



School of
Meaningful
Experiences™

Confidence does
not come from being
successful alone;
it also comes from
being comfortable
with failure.

SoMETimes

December 2022

The quarterly newsletter from
the School of Meaningful Experiences



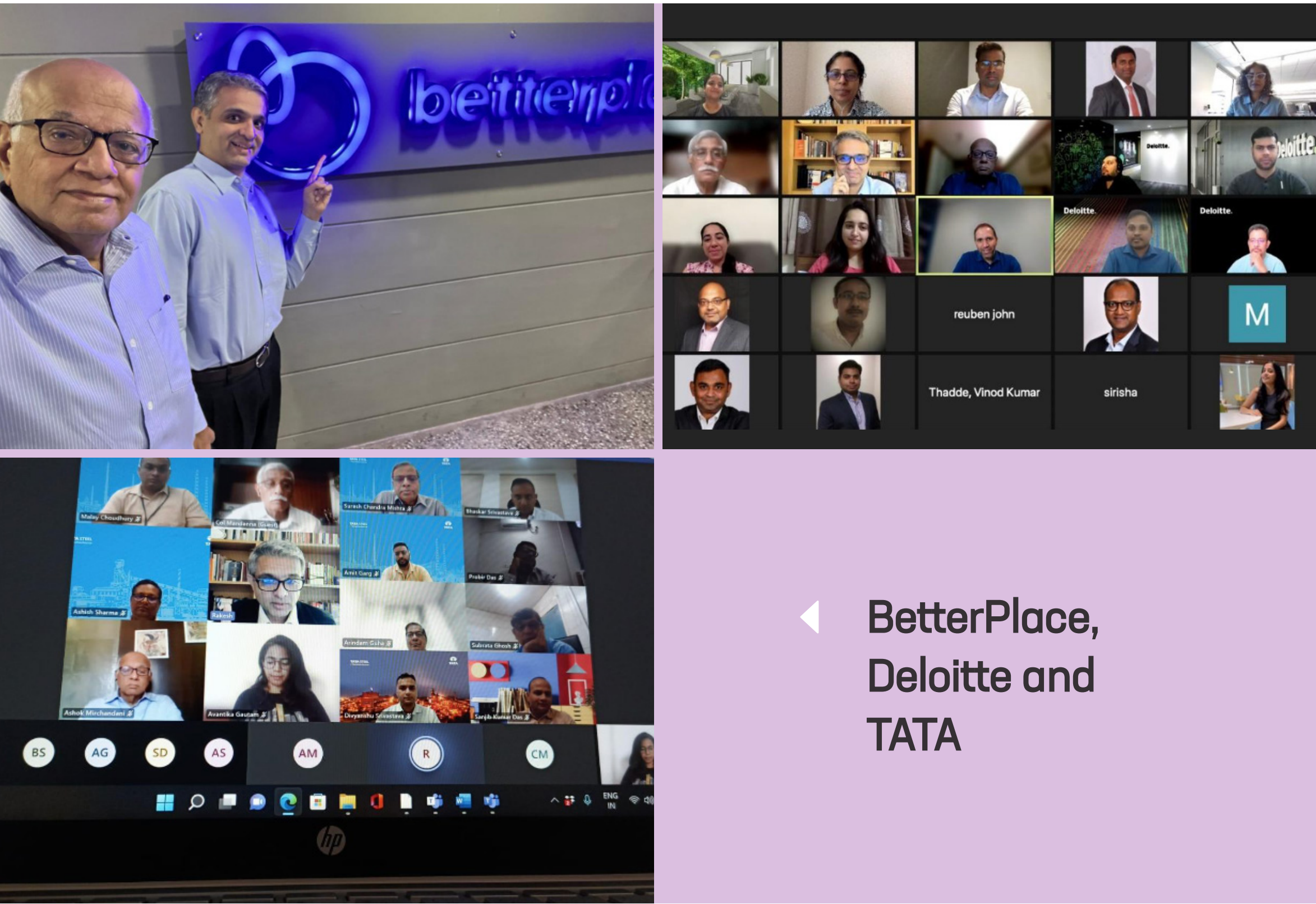
From the Founder's Desk

Dear Colleagues, Learners, Partners,
Shareholders and Well-Wishers of SoME,

Here we are, the final newsletter of 2022! What a year it has been, tumultuous, to say the least. We had huge ups and had to encounter some lows as well. The world saw the recession's slow but inevitable arrival, and almost every industry, including ours, was affected to some extent. But we weathered the storm, established new B2B relationships, continued our B2C engagements, and created new outreach programmes.

We started the year with a bang by concluding our Communication Programme at the prestigious Indian Institute of Science. Then we launched our ambitious six-month-long Management Development Programme in collaboration with one of the finest Institutes in India, Ahmedabad University.

In the B2B space, we forged fabulous relationships with companies like BetterPlace, Ivanti, Deloitte, Tata, and our old friends, Perfios.



Our B2C partnerships continued in full swing as learners joined from across the globe, including the UK, the US, Canada and the Middle East. Read about our B2B and B2C engagements later in the newsletter.

We also closed our third round of angel funding and raised half a million dollars. Our existing investors, Uday Singh and Mohan Alexander, led the round. Read more about it in the newsletter.



Our wonderful investors.

Last quarter, we started one of our most ambitious outreach programmes, SoMEVaadam, with four amazing colleges, St Agnes College, Mangalore, Adarsh Institute of Management and Information Technology, Bengaluru, Sri Sairam Engineering College and Sri Sairam Institute of Technology, Tamil Nadu. After months of planning, we conducted our first major online event where ten students from these colleges read out the reviews they had written on their favourite books/movies. If you want to know more about the programme, please email us at -

avantika.gautam@some.education



Students with SoMEVaadam poster.

This quarter was also full of happy instances. Our Guides, Venu Ayyar and Kavita Mahesh, both Mumbaikars, met up over coffee! Venu also met our Guide, Shivani Shinkre, on his visit to Goa. For a team that completely works online, these small get-togethers are a great way to strengthen our bonds. Our Programme Office Manager, Rohini Ramegowda, returned from maternity leave and resumed her responsibilities like she never took a break! She often sends us pics of her newborn playing in the crib, and we love our youngest SoMEBody.



Guide Venu Ayyar with Guide Shivani Shinkre in Goa (Top) and Guide Kavita Mahesh in Mumbai (Bottom).

On December 3, our amazing, hardworking and funny Community Engagement Manager, **Avantika Gautam**, got married to the love of her life, Abhishek! Reuben John, Brinda Ramesh and Urmila Lalchand represented SoME at the wedding. ***Dear Avantika and Abhishek, we wish you a lifetime of joy, laughter and happiness. May this next chapter of your life be truly exciting and happy.***



SoMEBodies Urmila, Brinda and Reuben with the newlyweds, Avantika and Abhishek (L to R).

This quarter, we also celebrated our fourth birthday. SoME teammates spread over six Indian cities and four countries got together to share a bite of their favourite dessert online - from Ferrero Rocher to Vegan Cake to simple blueberries, we had an eclectic selection!



My team with an eclectic choice of desserts – as quirky as them!

Watch SoME’s fourth birthday video [here](#).

As the year ends, I want to give a massive shoutout to the incredible partners that have supported us immensely on this journey. My heartfelt gratitude to Lateral Thinkers (PR), Digital Obsession (SEO), Codingo (Website), Arithra (Finance), MD&T Partners (Legal), and CloodOn (LMS) for their support. Along the way, a few friends decided to go their separate ways, and I appreciate the memories we made together.

I sincerely thank my learners, now 2000 strong, for showing so much trust in our programmes. You are the reason we are still here! And heartfelt gratitude to my investors, who continue to show their unshakeable confidence by investing in our company.

And mostly, I want to thank this incredible team I have been blessed with - My formidable group of Guides, who are absolutely loved and cherished by our learners; my skeletal Content Development team, who truly works 24 hours to create courses that would have taken an army of content creators; the Business Development team that consistently inspires with their can-do spirit and resilience in the face of rejections; and the Marketing team that never ceases to amaze me with their creativity, willingness to learn and commitment.

There is still much to do and cover. We want to reach out to more learners in tier 2 and 3 cities and prepare the next generation of Confident Communicators and leaders that will take India Inc to greater heights. My team and I are also creating exclusive programmes for the C-Suite members of the industry and courses assisting women in getting back to work after taking a career break, among others.

We will take a small winter break from Dec 24 to Jan 1. When we return on Jan 2, we will be even more driven to make confident communication a way of life.

My team and I wish everyone Merry Christmas and a very Happy New Year. May your 2023 be a year of success and achievements.

Thank you, and stay safe.

Rakesh Godhwani,
Founder & CEO, SoME



Speaking Engagements



CIO 100 Symposium & Awards

Topic: 3 mistakes most CXOs make in VUCA 21st Century.

Oct 14

AMDOCS

Topic: The role of Managers.

Dec 1

ISB

Topic: Leadership Series - Communicate Like a Leader.

Dec 6

K.S School of Engineering and Management

Topic: Faculty Development Programme.

Dec 12

What we have been up to!

Successfully concluded maiden Management Development Programme (MDP) at BetterPlace

In October, we concluded our maiden Management Development Programme (MDP) at BetterPlace, a Bengaluru-based HR tech company. The programme was conducted in collaboration with Amrut Mody School of Management, Ahmedabad University for the employees of the company.

MDP is a holistic programme that covers a wide range of managerial skills that include how to speak effectively, how to be persuasive, the ins and outs of crisis management and inspiring leadership, among others. Apart from guides and faculty members from SoME and Ahmedabad University, the programme saw industry experts, such as former MD and Chairman of HPCL Arun Balakrishnan, come in as guest faculty to share their professional experiences.

The graduation ceremony for these employees was held at the BetterPlace office and the faculty attended the event from SoME and Ahmedabad University. Gajalakshmi Rajamuthu, one of the managers from the finance department, was also recognised as the best outgoing learner of the programme.

If you want to learn more about our MDP course, please **mail** us at:

contact@some.education

or

reuben.john@some.education



Our happy graduates!

Our new B2B engagements with TATA Steel, Deloitte and Perfios

TATA Steel

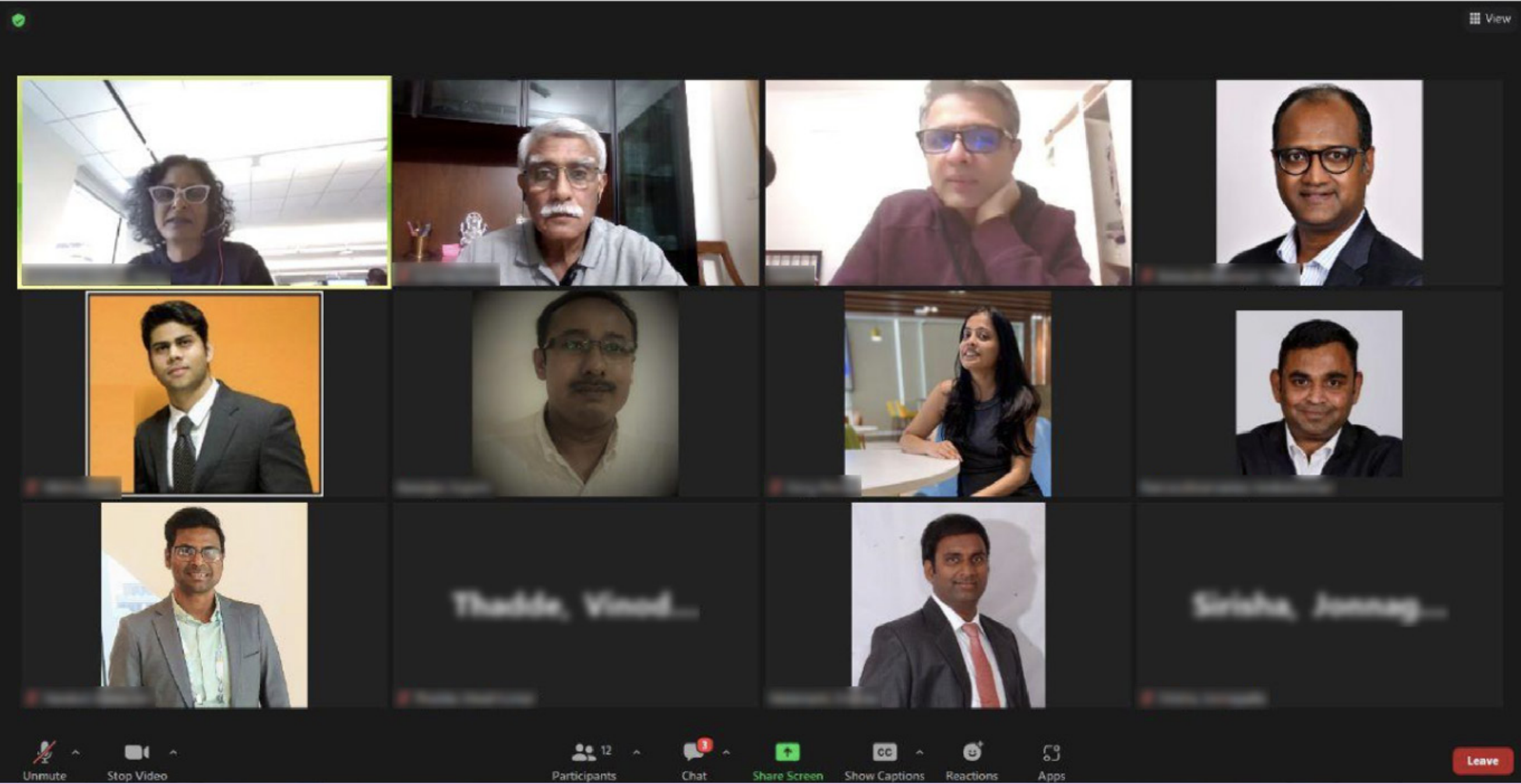
This October, we signed an MoU with TATA Steel to conduct programmes for the senior managers of their Jamshedpur plant. We designed a programme from scratch after understanding the issues the managers were facing and how they would like to improve the way they communicate and collaborate. About 20 managers from various capacities joined in, and they made these sessions truly riveting with deep insights, experiences and interesting questions. After this pilot, we hope to scale the programme to all the managers in Jamshedpur and other plants as well.



Rakesh Godhwani and Guides Col Mandanna (top right) and Ashok Mirchandani (middle right) with some managers from TATA.

Deloitte

After months of discussions and deliberations, we signed an MoU with our first international (American) client, Deloitte. Based on their requirements, we offered them our Programme for Mid-Managers for 12 weeks. The programme was customised to incorporate the client's needs and include relevant, industry-specific case studies, making the course more relatable to the 20-plus senior managers that participated. This was a truly global programme with learners joining in from America, Pune, Bengaluru and Hyderabad. Many are senior managers in various tech-related postings and service clients both within and outside Deloitte. We hope the programme helps them and that we can take this relationship further together.



Rakesh Godhwani and Col MK Mandanna (top second left) with managers from Deloitte.

Ivanti

This quarter we also delivered a 12-week Communication Programme for the managers of a prestigious Cybersecurity firm, Ivanti. About 17 to 20 managers participated and they were engaged in the classes and we thoroughly enjoyed interacting with them. They had a stringent commercial and legal processes in place, that SOME overcame, showing that our platform and processes adhere to the gold standard security protocols followed by companies like Ivanti.



Some of the managers from Ivanti in a chat with Rakesh Godhwani and Guides Col Mandanna and Venu Ayyar.

Perfios

This quarter, we continued our relationships with one of our oldest friends, Perfios, and created a customised 10-week programme from scratch for their First Line Managers called, Thrive. A company’s Team Leads and the First Line Managers are its primary productive engines. They are technically sharp, eager to learn, initiate and implement new ideas, and are involved in numerous projects that impact revenue and client impressions. Their technical prowess and ability to perform are undeniable, and a robust transformational communication programme will also empower them to increase their managerial competency. THRIVE was carefully crafted, keeping these challenges and unique requirements in mind. Through stronger communication and confidence, this emphasis on human skills development is aimed at enhancing these learners’ managerial and leadership abilities, making them skilled at handling workplace issues stemming from poor communication, confidence and collaboration.



Guide Venu Ayyar (top second left) and Rakesh Godhwani with learners from Perfios.

Our one-on-one sessions continue

SoME’s one-on-one sessions with learners have been progressing well. We introduced a new customised course for one of our learners from Bahrain and adopted a unique, fresh approach. Our learner had completed all three levels of our Programme for Mid-Managers and wanted to continue learning with us. In collaboration with him and after understanding his requirements for the next level of engagement, we co-designed a course that would meet all his expectations. He wanted to read more books and write

reviews to be published on social media. To help him achieve that, we're sharing with him book reviewing concepts, ways to create the various drafts and pique the reader's interest, organise thoughts into a good flow, edit, proofread and finally publish. He also wants to write blogs. We have designed his course to include blog writing, journaling ideas, story listening/creating a story bank, scripting speeches to create inspirational videos, creative mentoring, etc.

Another learner, based in the US, is midway through his Programme for Mid-Managers course. He asks intelligent and relevant questions based on his day-to-day experience as a manager, which gives rise to great scenarios that fuel fruitful discussions around a leader's strategy, approach, temperament, and vision.

Another learner started his learning process with our Programme for Professionals (Level 1) and then graduated to take all three levels of our Programme for Mid-Managers. He and we both have enjoyed this six-month journey we took together, and we are truly grateful that he put his trust in us.

An MBA student from Bengal requested just a Job Interview programme to tackle campus interviews competently. We are thrilled to say that he cleared the interviews he was a part of and has been selected by a leading consultancy firm as a tax consultant.

Finally, two learners have completed two levels of Programme for Professionals, taken time off to practice the frameworks and tools, and will join the Level 3 programme in January 2023.

We are thankful to our learners for being who they are – kind, empathetic, wonderful people from whom we learn a lot too.

Pitch Perfect – NSRCEL cohort Sept - Oct 2022

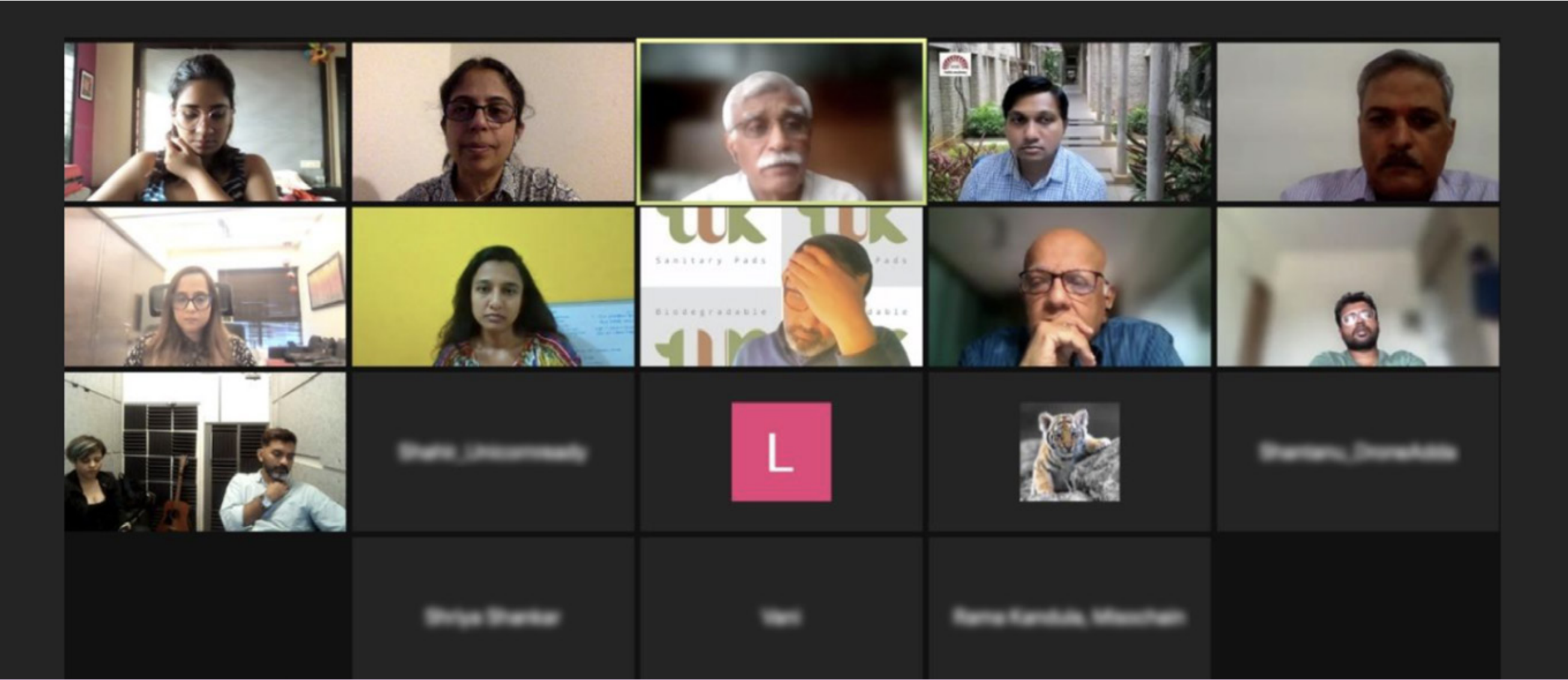
Our tenth Pitch Perfect (PP) cohort of 23 participants in collaboration with NSRCEL, the Start-up Hub of the Indian Institute of Management (IIM) Bangalore, concluded in early November. Coming from different parts of our country, these founders and co-founders of various social and business ventures were an energetic batch of innovative thinkers. All their companies/organisations aim to solve societal issues through a combination of technology, social engagement, psychology, or various fields.



Guides Sandya (top second left), Ashok (middle second left), Col Mandanna (last second left) and Rakesh Godhwani with PP cohort.

Whether it was to manufacture drone parts right here in our country to save prohibitive costs of import for these manufacturers, innovative cleaning of solar panels, use of apps to help people with mental health issues, use of AI to help farmers by bringing analytics and insights into agriculture, prevention of slaughter for leather by creating a viable leather substitute fabric, or women’s health, the learners spearheaded a gamut of significant initiatives. Each had an outstanding commitment to the course and participated wholeheartedly. Rakesh Godhwani, Col M K Mandanna, Sandya Deviah and Ashok Mirchandani were their guides, bringing their expertise to pitching from their specific professional backgrounds.

The participants attended an in-person session after completing their self-learning using our Learning Management Session each week. They created their pitches based on our trusted frameworks, learned to communicate effectively with both verbal and non-verbal cues, and sought feedback from their colleagues and us. They designed presentation decks that effectively conveyed their objective clearly to their investors and showed them the value proposition of investing in their ventures. They also wrote scripts based on our guidance, recorded their pitches and submitted assessments promptly.



Guides Sandya (top second left), Ashok (middle second left), Col Mandanna (last second left) and Rakesh Godhwani with PP cohort.

Give people your time,
empathy, and emotion
and you'll be surprised with
the type of connections
you'll be able to make.



The SoME Winter Internship Programme is on!

Right on the heels of our summer internship programme, which concluded in September, we flagged off our SoME Winter Internship Programme 2022-23 (or, as our Guide and Interns Co-ordinator, Sandya Deviah, likes to call it, **Wintership Programme**).

Since we started the programme in late March 2021, we have had three batches comprising 11 interns who have completed internships with us. They are from St Agnes College, Mangaluru, Kristu Jayanti College Christ College and Gear International, all Bengaluru. We have added a new institution this time – Delhi University. The current (fourth) batch has two interns - totalling 13 interns who have participated in the SoME Internships Programme.

We have a streamlined intake process, and the candidates are tested via a written test and interviews. This also exposes them to the industry's current interview processes and gives them the much-needed experience of appearing for job interviews.

At SoME, our interns are an integral part of the team. We nurture their strengths and offer them opportunities to write blogs, which we publish. Our interns also create videos, write scripts for short clips, create presentations and help with course material. They also participate in Sales and Marketing activities for initiatives such as SoMEVaadam, a college outreach programme.

We extend a warm welcome to our newest interns – Kaveri Kalhar, Delhi University, and Nandana Prem of St Agnes College (Autonomous), Mangaluru.

Kaveri Kalhar

I'm Kaveri Kalhar, hailing from Kerala, graduated in English with an Honours degree from Miranda House, University of Delhi. I'm currently doing Masters from the department of English, University of Delhi. I love literature and music mostly, and am passionate about filmmaking. When I'm not writing, reading or hanging out with a guitar, you can find me with a camera either on the quietest verandahs or in midst of noisy crowds. I hope to have an enthusiastic time learning and gaining real world work experiences, developing the professional and personal during my internship. I have the opportunity to do one of the courses that SoME offers and am keen to learn from and work with the professionals here.



Nandana Prem

I'm Nandana Prem, and I'm a 19 year old (well..almost) from Kerala. I was brought up in Oman until I was 10, and then my family moved back to Kerala. I continued my schooling there. Later in 2021, I came to Mangaluru to do my degree at St Agnes college. Currently, I'm in my second year doing BA in English, Psychology and Journalism with French as my second language. To throw some light on my interests, I love taking pictures of skies and flowers and capturing random moments and compiling them into a video sometimes, I like having deep conversations with people, and I like writing snippets on my notes. One of my latest interests is walking between tall green trees and listening to music.



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.

Log on to our [website](#) to learn more or WhatsApp us on 7676009639.



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.

Log on to our [website](#) to learn more or WhatsApp us on 7676009639.



Programme for Entry level Professionals

0 to 5 years of 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.

Log on to our [website](#) to learn more or WhatsApp us on 7676009639.



Programme for Entrepreneurs

Pitch Perfect

This programme is for all entrepreneurs who want to improve their pitching skills, strengthen their communication, and confidently present their products.

Log on to our [website](#) to learn more or WhatsApp us on 7676009639.

Head over to our website to learn more: **some.education**

SoME in media

Creating India Inc’s next generation of confident communicators


SoME offers four Communication programmes – for young professionals, with work experience of up to 5 years; for associates, with work experience 5+ years; for mid-level managers, with work experience 10+ years; and entrepreneurs.

Updated: October 19, 2022 3:07:58 pm

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SoME successfully completes its maiden Managerial Development Programme

Updated on: 19 October,2022 10:26 PM IST | Mumbai
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The programme was conducted in collaboration with Ahmedabad University for the employees of BetterPlace, a Bengaluru-based HR tech company. The 24-week-long managerial skills programme breaks new ground in empowering employees with key managerial skills.



mid-day.com

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SoME closes third round in Angel funding; raises \$0.5 million


The company plans to use the latest funds to strengthen its outreach programmes.

Written by [FE Education](#)

Updated: October 27, 2022 7:51:37 pm

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Assimilation of finer soft skills is essential to succeed

TNN | Posted on Tuesday, November 15,2022 17:43

Qualitative soft skills can create a plethora of job opportunities for students, writes Rakesh Godhwani

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Covid pandemic has changed everything including the employment landscape. There has been a perceptible shift in hiring requirements across industries worldwide as the nature of work has changed from fully remote to hybrid setups. This is why soft skills are in demand more than ever. While technical or hard skills continue to be an important criterion in the hiring process, soft skills are increasingly

educationtimes.com

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Bengaluru-based education startup, SoME closes 3rd Round in Angel funding

 By [India Education Diary Bureau Admin](#) on October 27, 2022

Bengaluru : The [School of Meaningful Experiences](#) (SoME), Bengaluru’s tech enabled communication startup that helps people develop soft/human skills through its unique communication programmes – across the age-group including young adults, working professionals and entrepreneurs, announced today that it has closed its third round of angel funding.

The round was led by existing investor Uday Singh, former Executive Chairman and Managing Director of SIS Inc and Mohan Alexander, an angel investor and finance veteran. With this, the venture has strategically raised half million dollars through angel funding.

The company plans to use the latest funds to strengthen its outreach programmes, expand the team as well as introduce innovative communication programmes for working professionals, managers, CXOs and entrepreneurs.

indiaeducationdiary.in

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First batch graduates from SoME’s Management Development Programme

October 19, 2022

The School of Meaningful Experiences (SoME), a tech-enabled platform offering online communication training programmes to young professionals, mid-managers, and entrepreneurs among others announced the completion of its maiden Management Development Programme (MDP). The programme was conducted in collaboration with Ahmedabad University for the employees of BetterPlace, a Bengaluru-based HR tech company.

MDP is a holistic programme that covers a wide range of managerial skills that include how to speak effectively, how to be persuasive, the ins and outs of crisis management and inspiring leadership, among others. Apart from guides and faculty members from SoME and Ahmedabad University, the programme saw industry experts, such as former MD and Chairman of HPCL A Balakrishnan, come in as guest faculty to share their professional experiences.

The graduation ceremony for these employees was held at the BetterPlace office and the event

educationworld.in

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Testimonials



It was a phenomenal experience to get the mentorship of veterans from the Indian Army through a substantial career development programme called a Competent leadership program. The sessions were interactive & thought-provoking on well-planned fundamental leadership topics. The 6 C's implementation in day-to-day business activities has added significant value to my career to achieve the next ladder. Many Thanks-Team SoME.

Avinash Kawthale

This course has made me realise how underrated communication skills are in everyday professional life. Leveraging one's communication skills to the fullest extent will result in great advancement on both the personal as well as the professional frontier. This course has imbued me with a lot more confidence to meet and network with unknown people, collaborate more effectively, and improve the "hit rate" of my conversations.

Rao Niranjan Arun

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

Laskhmi Hansda

Had an amazing learning experience from this course. All the instructors made us feel very comfortable to move out of our comfort zone and helped us reach the learning zone. Many take aways from the course and lifelong learning motivation from here.

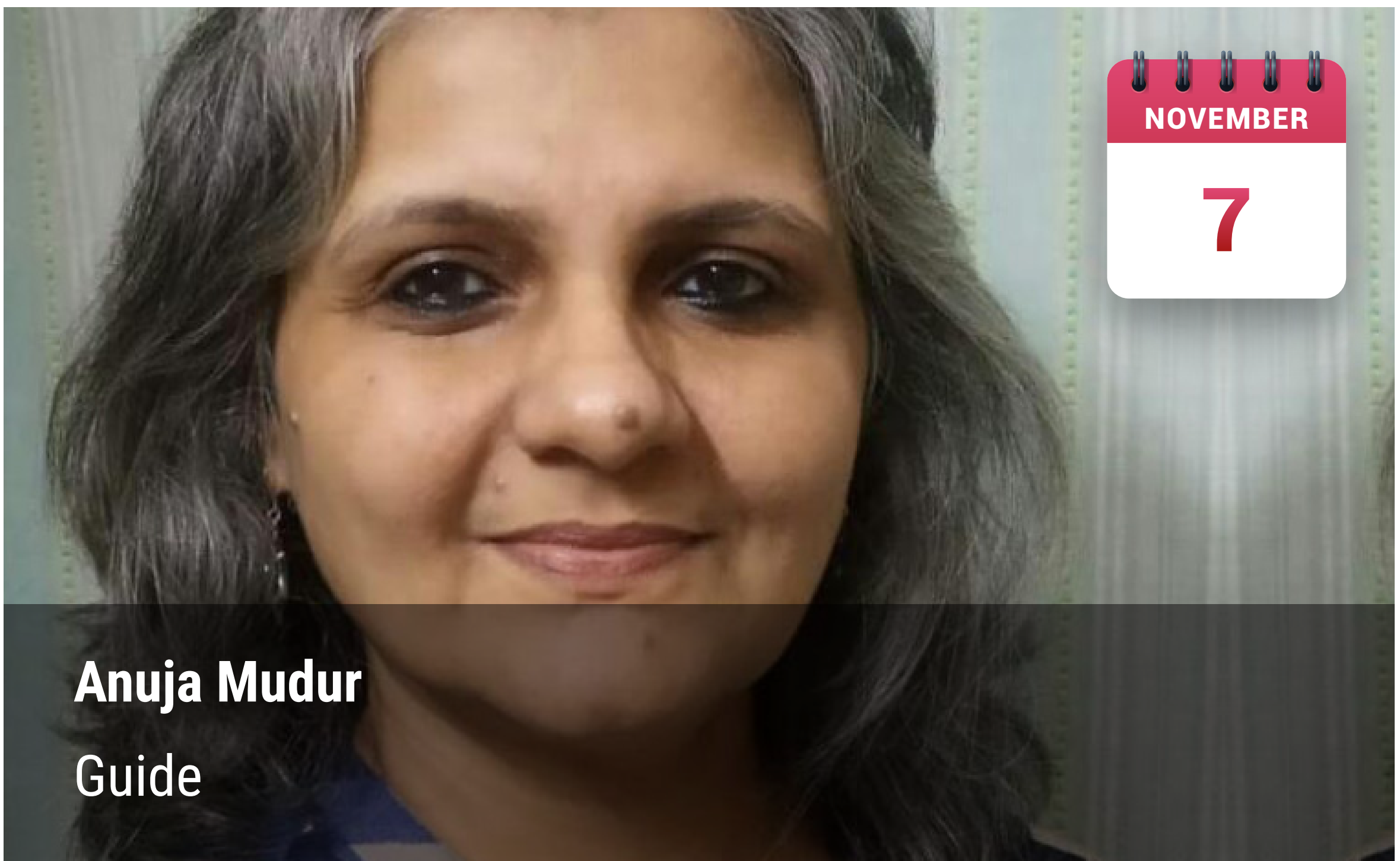
A Maadhav

Happy Birthday, SoMEbodies



Shruthi Kedilaya

Content Developer and Instructional Designer



Anuja Mudur

Guide



Neha Bhatia

Content Developer and Instructional Designer

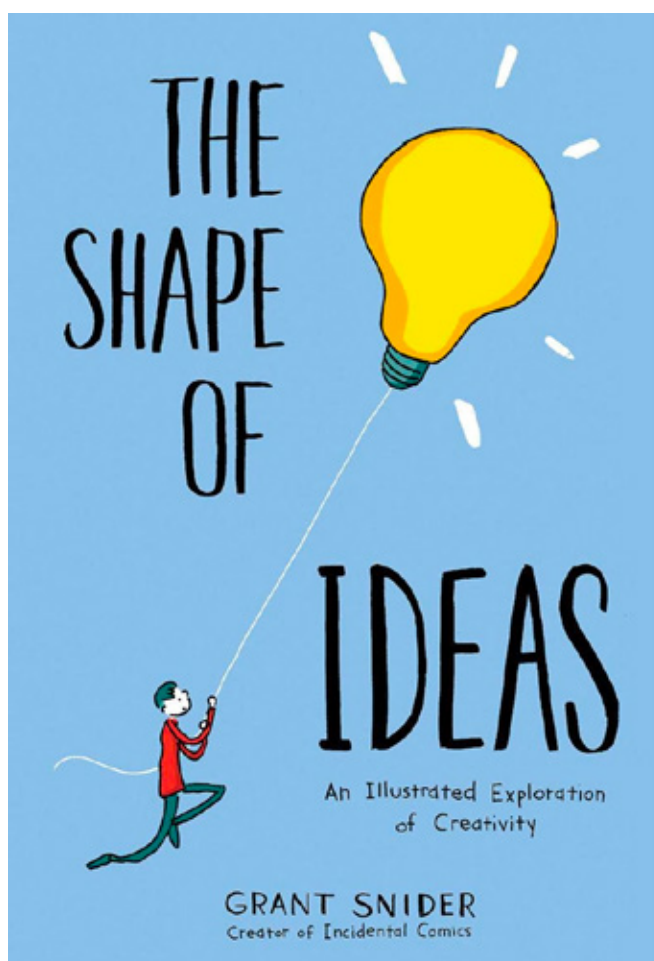
#SoMERecommends

Books recommended by the SoME family



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

1. Shape of Ideas by Grant Snider



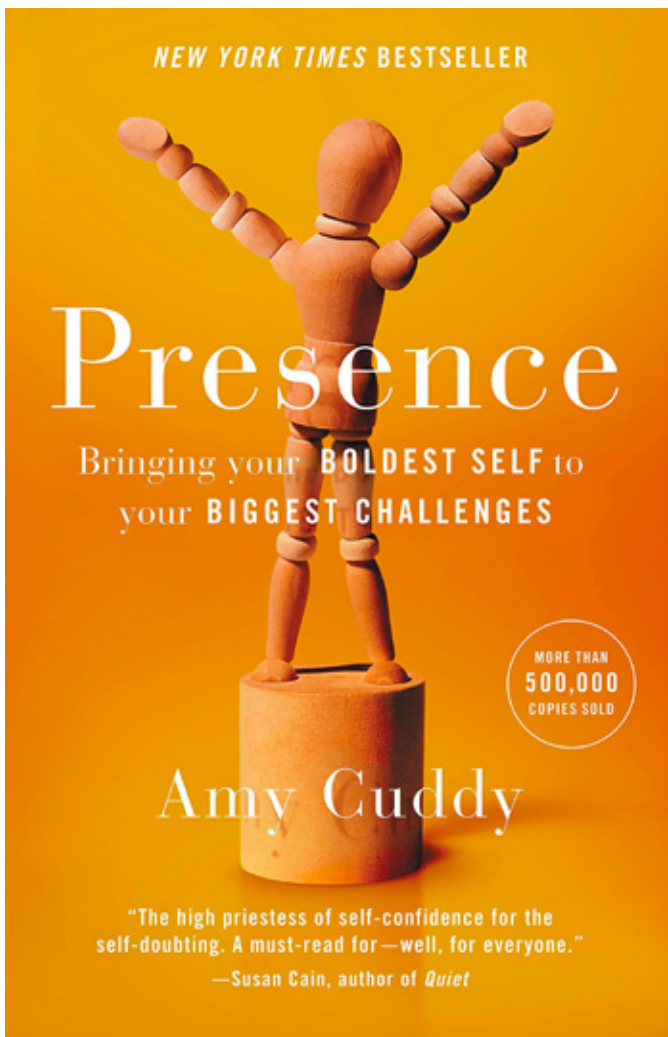
Using illustrations, the author explores the concept of “idea” and its various aspects. The book will evoke both a chuckle and a sigh from you for its thought-provoking pictures and lines. An absolute must read!

2. The Communication Book: 44 ideas for better conversations everyday by Mikael Krogerus and Roman Tschäppeler



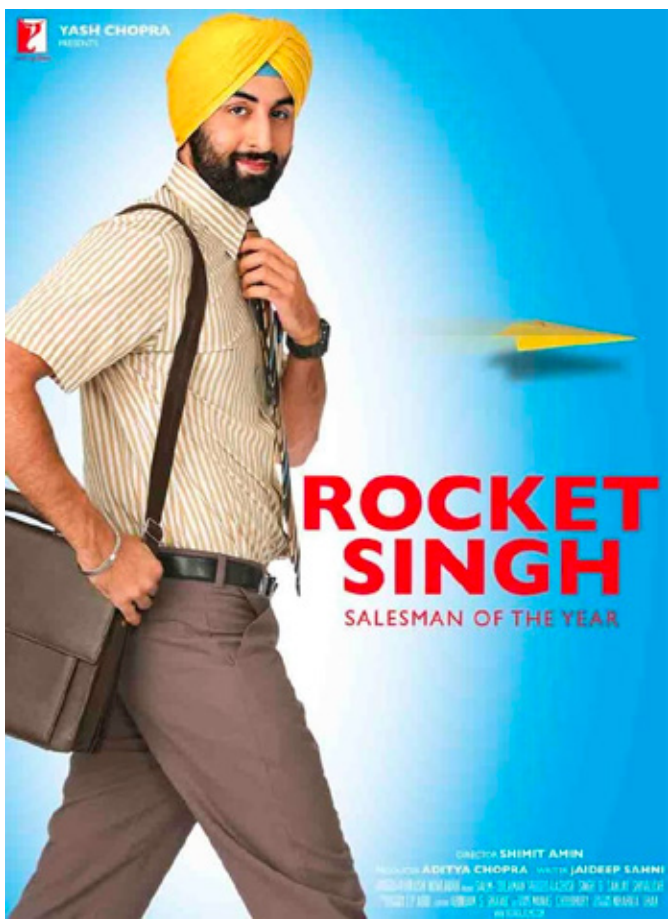
If you find it hard to communicate at work - whether giving a presentation, speaking up during meetings, talking to colleagues or even outside of work - this book is a must-read. Using various communication concepts and borrowing from history, the authors encourage one to step out of comfort zones and communicate without inhibitions.

3. Presence by Amy Cuddy



A deeply insightful book that encourages us to stop stressing about the impression we are making on others and worry about how we perceive ourselves instead. Inspired by Amy’s famous TED talk, the book argues that minor tweaks to our body language, behaviour and mindset can make us feel confident enough to tackle anything - Job interviews, giving important presentations and even difficult conversations.

4. Rocket Singh, Salesman of the Year



Failure is an integral part of our lives, and overcoming it may sometimes seem Impossible. Never underestimate the impact of a good book or movie to give your confidence that extra boost. This recommendation is a team favourite, and an inspirational pick me up whenever the odds seem insurmountable.

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The SoME family
wishes everyone a
Merry Christmas
and Happy New Year!



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