listener -

#### ① ABILITY TO ASK

- When you ask a question, you are essentially letting the other person talk just so that you can patiently listen.
- This also helps you learn a lot.
- Ask questions even when you're in an interview, it makes the conversation richer, & you become a good listener because of that.

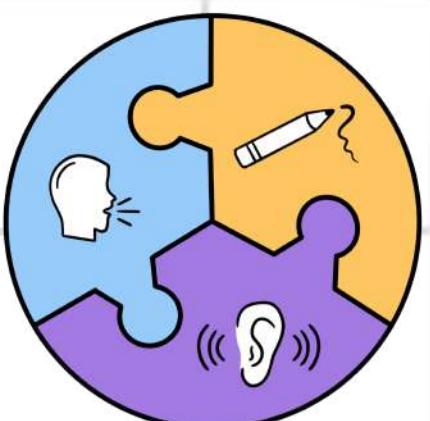
#### ② MAINTAIN EYE CONTACT

- This gives an impression that you are listening & paying attention.
- Making eye contact helps to listen, observe & understand.
- HACK: While on video calls, look into the camera while you listen / talk, that helps with eye contact.

#### ③ LISTEN TO UNDERSTAND

- Listen not to reply, but to understand the other person.
- Always remember: Communication is not a battle. It is an intent to understand.

- When you bring these 3 things together, you form the foundation of becoming a good listener.



## (ii) HOW TO GET BETTER ?

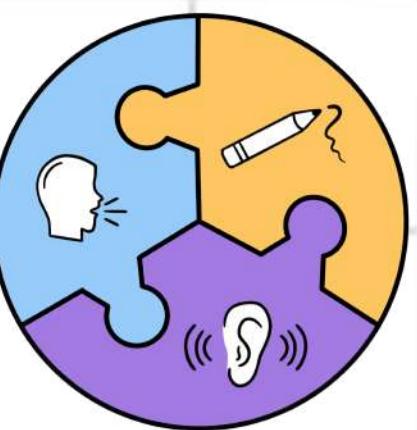
Exercise , for 10 days, daily.

- (a) Watch a TED Talk everyday.
- (b) Just hear the audio , don't watch the talk.
- (c) At the end of each talk, answer 3 questions -
  - 1) What is the new thing I learnt from this talk ?
  - 2) What is it that I knew already & this talk validated ?
  - 3) What was the most interesting part & why ?

→ When you answer these questions without watching the video,  
you rehearse your listening skills.

- (d) After answering , watch the video again with both audio & visuals.
- (e) Now check if you still agree with your answers.  
Most likely you'll have a different opinion.

ALL THE BEST ! :)



## Module 5 - Exercises

In this module -

- 1) 30-day spoken skills exercise \_\_\_\_\_ Page 1.
- 2) 30-day writing skills exercise \_\_\_\_\_ Page 2.
- 3) 10-day listening skills exercise \_\_\_\_\_ Page 2.

→ DO IT ALL, WITHOUT FAIL.

→ It will take you a lot of practice to become an effective communicator, it will not happen overnight.

### ① 30-DAY SPOKEN SKILLS EXERCISE

- (a) Use your phone & record a video, any topic.
- (b) Speak for just 1 minute on the same topic for 30 days.
- (c) When done -
  - Mute the video & observe your body language.
  - Make notes from your observation.
  - Now, just hear your voice & observe your voice modulation.
  - Again, make notes - be critical, & list things to improve.
  - Once done, watch the video in full.

∴ 1 min - Recording  
2 mins - Watching yourself + notes  
2 mins - Hearing yourself + notes  
2 mins - Full video + notes

⇒ 7 mins daily commitment for 30 days.

- This will help you improve your content, body language & voice modulation.
- You will have more confidence, clarity & awareness.



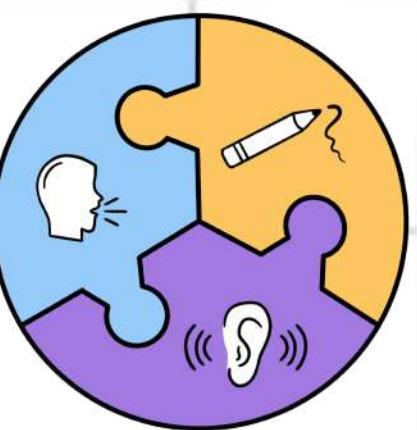
## ② 30-DAY WRITING SKILLS EXERCISE

- (a) Write a page everyday on any topic.
  - (b) Ask the following questions to yourself -
    - 1) Who are you writing for?
    - 2) What is the objective?
    - 3) What is the tone you will use?
  - c) End it with the same sentence every day for your own self -  
"I have come to the conclusion that ..."
    - This will help you know yourself through your writing.
    - You will see yourself improving everyday.
- This will help you develop clarity about how you write, why you write, what you write.

## ③ 10-DAY LISTENING SKILLS EXERCISE

- (a) Watch a TED TALK everyday.
  - (b) Just hear the audio, don't watch the talk.
  - (c) At the end of each talk, answer 3 questions -
    - 1) What is the new thing I learnt from this talk?
    - 2) What is it that I knew already & this talk validated?
    - 3) What was the most interesting part & why?
- When you answer these questions without watching the video, you rehearse your listening skills.
- (d) After answering, watch the video again with both audio & visuals.
  - (e) Now check if you still agree with your answers.  
Most likely you'll have a different opinion.

ALL THE BEST! :)



## Final message

Everything in the end boils down to your own self.  
YOU ONLY HAVE YOURSELF.

No one will truly understand -

- what you go through
- what you think

You know yourself through your thoughts but people only know you through your actions; so you only have yourself.

∴, Whenever you undertake something in your life, remind yourself that if you are willing to go through that grind, everyone else will follow along.

# The World's reaction is a mirror reflecting your own perception.