



School of
Meaningful
Experiences™

Communication skills
are more than just the
ability to speak well.
It is also about building
connections,
empathising, asserting,
supporting, and
knowing when to lead
and when to be led.

SoMETimes

October 2023

The Quarterly newsletter from
the School of Meaningful Experiences

From the Founder's Desk



Hello, and welcome back to a brand newsletter!

Recently, while researching for an important presentation, I came across a few extremely interesting reports. According to one, poor communication skills cost companies an average of \$62.4 million annually.*; second stated that improper communication was the root cause of 70% of workplace accidents and errors.** A third study found that 37% of professionals and managers feel that they miss out on opportunities due to poor communication skills.+++

These reports have strengthened my enduring belief that communication skills are the foundation on which a strong company builds itself. Unfortunately, a huge myth associated with “Communication skills” is that it just comprises the ability to speak confidently and articulately. We need to challenge this reductive understanding of the subject, which, in reality, contains a range of topics, including empathetic and assertive leadership, efficient collaboration, and the ability to think creatively and critically, among others.

Effective communication skills do not just empower a professional but the entire organisation to adeptly deal with the growing unpredictabilities of the modern corporate world. Fortunately, many companies concur, like our wonderful friends at Reverie, a Bengaluru-based language technology company that specialises in text, voice and video localisation solutions.

When Arvind Pani, the CEO of Reverie, expressed his interest in working with SoME to aid the growth and professional development of its vibrant workforce, we were excited and ready! He wanted to empower every employee to tap into their potential and become a more confident and communicative professional and leader. We created a programme that met their requirements, and in September, we successfully concluded the six-month undertaking. Read about this and many more exciting things we have been up to in the newsletter.



Reverie Co-Founder and CEO, Arvind Pani, learner Abdul Vahab, and Rakesh Godhwani at the IMPACT graduation programme.

I am also extremely thrilled to welcome two important members to our leadership team - Srinivas Evani, who has joined us as the Chief Revenue Officer, and BM Narayan, who has taken on the role of Chief Governance Officer. A warm welcome to both of them. I am sure their expertise and commitment will enable SoME to continue achieving its goals.

This quarter, we held our first-ever in-person team meeting, attended by all our Indian colleagues. It was a thrilling two-day event filled with camaraderie, passionate debates, and discussions about SoME's future.

These last few months have been a rush, and we are entering the most exciting time of the year. The air is crisp with the anticipation of a festive winter, and my team and I cannot wait to gorge on some wonderful mithai and get ready for scrumptious feasts!

On that note, from everyone at SoME, I wish you all a very happy Durga Puja, Navratri, and Diwali.

If you would like to connect with us, please write to us at

contact@some.education



Team SoME.

*SHRM - <https://tinyurl.com/2rtyr64d>
**Research by US firm Garter
+++Careerbuilder research on 400
companies

Speaking engagements



Rakesh Godhwani addressing Senior Managers at Capgemini.

At Capgemini, Mumbai

Rakesh Godhwani delivered a captivating communication session to a group of senior programme managers at Capgemini, Mumbai, as part of their annual day of sharing success stories. He spoke about the AEIOUxE framework, which he introduced in his book *What to Say When to Shut Up*. The session explored the different facets of leadership communication and emphasised the importance of tailoring messages to specific audiences to persuade them to take action. Throughout the 90-minute talk, Rakesh shared engaging anecdotes and answered thought-provoking questions that sparked lively discussions among the attendees.

Thank you, Capgemini, for hosting us!



Rakesh Godhwani with Team Shell.

At Shell, Bengaluru

Rakesh Godhwani delivered a compelling Keynote session at the annual retreat of Shell's Strategy Team. The participants comprised ambitious young professionals integral to Shell's internal strategic initiatives who primarily engage with stakeholders as consultants. During the session, Rakesh urged the youngsters to stop viewing themselves as mere consultants and recognise their roles as influencers, and therefore work on improving their Executive Presence. The power of storytelling was highlighted as a means to refine their persuasive communication skills. Given their work in a hybrid model involving online meetings with clients worldwide, the session also addressed strategies to overcome challenges that accompany virtual communication.

The session was both engaging and enlightening, featuring an interesting Q&A session and stimulating discussions.

Thank you, Shell, for having us!

What we have been up to

Started Keynote with Ahmedabad University

We collaborated with the Amrut Mody School of Management, Ahmedabad University, to launch Keynote, a one-of-its-kind Oratory Programme specially designed for CXOs, industry leaders and startup founders.

The 20-hour blended programme with a majority component at the historical Ahmedabad University campus is designed to empower participants to become impactful keynote speakers, persuasive panellists, and inspiring thought leaders. The mission is to inspire industry leaders to speak with confidence and conviction so they can initiate meaningful change.

For the first edition of the programme, 20 industry leaders from various companies participated, including Ramya Srinivasan, Customer Success Director, Coursera, Arvind Pani, Co-founder and CEO, Reverie Language Technologies, K. Aravamudhan, Executive Director, Disney Star India (Govt Affairs), and Saanil Bhaskaran, Chief Operating Office, The Akshaya Patra Foundation, among others.

The classes were taken by Rakesh Godhwani, Guides Col MK Mandanna and Ashok Mirchandani.



Keynote participants at Ahmedabad University.

The salient features of the programme include enabling learners to develop a clear and compelling message, communicate effectively during a crisis to minimise reputational damage and rebuild stakeholder trust, give motivational speeches to inspire their teams, use storytelling to engage and persuade others, and deliver speeches confidently and effectively.

We thank the amazing participants for their insights and the lively discussions. It was truly a meaningful experience.

If you would like to learn more about this programme or enrol for our next batch, [write to reuben.john@some.education](mailto:reuben.john@some.education).

Collaborated with Reverie to deliver our IMPACT Programme



Team Reverie with Team SoME.

This quarter we had a fulfilling engagement with Reverie, a Bengaluru-based language technology company specialising in text, voice and video localisation solutions, where we delivered our brand new programme for professional effectiveness, IMPACT. A one-of-its-kind, holistic programme, IMPACT covered various effective communication skills topics, including the art of persuasion, leadership, and crisis management effectiveness, among others.

We believe that every company faces a unique set of challenges regarding communication skills and professional effectiveness, and therefore, a one-size-fits-all approach would not reap dividends. We conducted numerous meetings with Reverie to understand their requirements and put together a learning process that would best meet their challenges.

The completely voluntary course was attended by 120 employees from different verticals, and the graduation ceremony was held at the Koramangala Club, Bengaluru.

Talking about the programme, Arvind Pani, Co-Founder & CEO of Reverie, said, “It's important to encourage constant learning and growth at the workplace. The IMPACT programme has achieved remarkable success by boosting our employees' confidence and enhancing their professional effectiveness in tangible ways. Rakesh's masterclasses, conducted every month, were truly noteworthy, and so was the meticulously structured design of the programmes that adeptly provided solutions to the human skills problems faced by professionals at every level of the organisation. SoME's methodical approach facilitated the creation of six distinct batches, each guided by a dedicated mentor. I would like to thank all the Guides and faculty members from SoME for making IMPACT such a powerful programme. It has enhanced the way we work, communicate and achieve success at Reverie.”

If you would like us to empower your teams through our Six Cs courses, [write to \[brinda.ramesh@some.education\]\(mailto:write.to.brinda.ramesh@some.education\)](mailto:write.to.brinda.ramesh@some.education).

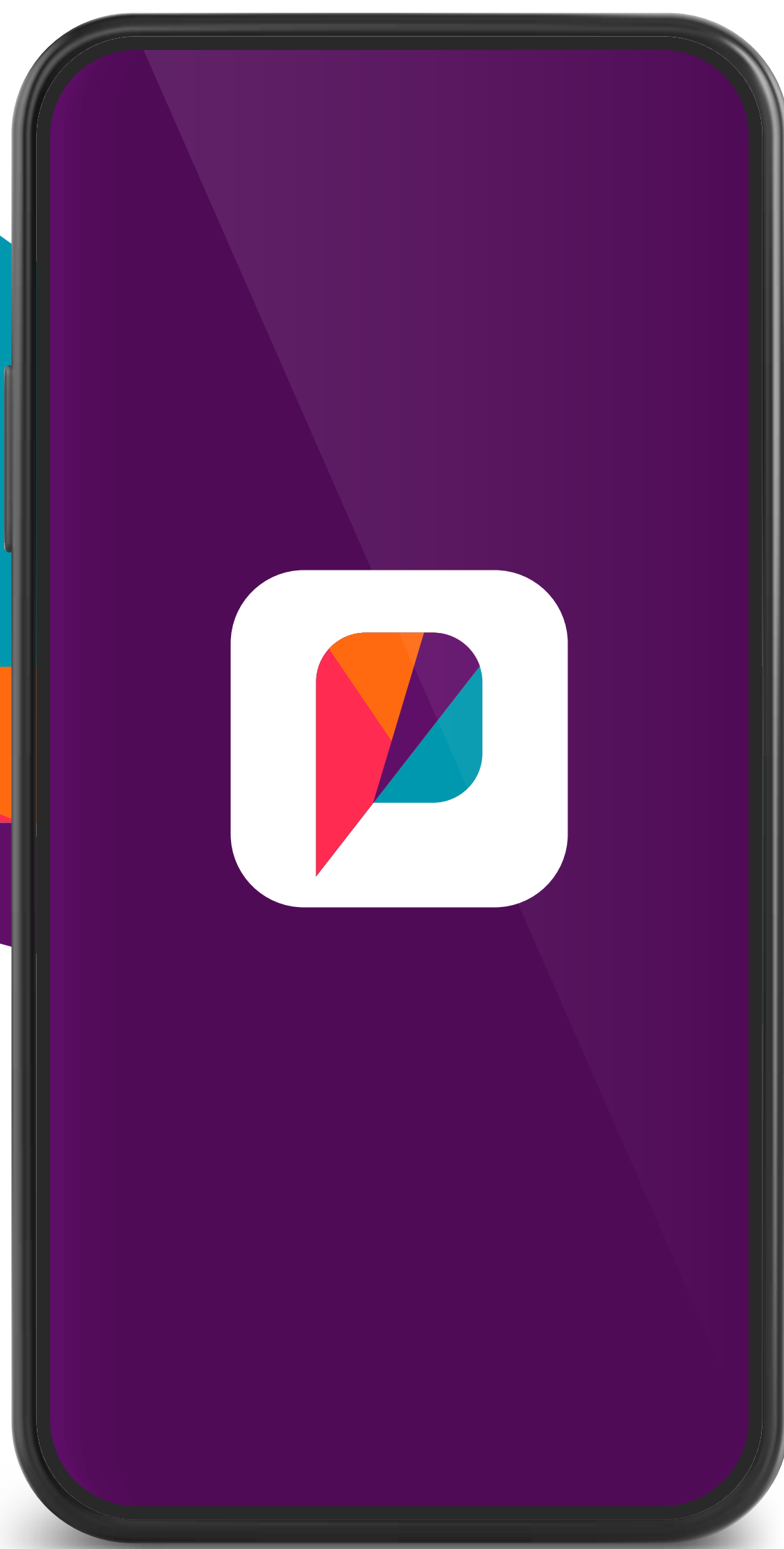
Communication clinic with IIMB

SoME is proud to collaborate with Indian Institute of Management Bangalore to conduct a Communication Clinic for students doing their pre-doctoral programme. The N. S. Ramaswamy Pre-doctoral Fellowship (NSR Pre-doc), launched in 2018, is a one-of-its-kind programme which helps participants prepare for a prestigious doctoral degree. The course is specially designed around the needs of doctoral-level students and helps them navigate the process of applying for a doctoral degree.



Rakesh Godhwani with students at Communication Clinic, IIMB

The Communication Clinic empowers these learners to communicate confidently during the application process, write stronger research proposals, and ace stringent interviews. Drawing from our programme literature, SoME equips these students with unique frameworks and tools that will enable them to articulate their views on their research topics in front of diverse audiences.



sPeak app launch

This quarter, we launched our unique mobile app, sPeak, which encourages people to spend just 10 minutes a day on the app to improve their communication skills. Available on both Android and Apple platforms, the app aims to empower more Indians across tier-2 and tier-3 cities and metros with key skills to communicate confidently and effectively. The app has both paid and free courses, wherein the user has to spend only 10 minutes a day learning and practising their communication skills. We have been wanting to democratise some of our programmes, and sPeak furthers that mission by making them more accessible and affordable for all. sPeak's bite-sized programmes comprise short videos, study materials and Communication Masterclasses by Rakesh Godhwani. Learners can download the app and access the programmes at their convenience independently.

Download the app today - <https://speak.some.education/>

App available on:  

Our Effective Communication Skills Programme batches continue

This quarter, our batches for the Effective Communication Skills Programme for Professionals and Managers continued as always, and our learners, based on the testimonials they provided, enjoyed the sessions taught by our Guides, Rakesh Godhwani, Col. MK Mandanna, and Venu Ayyar.

In August, we launched new batches for two levels of the Effective Communication Skills Programme for Managers. We are delighted to report that three learners were so motivated by the programme that, despite their busy schedules, they have decided to continue with the advanced levels. Our learners want to improve how they give presentations, communicate during meetings, and handle challenging teammates and seniors.

Through our industry-specific case studies, easy-to-implement tools, and frameworks, our Guides equip learners with the skills and knowledge they need to communicate effectively in any situation. We at SoME are truly grateful to these learners for trusting our learning philosophy.

Create an environment
where your employees
feel free, included and
rewarded, **and watch
them grow as a power
team.**



Welcome!



Srinivas Evani,
Chief Revenue Officer, SoME

Srinivas Evani brings a wealth of experience to the field of education/training sales and business development, having dedicated decades to this domain with prominent corporate entities. His impactful journey includes a pivotal role as Senior Vice President at Franklin Covey India, where he played an important role in shaping and expanding the company's training programmes across India. In his early career, he honed his skills at TCS and Polaris before embarking on a pioneering venture in education development with EINET-3L distance education during the nascent stages of online learning in India.

We are sure with an extensive background in Learning and Development (L&D), sales and a profound understanding of B2B business cycles, Srinivas will push SoME to greater heights and success.

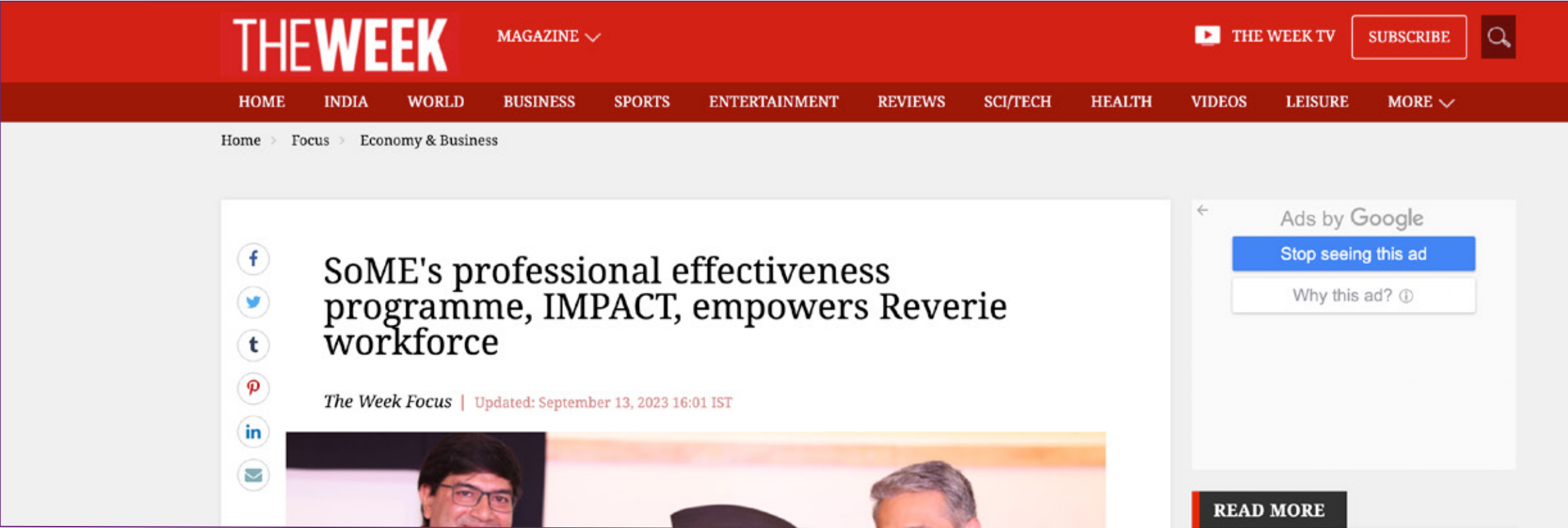


BM Narayan,
Chief Governance Officer, SoME

BM Narayan is a distinguished Mechanical Engineer with a proven track record of excellence. Holding a Post Graduate degree in Management from IIT Kanpur, he boasts an extensive career spanning over 38 years. His professional journey has been a diverse and enriching one, encompassing pivotal roles in manufacturing, Project Management, Sales and Marketing, Customer Service, Business Development, and Business Management Functions. His vast expertise extends across many industries, including Automobiles, Cement, Project Equipment, Electrical Machinery, Industrial Gases, Oil and Gas, Hydropower equipment, Facility Management, IT, and TeleMedicine.

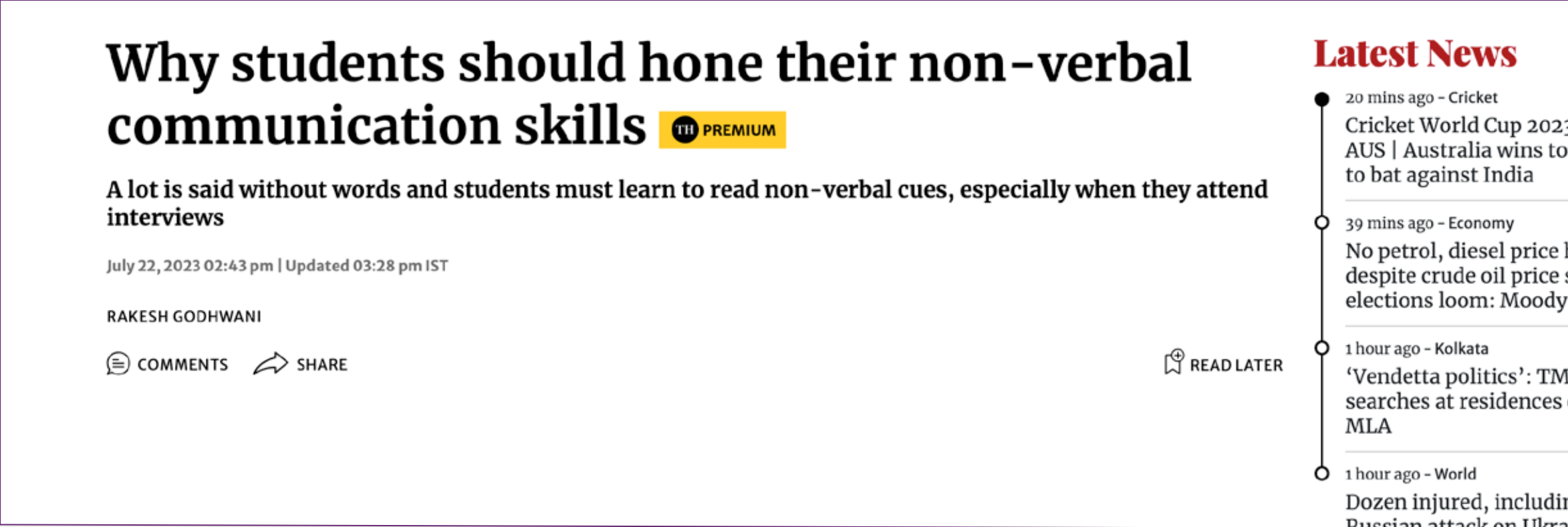
At SoME, Narayan will strengthen operations and streamline processes, empowering the company to become a better version of itself.

SoME in media



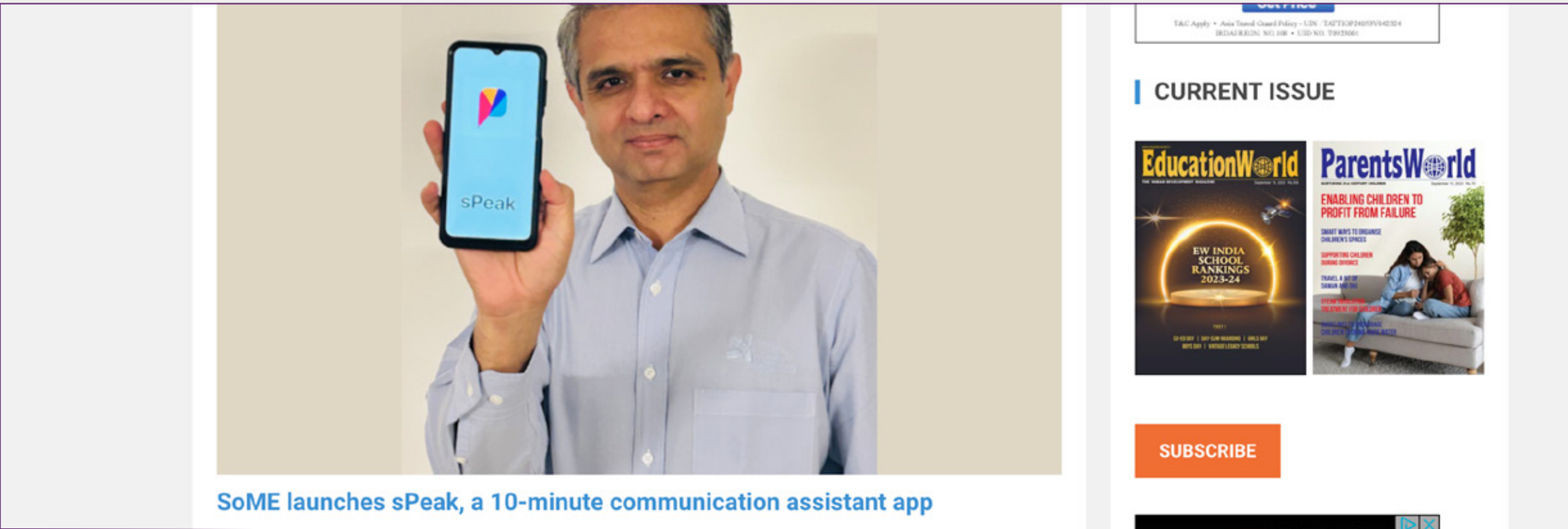
The Week

Read more



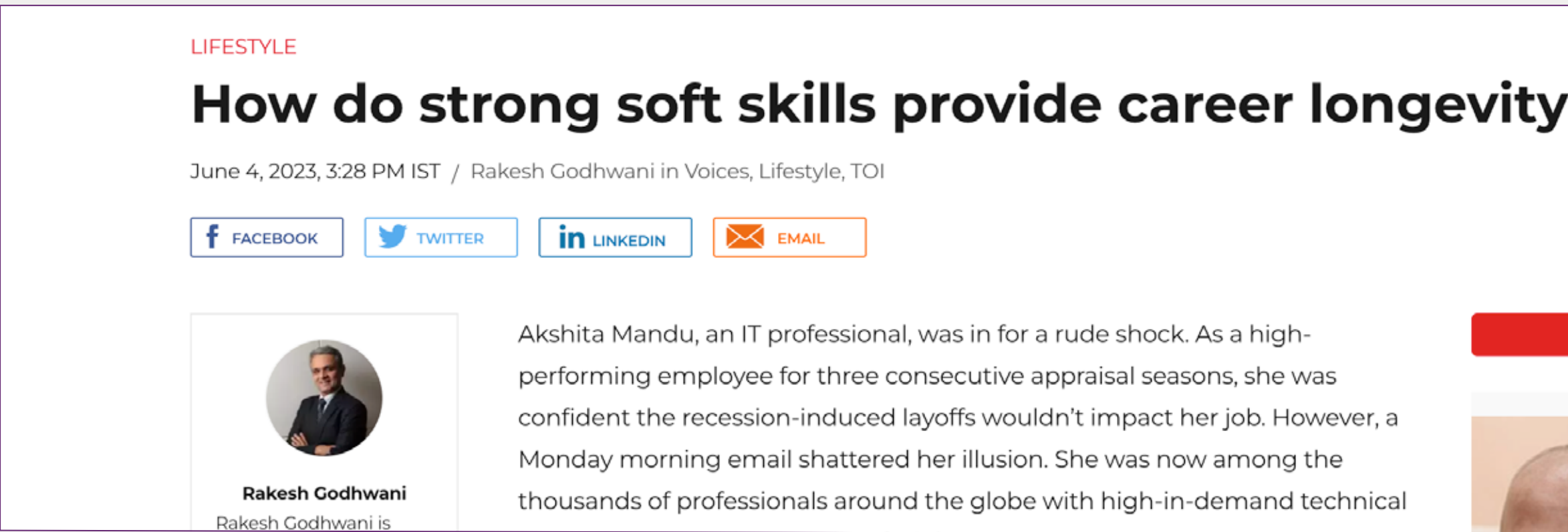
The Hindu

Read more



sPeak education world

Read more



TOI

Read more

Testimonials



I want to express my heartfelt gratitude to Col MK Mandanna for his outstanding Leadership training. His expertise and guidance were truly enlightening. I've gained invaluable skills and confidence that will undoubtedly benefit my career. One best example I would like to share is that my Leadership NPS increased significantly and the team's bonding and trust have moved to the next level. Thank you for your dedication and inspiring approach. I wish all the best to the SoME Team.

Avinash Kawthale, Effective Communication Skills Programme for Managers

It was a pleasure to have Venu Ayyar as our Guide. The insights he gave from his personal experience are something I value more than the regular content of the course. Thanks a lot for sharing those experiences with us.

Reddirouthu Mahesh Kumar, IMPACT for Reverie


The Effective Communication Skills Programme for Professionals Level 1 and 2 was well-designed and fantastic. We learnt a lot in a comfortable environment under the guidance of Rakesh Godhwani sir and Venu Ayyar sir. Content was relevant and articulated well. SoME has opened the door for learning effective communication through this programme and will surely help in transforming every aspect of our lives.

Rahul Salunkhe, Effective Communication Skills Programme for Professionals

I have noticed a significant improvement in my communication and presentation skills. I credit this progress to the detailed practical workshops we had during the course. The way Venu Ayyar sir encouraged us to share our personal experiences related to case studies helped me analyse multiple perspectives and solutions to those situations. Again, I would like to thank him for his dedication and commitment to helping me grow professionally and personally.

Hari Govind R, IMPACT for Reverie


Join our Programmes



Effective Communication Skills Programme for Managers

5+ years


A six-week learning journey enabling managers (5+ years) to become effective communicators and collaborators.



Effective Communication Skills Programme for Professionals


3+ years

A six-week learning journey enabling professionals (3+ years) to become effective communicators and collaborators.



Effective Communication Skills Programme for Entry Level Professionals

A six-week learning journey enabling final year college students and those fresh out of college to become effective communicators and collaborators.



Pitch Perfect

For entrepreneurs who want to work on brushing up their pitching skills, strengthen their communication, and present their products with confidence.

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





Here’s what we have been up to on our YouTube channel



Disagreeing with your boss can feel highly uncomfortable, but not speaking up or taking a stand can make one feel suffocated, demotivated and irritated. Disagreeing if such a situation arises is crucial, but it is also imperative to approach the disagreement respectfully and tactfully.

Watch more



Through motivating storytelling, compelling character development and spectacular acting, many movies act as great lessons on strong and inspiring leadership. In case you are looking for some movies that can inspire you to become a better manager, team lead or head of a company, check out these five movies.

Watch more



There is this competition that is often imposed upon us to scramble for the number 1 position. But we often forget the importance of the support rendered by the second-in-command. It is time we let go of this obsession with wanting to be the leader always.

Watch more

Read our blogs



Professional networking goes beyond exchanging business cards or connecting on LinkedIn; it's about forging meaningful relationships, gaining knowledge, and expanding your horizons.

[Read more](#)



The right topic for a speech can captivate an audience, spark meaningful discussions, and leave a lasting impact. This comprehensive guide will explore the ins and outs of selecting a successful speech topic.

[Read more](#)



With more companies embracing the WFH hybrid working model, virtual presentations have become a fundamental part of professional communication. This blog post explores the ten virtual presentation tips to enhance your virtual communication skills.

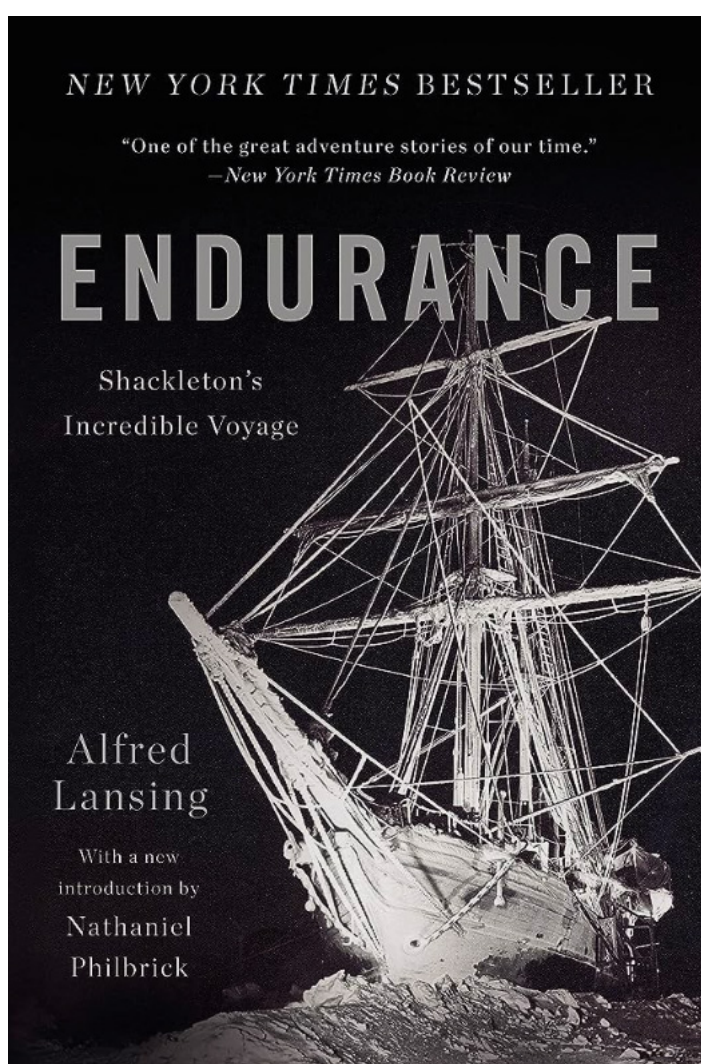
[Read more](#)

#SoMERecommends

Books and movies we absolutely swear by!



Endurance, Alfred Lansing



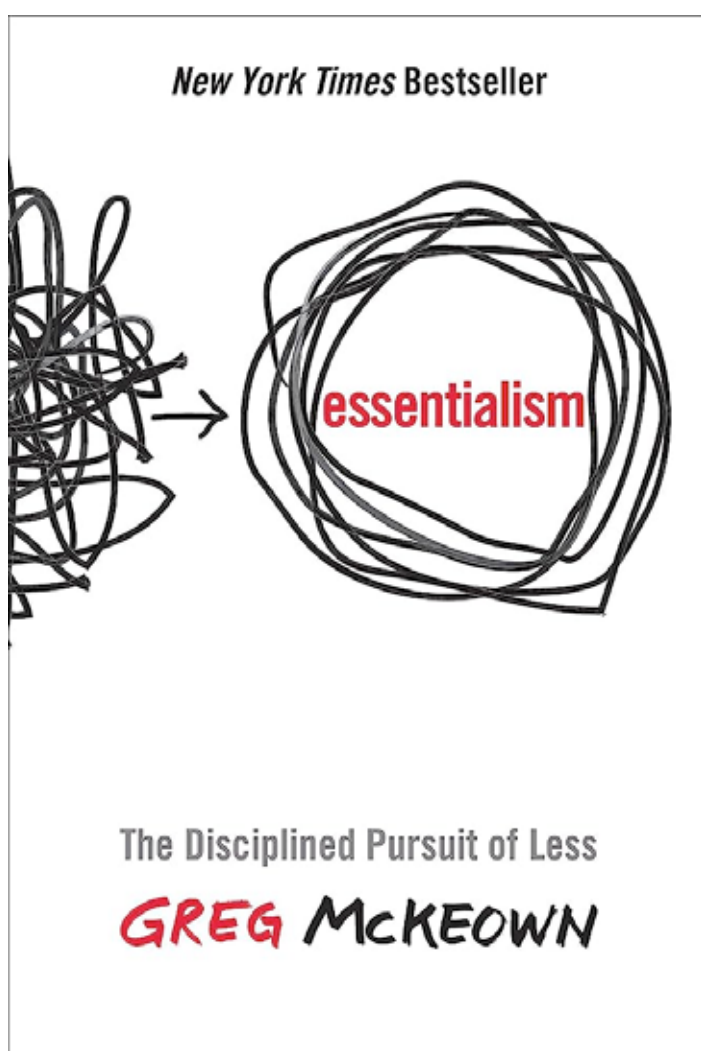
A fascinating book that is a lesson on leadership, resilience, teamwork, and perseverance in the face of adversity. It will inspire the reader to overcome their challenges and achieve their goals.

Sully, Chesley Sullenberger



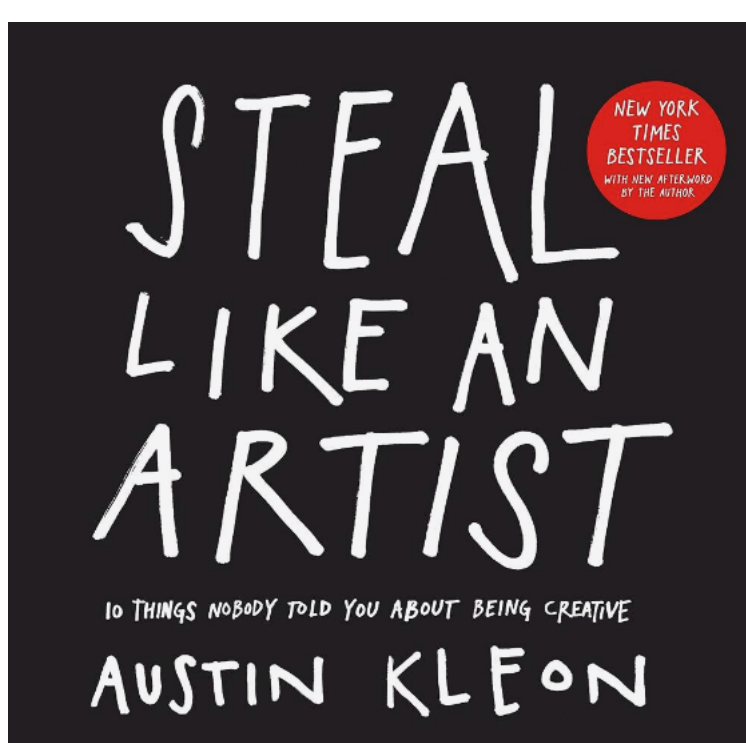
A spectacular movie that shows how leaders must be ready to make a split second decision at any moment, and also be prepared to justify their actions irrespective of the outcome. It is a film that inspires one to always strive for excellence.

Essentialism: The Disciplined Pursuit Of Less



A unique book that questions the idea that we can have it all. Instead, it argues that we should focus on doing only the things that are truly essential, and eliminate the rest, enabling us to live more fulfilling and productive lives.

Steal Like An Artist



A fantastic short book that challenges the traditional notion of creativity as something that must be rooted in originality. Instead, it argues that we must look at the work done before, gain inspiration and build on it.

Contributors:

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Happy Durga Puja, Navratri and Diwali!



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