



School of
Meaningful
Experiences™

Compelling
communication
is a combination
of words, emotions
and persuasion.

SOME Times SEPTEMBER 2022

The quarterly newsletter from the School of Meaningful Experiences

From the Founder's desk



Hello, and welcome back to a brand new newsletter!

Is it me, or does the year seem like it is in a hurry to be finished? Only three more months for the year to end, and it feels like we just welcomed January. India is also stepping into her most glorious quarter - the festive season. With Eid and Ganesh Chathruti behind us, we are all gearing up for Durga Puja, Dusshera, Diwali, and many other lovely festivals. My team and I can't wait to break into our new clothes and gorge on traditional delicacies and mithai.

We have had such an exciting quarter, so let's get into it. Our B2C offerings, including one-on-ones, continued in full swing. Our B2B is also looking exciting as we have just signed on to deliver our programmes to Ivanti, which helps enterprises secure, modernise, and accelerate their business operations, Deloitte, and our old friend, Perfios, a Bengaluru based fin-tech company.

This quarter we also closed our third round of funds through angel investors. The round was again led by entrepreneur and investor Uday Singh who has been involved with the venture since the first angel round. Joining this latest round is another serial angel investor Mohan Alexander. The venture has raised half a million dollars till now in the last three angel rounds. We plan to use the latest funds to strengthen our outreach programmes, expand the team as well as introduce innovative communication programmes for working professionals, managers, CXOs and entrepreneurs.

Our collaboration with BetterPlace, a Bengaluru based company, providing IT solutions for the blue-collar workforce, is also coming to an end this quarter. BetterPlace was the first company we rolled out our **Management Development Programme (MDP)**, to and it has been a great learning experience. We learnt what works, what learners enjoy, and how to create programmes that are industry specific. We will use these learnings to do better going forward. Read more about this relationship later in the newsletter.

This quarter we also held a communication and leadership programme for the students of Ahmedabad University called **The Six Cs of Leadership**. Read more about it a bit later.



With students from Ahmedabad University



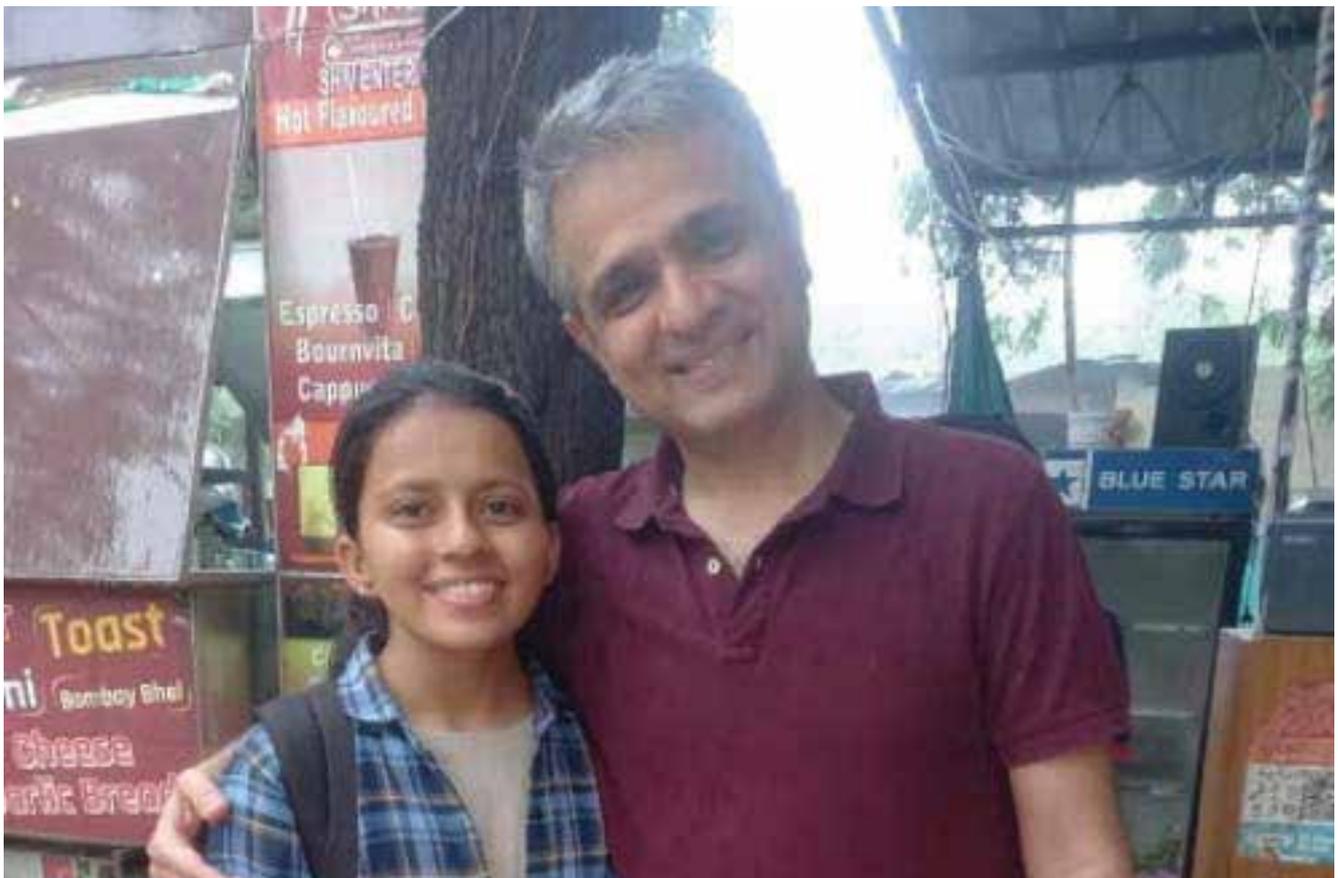
Me being fattened up



Arun and Kopal, thank you so much!

Ahmedabad is one of my favourite Indian cities to visit, and I love the people and food there. The weather, on the other hand, not so much! Having teammates working from across the globe means I will always have a friend in almost every city I visit. While in Ahmedabad, I met up with my teammate Arun and Kopal, his lovely wife, who fed me till I was ready to burst.

There, I also met a wonderful young student, Banshi Kamleshbhai Chhaniyara from Gujarat University, who said she enjoys watching my videos. Thank you so much, Banshi, for taking the time to come and talk to me. Confident and articulate youngsters like you are the future of this wonderful nation.



With Banshi in Ahmedabad

I am truly blessed to have a team that is so creative - their ingenuity reflects in every aspect of SoME - content creation, teaching, sales and marketing. No wonder that their kids, or as I call them, second generation SoMEbodies, are just as creative. Look at what Guide Shivani Shinkre's daughter, Jahnvi, and Sales Associate Brinda Ramesh's son, Satwik, made during Ganesh Chaturthi and Onam.



Ganesha made of clay
by Jahnavi



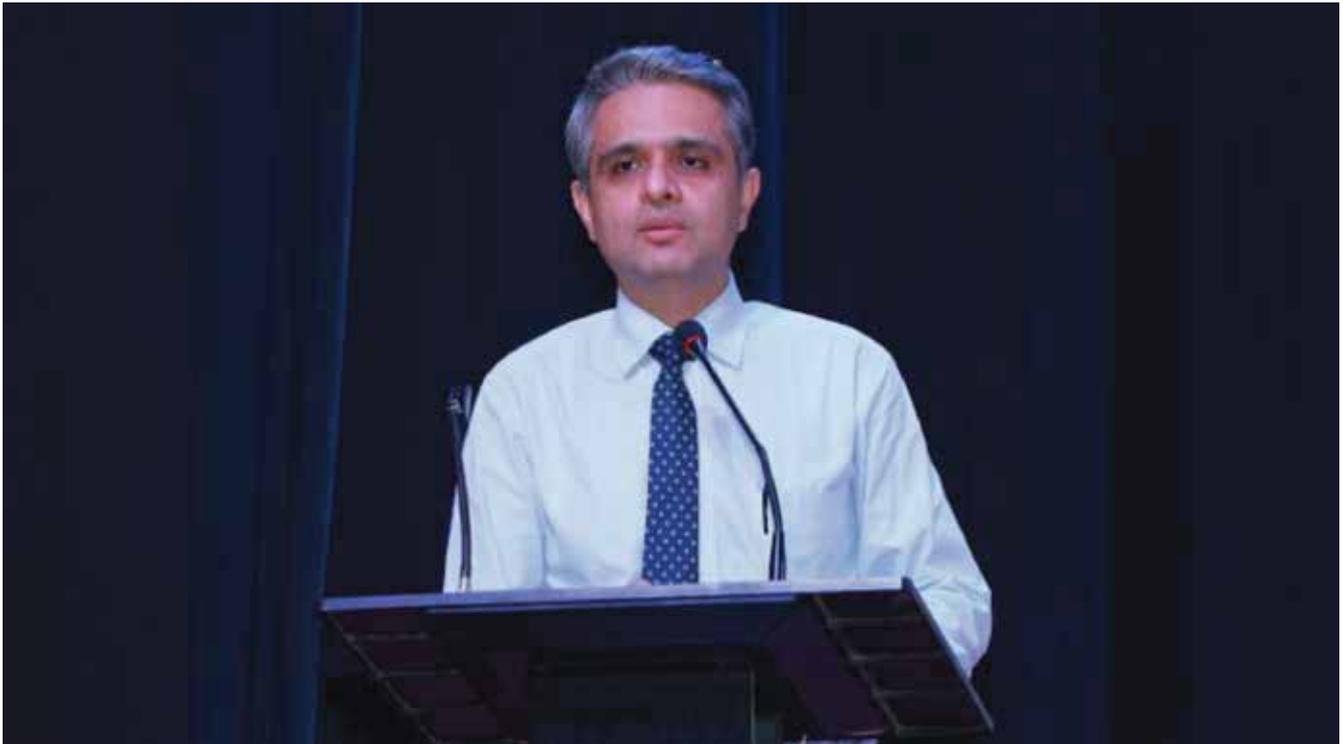
Pookalam made by Satwik

In other fantastic news, SoME's Lead Guide, the very formidable Col MK Mandanna (Retd.), became a grandfather to a cute little granddaughter for the first time. And, our Programme Office Manager, Rohini Ramegowda, gave birth to a second boy. I cannot express my happiness at seeing how our little SoME family is growing. May both families always stay blessed and happy.

As always, a huge heartfelt thank you to my learners, investors, partners, family and, of course, my team. We wouldn't have come this far if it wasn't for your belief and love. I am truly grateful.

Rakesh Godhwani
Founder & CEO
SoME

Speaking Engagements



IIM VISTA YLS

August 5

Topic: 'Envision Enable Enrich'

**Rashtriya Military School,
Bengaluru**

September 10

Serving as a jury member for the Bhatia InterSchool debate held at Rashtriya Military School, Bengaluru.

**G H Rasoni Institute
of Business Management**

September 20

My journey as an Acadpreneur

**CIO 100 Symposium
& Awards**

October 14

Opening Keynote: 3 mistakes most CXOs make in VUCA 21st Century

What we have
been up to!

Thank you, BetterPlace!



Six months ago, we rolled out our first **Management Development Programme**, created in collaboration with Ahmedabad University, to BetterPlace, a Bengaluru based company, providing IT solutions for the blue-collar workforce. From understanding Managerial Effectiveness, the importance of strong collaboration, and frameworks of confident communication to leadership strategies, the programme touched upon a gamut of topics crafted to empower the team at BetterPlace to become stronger professionals and leaders. Ahmedabad University faculty members were also invited to take some critical classes. Prof Jatin Christie and Prof Kunal Mankodi took Managing Conflicts and Strategic Thinking

classes, respectively. Our Business Philosopher, Arun Balakrishnan, former MD and Chairman of HPCL, also took a class on Innovation and Leadership. It has been one of our most intense and rewarding programmes, and we cherish the bond we have formed with the company and hope to continue this relationship.

If you would like to learn more about our MDP course, please write to us at contact@some.education or reuben.john@some.education.

The Six Cs of Leadership at Ahmedabad University

This August, we rolled out our Communication and Leadership Programme for the students of Ahmedabad University called **The Six Cs of Leadership**. The programme was spread over four weeks and demystified various communication myths, explored the facets of renowned communicators, and taught SoME's unique communication and confidence framework. In addition, the sessions aimed to guide the participants through an advanced step-by-step process of structuring, delivering a persuasive oral message, and choosing the appropriate medium to reach the intended audience in a job interview or corporate context. About 30 students participated in this blended model - two weeks were online, and two were on campus.

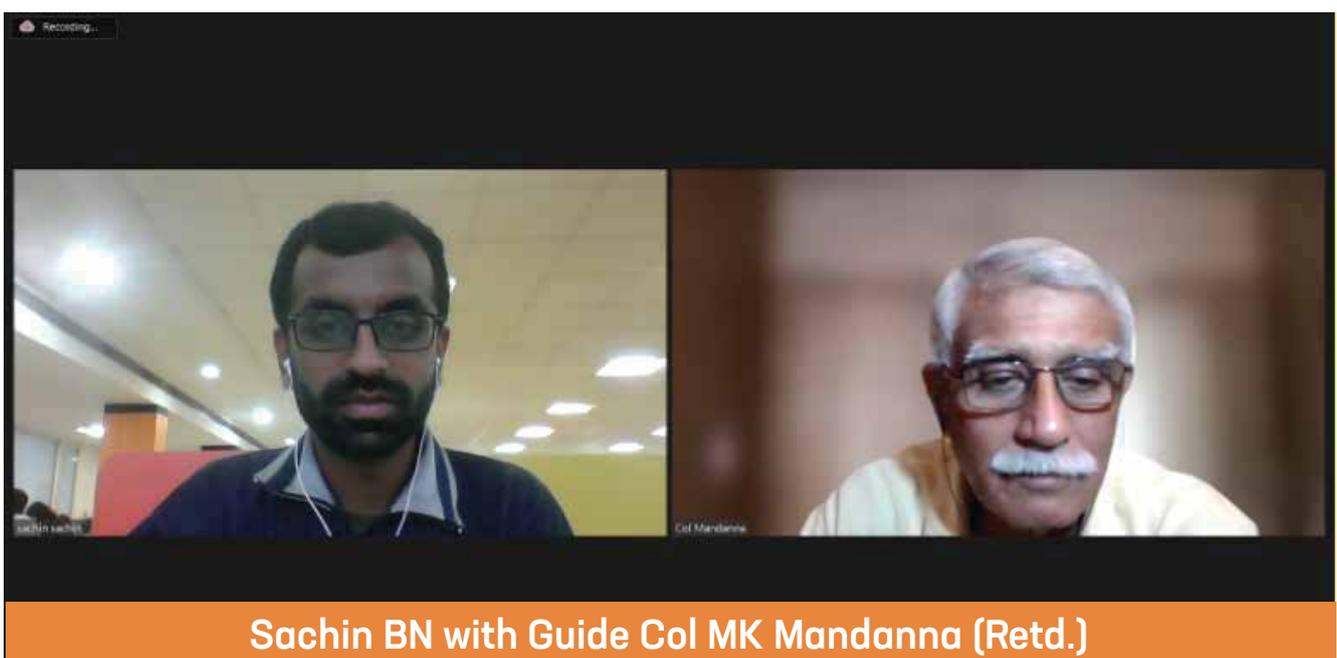


Rakesh Godhwani in Ahmedabad University

Our one-on-one classes continue

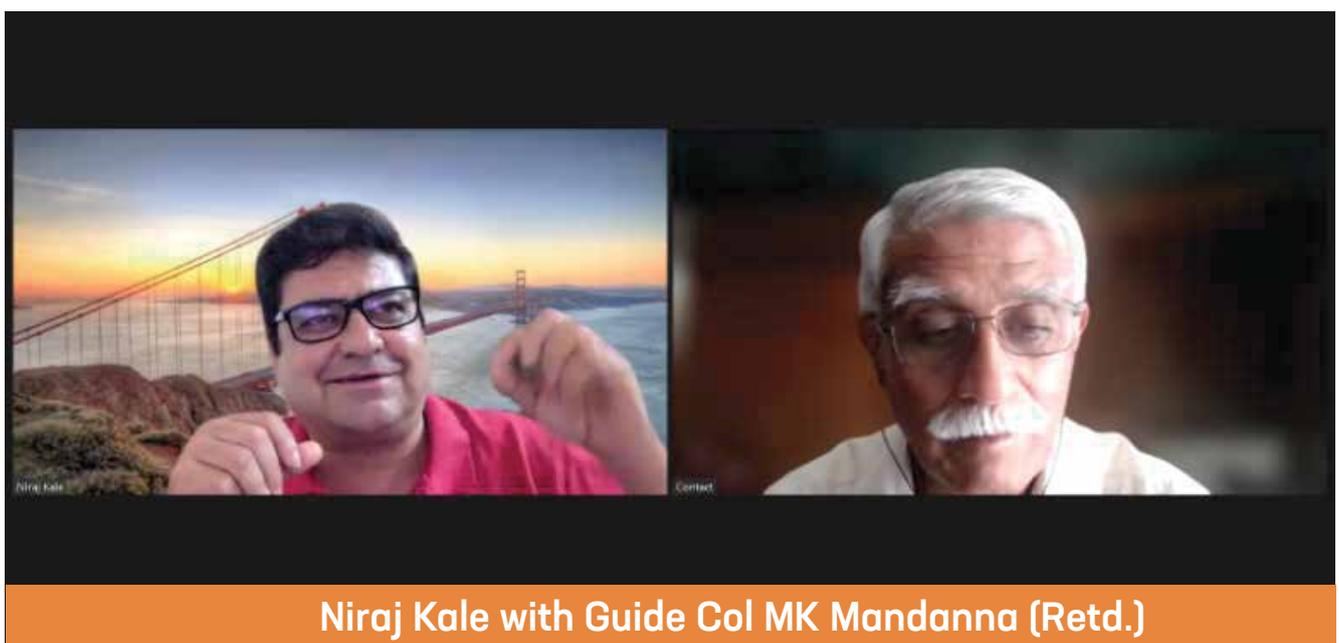
The one-on-one programme has become a favourite with our learners. They see it as an opportunity to discuss their personal requirements for building confidence and effective communication. This quarter we had five learners opting for one-on-one, Sachin BN, Nabin Ghosal, Shaheen SA, Akhil Kardam, and Niraj Kale.

Congratulations to our learners Sachin and Neeraj for completing all three levels of Programme for Professionals/Associations (Effective Professionals Programme) and Programme for Mid-Managers (Competent Leaders Programme), respectively.





These modules have been appreciated by our learners as they find them simple to understand, clear and informative. The tools they learn are easy to practice and have helped them improve tremendously. Other than Communication, we also explore important concepts like Collaboration and Networking in the workplace.



We ask our learners to share examples of workplace challenges they face and simulate these scenarios to implement the tools and frameworks they learn in class. Our learners love these activities as they make the lessons more practical.

If you would like to enrol in our one-on-one batches, please write to us at contact@some.education or brinda.ramesh@some.education.

Programme for senior professionals and mid-managers (Competent Leaders Programme - CLP)

One of our learners from the Middle East has successfully completed all levels of CLP this quarter. His dedication to the course is amazing, but what's even more commendable is that our learner applies the learnings from each session to his day-to-day work scenarios. He is reporting success with his experiments and shares his excitement with us.

He has requested an ongoing engagement with us through a few mentorship sessions each month. We are exploring this with him actively, to meet his requirements in the most appropriate way, tailored to his needs. Inspired by Rakesh Godhwani's commitment to teaching, our learner, who is also a soft skills coach, has now taken an engineering college in Hyderabad under his wing.

Another of our learners, who is a senior executive and a finance whiz, is excited to take up CLP Level 2 after the success he had with Level 1. He shared with us that he has gained more confidence after putting his learnings into action. He could articulate his justification for promotion and negotiate a salary increase with his senior leadership. He says our **Assertiveness** module helped him immensely and gave him the tools to stand up for himself. Success speaks for itself. We are so proud of our amazing learner!

Another learner, a woman leader in a reputed IT company, who came back to work after a break is also very happy with our CLP Level 2 course. She spoke about how our case studies perfectly resonate with the scenarios she faces at her workplace. After the discussions during the sessions, she says she had some "aha moments." This allowed her to make some critical changes in the mode of engagement with her senior leadership, her peers, and her team members.

Our courses offer insights and approaches that empower leaders to give their best. They offer the ability to think differently, with empathy and compassion, and enable leaders to arrive at the right solution to problems, which leads to great decision-making.

If you or anyone you know would like to enrol in this programme, please contact us at contact@some.education or urmila.lalchand@some.education

Programme for Professionals/Associates (Effective Professionals Programme - EPP)

For this quarter's EPP Level 1 batch, we have had three learners, Mannan Desai, Vishnupriya Hymavathi and Nibu Koshy.



Vishnupriya and Mannan with Guides Venu Ayyar and Shivani Shinkre

A little reserved, Manan is extremely intelligent and a voracious reader, while Vishnupriya is very expressive and assertive at communicating. Their unique communication styles added so much value to the classes, and it was heartening to see them collaborate with each other during the sessions.

The learners and the Guides had interesting discussions about their favourite speakers, the styles they would like to incorporate and how to speak in front of a large crowd. Manan and Vishnupriya did not just read the case studies, they would add their individual perspectives to them, making the discussions more interesting. The learners enjoyed the assignments and also started incorporating **SoME's SMART** framework to give better presentations. They pointed out that they have started employing SoME's frameworks like **OBC AOM & AEIOUXE** to make interesting speeches.



Nibu Koshy with Guide Shivani Shinkre

Nibu Koshy had us in splits while discussing the **Creativity** module. He said he would cook one of his favourite dishes, egg puffs, in various ways using different equipment inspired by the module! We are truly blessed to share such an amazing camaraderie with our wonderful learners.

If you or anyone you know would like to enrol in this Programme please write to us at contact@some.education or urmila.lalchand@some.education

Streamingo Communication workshop

Friday, August 26, was a special day for us at SoME. We held an in-person workshop for the young and enthusiastic team of QA engineers at Streamingo, a start-up that works with AI for videos.

The founder of Streamingo, Vinay TS, and Co-Founder and Managing Director, Vidhya Vinay, are passionate about technology, and the human connection that is essential in the communication around the same. In fact, Streamingo deals with the automation of human activity analysis. No wonder then, that they wanted their teams to learn the finer aspects of communication at our workshop.

Outside, in Vyalikaval, Bangaluru, where Streamingo is located, the skies were gloomy and overcast but inside our cosy conference room, there was such brightness in the sunny smiles of the participants.

They had come from various parts of India to be there. Some were meeting each other for the first time since they all work virtually. We had asked them to prepare a brief introduction about themselves, their interests, as well as some lesser known facts about their hometowns and the food there.

This made for much camaraderie! We all learned so more about Bhilai in Chhattisgarh, Mysuru, Hubli and other beautiful places across India which are home to the team. There were many “aahs” in the room when one of the participants shared that the steel produced at the Bhilai Steel Plant in one year can circle the globe seven times!



The workshop was led by Guides Col MK Mandanna (Retd.) and Sandya Karnad Deviah. Col Mandanna is one of our most experienced Guides. With his rich background in the armed forces and the corporate world, he ensured some great interactions by sharing relevant stories from his time in the army.

After the initial hesitation, everyone opened up and shared their fears about communicating in a group, and we discussed how these could be addressed. We shared time-tested tools, such as the persuasion framework devised by Rakesh Godhwani, to enhance our expertise in communicating impactfully during meetings and presentations. We used role play to practice some of the concepts. The session ended with an excellent vegetarian buffet hosted by the Streamingo founders. They are invested in their teams and place a lot of emphasis on compassionate leadership, which speaks volumes for the wonderful people-first culture at Streamingo.

The team shared feedback that they liked the conversational discussion format of the workshop and said they learned something new. We look forward to opportunities for even deeper engagement with the team in the future.



Guides Col MK Mandanna and Sandya Karnad Deviah with Streamingo

Networking is important to create meaningful connections.



A warm welcome to our interns

This summer, we welcomed three new interns – Nidhi Rahul, Swathi V and Blesea Charles. Swathi and Blesea are doing their Masters in English programme at St Agnes College, Mangaluru. Nidhi is a 12th grader at Gear Innovative International School, Bengaluru. All three are enthusiastic young women who have started to make their unique contributions to SoME. They have been writing blogs, learning about SEO techniques through content writing, creating presentations and contributing to marketing activities. Swathi and Nidhi are in the Marketing and Content teams, while Blesea has joined the Community Engagement team. They were selected from 11 intern candidates after a stringent selection process that involved two tests of writing and creating presentations, followed by an interview. We congratulate them for clearing all rounds and welcome them to SoME. Here, they introduce themselves and speak about their experiences so far at SoME:



NIDHI

I'm someone who's interested in adventure, especially in the world of text, ideas and opinions. I love music– something about tuning into a musician's work of art excites me the most.

I am sure the strong, supportive environment at SoME will teach and facilitated the growth of my professional and mature self



SWATHI V

I love learning new things, coming up with creative ideas and watching movies.

When you feel passionate about something, it fuels and drives you to keep going. For me, it is dance and understanding the philosophy of life. While

dance energises me and gives me hope, reading philosophy through any source gives me the strength to keep moving ahead in life.

My experience at SoME so far has been interesting and challenging. I have become more productive than I used to be. I also feel that after spending nearly 1.5 months here, I have experienced and gained knowledge on things like blog writing, confidence building and oration. I have even grown as a writer. My grammar, vocabulary, sentence structure and overall quality of writing have improved. I am exposed to things that I was unaware of. I am now acquainted with Search Engine Optimisation (SEO), its importance and effect on traffic for any website etc. Exciting times!



**BLESEA
CHARLES**

Being in my early twenties, I am in the most important stage of my life, and I feel like I need to establish my career in the next five years. That is what drives me currently. I became quite interested in communication after joining SoME. Currently, I'm reading Dale Carnegie's "How to Win Friends and Influence People" to hone my communication skills.

SoME is a wonderful organisation that supports the needs of India's youth and children. After joining SoME, the simple college student that I was, turned into a better professional.

We wish them the very best!

Welcome, SoMEbodies!

Welcome to the family, Neha Bhatia and Rashmi Mehrotra!

Neha Bhatia, Content Developer and Instructional Designer -

I live in Mumbai with my husband and two boys. Brought up in Bengaluru, I have been a software professional for the last 18 years.

I have worked as a software developer, and team lead for multi-location teams in India and US, Canada, and Australia for top Indian software services firms and have also handled internal auditing and operations for large teams. I enjoy reading, writing, painting and sketching. I have always strongly believed that there is a need for programmes around soft/human skills in India for all age groups, especially in India and was intrigued by the work SoME does. I have been looking for more meaningful, creative and value-creating work and am very much looking forward to working here.





Rashmi Mehrotra, Content Developer and Instructional Designer-

I did my B. Tech and M. Tech from IIT Roorkee and have around 20 years of corporate experience in the telecom companies - CDOT and Airtel. I had a brief stint as a startup co-founder with my husband where we built an educational technology product. My hobbies are bird-watching, and photography, and I enjoy reading old classics, e.g., PG Wodehouse and Isaac Asimov. SoME's goals resonate with my views, as I firmly believe that good communication and collaborative working are very important for managers at all levels. I look forward to sharing my experience and knowledge with the SoME team.

Happy birthday, SoMEbodies!



**Arun Siddharth,
Product Manager**



**Kavita Mahesh,
Guide and BD**



**Avantika Gautam
Community Engagement
and Account Manager**



**Rohini Ramegowda,
Programme Office
Manager**

Testimonials

Here's what some of our learners had to say about their experience with SoME:

First of all, I am thankful to Prof Rakesh and Col. Mandy for creating this course and giving us learners, a wonderful experience.

I gained a lot of things from this course which will be of use to me for a long time in the future!

I will be utilising my learnings from this course and will surely apply them in my career as well as my personal life.

-Shaurya Tiwari

I learnt a lot in this course. Thanks to all the instructors for the wonderful, helpful, and fun classes. I can't wait to take up Level 2 of this course!

-Avasarala Sankeerthana

Testimonials

The course was very well designed. Got a lot of opportunities for practical implementation of what we had learned.

-Sutar Nilesh Rajaram

I thoroughly loved both the online and face-to-face classroom courses. My expectations for the course have been exceeded fully. I feel like I will be able to properly implement the frameworks I have learnt, in the future. I want to express my gratitude to Rakesh Godwani sir, and the entire SoME team for the time they have invested in each of us. They created such an engaging atmosphere to study communication courses, in such an efficient manner. Thank you very much!

-Samarth Atulkumar Patel

Testimonials

Thank you, Rakesh and SoME team for the wonderful programme! Classes were fun, examples quoted in the classes, and case studies in the LMS modules were diligently quoted. These were of great support in helping me understand the concepts. Rakesh is a super cool teacher.

-Teju Kumar N

I would like to thank the whole SoME team for this wonderful course module. It was indeed a meaningful experience for me. I have learnt so many techniques, tools, and frameworks for effective communication and presentation. I really enjoyed the discussions in classes. I am looking forward to enrolling for the next level of the programme and learning new things.

-Lakshmi Hansda

SoME makes the news again!

THU, SEP 22, 2022 | UPDATED 13:11 PM IST

THE TIMES OF INDIA

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NEWS / BLOGS / INDIA / Why organisations must encourage curiosity at work

INDIA

Why organisations must encourage curiosity at work

August 1, 2022, 4:43 PM IST / Rakesh Godhwani in Voices, India, TOI

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Rakesh Godhwani

Rakesh Godhwani is Founder & CEO, School of Meaningful Experiences.

By itself, curiosity may just be a personality trait, as a 'Six Cs' component, it is a force multiplier.

For a long time now, India Inc. focussed on employees' technical skills. Even as the spotlight turned to soft/human skills, they only looked for a few major ones like how effectively an employee communicates, how confident they seem or how smoothly they collaborate with others.

Globally, however, international companies are looking for a skill that Bill Gates thinks will become one of the most crucial by the year 2030 - Curiosity.

Indian companies are yet to create a strong work culture and ecosystem that fosters curiosity - encouraging their employees to ask questions and seek different answers and ways of approaching roadblocks. Culturally too, as Indians, we have not been encouraged to ask questions, but to obey. It is an attitude we take with us to our workplaces. But that way of operating won't work anymore.

Read more...



Rakesh Godhwani - Founder & CEO , SoME



Listen to this article now



-05:03

1.0x

To thrive in today's highly competitive and hyperconnected world, entrepreneurs need to excel in three key areas ideas, innovation and soft skills. And for those who may not be born with these abilities, there's no reason to despair. If you are willing to invest time and energy, you can hone these entrepreneurial skills.

“At the School of Meaningful Experiences (SoME), we believe in the ‘Six Cs’ philosophy that empowers our learners with key skills, namely Communication, Confidence, Collaboration, Curiosity, Competence and Creativity. The ‘Six Cs’ are the backbone of the entrepreneurial skill sets,” says Rakesh Godhwani, Founder and CEO of the pioneering education startup based in Bengaluru.

[Read more...](#)



School of Meaningful Experiences launches SoMEVaadam, a unique campus community initiative to empower college students

The Week Focus | Updated: July 19, 2022 10:56 IST



Bengaluru-based education start-up signs MoUs with St Agnes College, Mangaluru and Adarsh Institute of Management and Information Technology, Bengaluru to kickstart the ambitious SoME Campus Community programme.

The [School of Meaningful Experiences](#) (SoME) launched a first-of-its-kind campus community initiative in India called SoMEVaadam. The Bengaluru-based education and Soft Skills development start-up has signed MoUs with St Agnes College, Mangaluru and Adarsh Institute of Management and Information Technology, Bengaluru to kickstart its ambitious programme.

SoMEVaadam is a carefully crafted programme that aims to empower selected students from colleges across India to build on their communication and leadership qualities. The aim is to bring soft skills, also known as human or people skills, within the realm of mainstream academics.

[Read more...](#)

Our programmes



Programme for Mid-Managers

10+ years work
experience

A six-week programme crafted for mid-managers who want to improve their communication skills and present their ideas confidently.



Programme for Professionals/Associates

5+ years of work
experience

A six-week online leadership programme for working professionals who want to tackle workplace problems arising from communication and confidence problems efficiently.

Our programmes



Programme for Entry level Professionals

0 to 5 years work experience

This programme is crafted to meet young undergraduates' and graduates' unique needs and challenges. It is designed to make them more competent at acing job interviews, become effective collaborators in their new jobs, and be strong problem solvers.



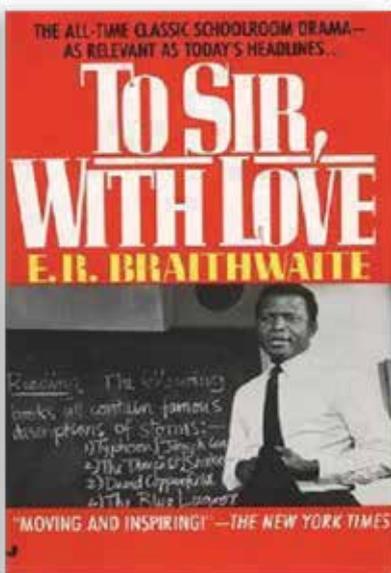
Programme for Entrepreneurs (Pitch Perfect)

This programme is for all entrepreneurs who want to work on brushing up their pitching skills, strengthen their communication, and present their products with confidence.

#SoMERecommends

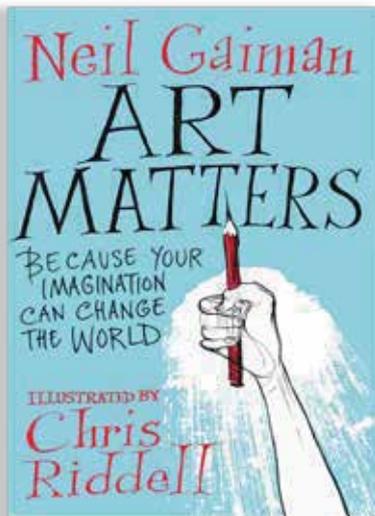
Every week, we share a book or movie we loved, with our social media family, (Follow us if you don't already). We thought it would be great to share these brilliant finds with our bigger SoME community as well, through our newsletter. We hope you love these recommendations as much as we did.

To Sir, With Love By E. R. Braithwaite



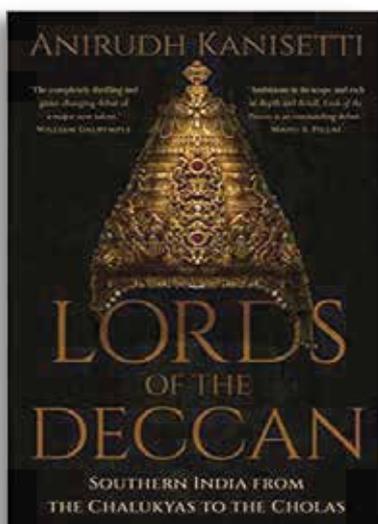
This 1959 autobiographical novel is set in post-war London where one man took on the responsibility of turning hate into love by using the power of words. The impact of compelling communication did wonders to change the lives of rebellious teens and turned Mr Braithwaite into a star teacher.

Art Matters, Neil Gaiman



This book combines four of Gaiman's brilliant works on creativity and artistry. It is deemed to be a creative call-to-arms urging people to get in touch with their creative side and communicate their ideas that could potentially change the world.

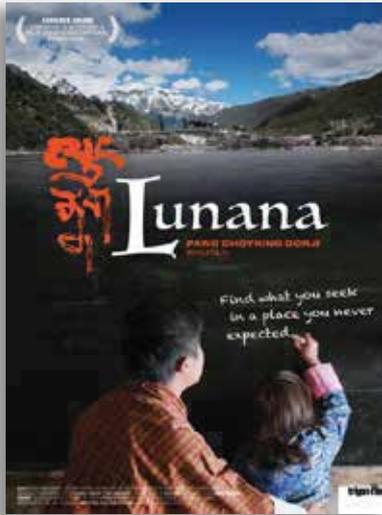
Lords of the Deccan: Southern India from the Chalukyas to the Cholas Anirudh Kanisetti



Bringing the history of South India to the forefront after years of being forced into the background, is this gripping non-fiction book. Exploring the exploits of powerful dynasties of the peninsula, Kanisetti brings colour and character to the otherwise obscure historical figures.

Lunana: A Yak in the Classroom

Directed by Pawo Choyning Dorji



This Oscar-nominated film is a story based on the true events of a teacher in Lunana, Bhutan. It follows a young teacher who dreams of becoming a singer but realizes the potential he has to guide the lives of the children in the remote village of Lunana to a brighter future.



Thank You!



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