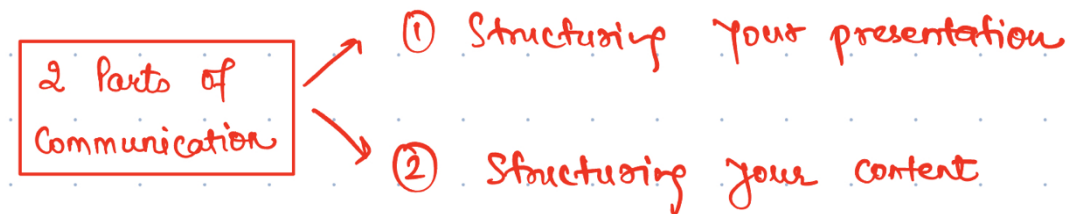


## How to communicate more effectively?

Effective communication is built on 2 main factors:



### Structuring your presentation:

It is mainly focused on how to present yourself to your audience.

There are 4 ideas to keep in mind while getting into a discussion or making a presentation:

- 1) Speak Slowly, loudly and clearly, and you should take pauses where necessary
- 2) Modulate your voice to keep your audience engaged
- 3) Use hand gestures to express, but don't move a lot from your position
- 4) Maintain eye contact and stay calm, even in heated arguments

#### 1) Speak Slowly, loudly and clearly, take pauses where necessary

Effective communication requires your audience to **listen, interpret and analyze** what you are saying.

Hence, most important is that you speak loud enough for the audience to hear you clearly and they get enough time to understand & analyze.

Second, speak slowly and take pauses where necessary.

- This way, your audience gets time to interpret and analyze what you're saying and they can connect better with your content.
- You also get time to think how to structure your content delivery better on the go and also can gather examples/facts to answer audience questions effectively
- Pauses also add element of suspense and keeps your audience excited

Many great orators across the world – Steve Jobs, our current prime minister Shri Modi Ji or our earlier prime minister – Shri Bajpai Ji, all have been loud, clear and calm in their communication.

## **2) Modulate your voice to keep audience engaged**

Modulate your voice while you speak. This helps to keep the audience engaged and not get bored in longer sentences.

- Put more emphasis on items you want to highlight,
- Speak faster if you're delivering something already known to majority of audience
- Slow down and use deep voice if you want your audience to specifically focus on a part
- Crack casual jokes between to lighten the conversation, only if suitable

Modulating your voice helps to keep audience attention level high.

## **3) Use hand gestures to express, but don't move a lot from your position**

Hand gestures are an effective way to add impact and expressions into your communication.

While Using hand gestures:

- Adds impact into your communication
- Can guide audience's focus on specific parts of the discussion
- And sometimes, audience memorize different parts of the discussion by subconsciously associating that part with gestures.

While gestures engage your audience, unnecessary movement:

- distracts your audience.
- Your audience wants to focus on what you are delivering and not on where you are standing.

Movement is useful if you are making a switch from one part of message to another so that audience can use the moment to lighten their concentration level.

## **4) Maintain eye contact and stay calm even in heated arguments**

Maintaining eye contact is:

- another effective way to manage audience attention.
- It turns group discussions into 1:1 conversation
- By maintaining eye contact gradually with different section of audience you make them feel to be a part of the conversation.

At the same time, being calm in your delivery is another important aspect to focus on as:

- Arguments make audience lose interest and it converts engaging discussions into single sided arguments

By Staying calm:

- People take you seriously
- Their focus on the topic is not lost
- And it enables higher level of audience engagement

### **Structuring your content:**

We just learnt how to effectively structure our presentation, but that's only half part of the equation. Engaging content is essential to have Effective communication.

There are 4 ways that I'm sharing with you that you can use to make your content more engaging.

- 1) Try to mention the number of points you're going to discuss at the beginning of the discussion
- 2) Use PESTEL framework to generate generic content and ROCD framework to generate content specific to business problems
- 3) Use facts to overpower arguments and judgements
- 4) Try to use visual aid – Slides, visuals or written content to engage the audience and support your delivery

① Mentioning no. of points to be discussed at beginning of conversation.

- Benefits
- ① Adds internal discipline in you to be short & specific & limit the discussion to said no. of points
  - ↪ ② Helps audience grasp the discussion better by associating points discussed with the agenda set at beginning of discussion.

For e.g. At beginning of this section, I mentioned that we will cover 4 points. This helped me to set the context, structure my delivery and also, easier for you to follow.

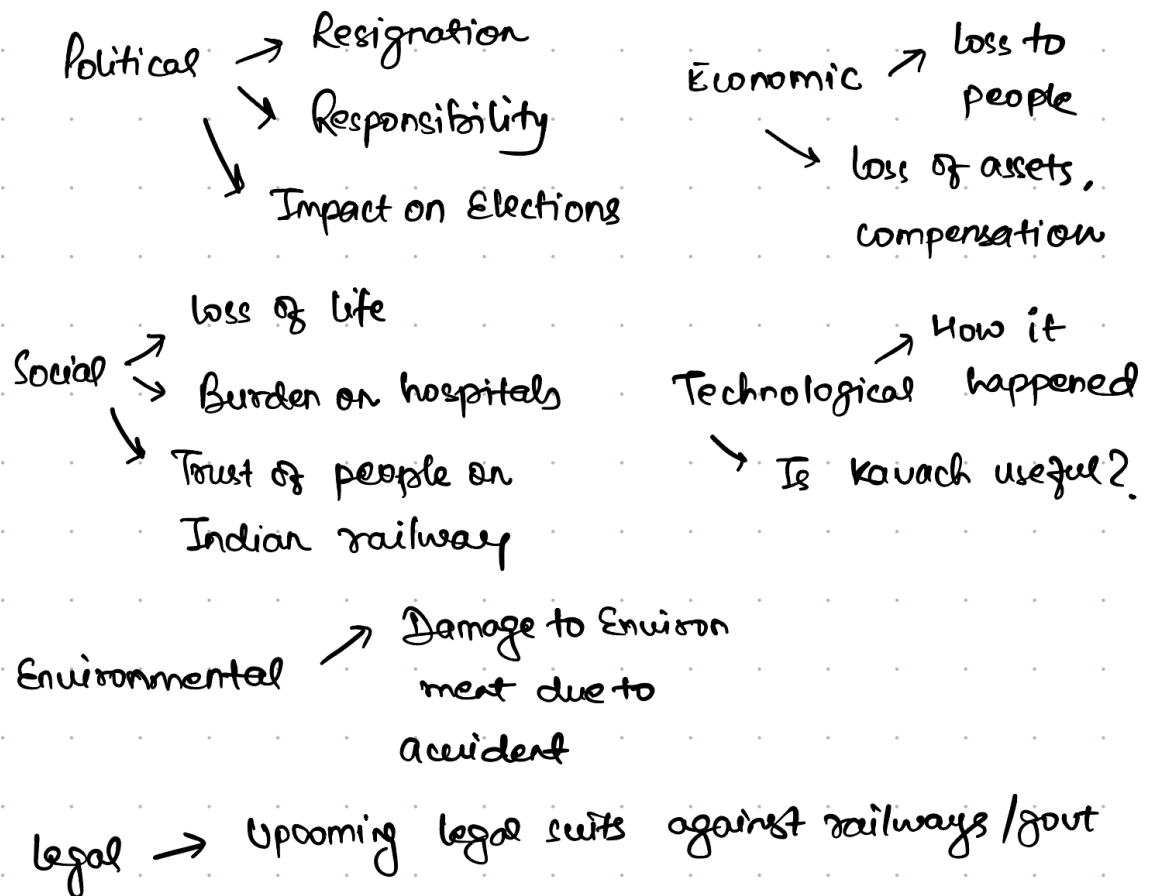
## ② Framework for Content Generation

### A) PESTEL Framework



Political, Economic, social, Technological, Environmental and legal

Eg. Analyze the impact of recent Odisha train accident



## B ROCD Framework



Revenue, Operational Efficiency, Cost, Delight

E.g. Should Ola Electric sell in Tier 4 cities?

Revenue → Tier 4 market size



TAM → % addressable market



Revenue growth potential

Operational Efficiency → Impact on operations?

↳ # of additional hiring needed

↳ How to setup franchise ops & service centres

Cost → How much investment needed

↳ How many years for +ve ROI

↳ Cashflow impact

Delight → Service extension to remote areas also

↳ # of customers accessed

↳ NPS Survey, etc.

③ Using facts to overpower conflicting arguments/ judgements

E.g. People are arguing if placing vedic idols in samvidhan kakh of a democratic parliament is right or wrong?

Fact: Samvidhan kakh of parliament presents a journey from Ancient India to modern India.

And almost majority of written and vocal account of ancient Indian history comes from vedas.

Hence, Envisioning Indian history without mention of vedas will not be possible.

**5) Use slides/written content/visuals wherever possible to assist**

Slides/Written notes and visual aids, aid both – the presenter and the receiver in the delivery of the content.