

ART OF COMMUNICATION IS THE LANGUAGE OF LEADERSHIP

My father narrated to me this short story 45 years ago. He recapitulated hearing it another 45 years before. It is presumed that circulation of this story by word of mouth commenced almost when Toastmasters International was founded by Dr. Ralph C. Smedley in 1924!

A brilliant woman was down marketing lane. Unintentionally, she found herself, in an alfresco market, under a chalked board - "FRESH FISH SOLD HERE TODAY". Her eximious astuteness flashed like lightning and she remarked, "All those words make that panel too long...." and she continued "Shall we reduce it?" The fish vendor, a little puzzled and slightly excited, demanded an elucidation.

The lady cautioned that if his fish are not fresh no one would ever buy and so mentioning the word "FRESH" is chancy to his sales. The seller with a little hesitation agreed to rub out "FRESH".

She asked "When else? It has to be today." The merchant, without any hesitation, wiped out the word "TODAY".

Then the feminine thought flew out "You keep the fish here and sell down the river? Can't be. You sell right here. Right?" He immediately (no reluctance) erased the word "HERE".

The sign now had "FISH SOLD". Confidently, the madam commented, "I am sure the fish aren't being given away for free!" Out went the word "SOLD".

Now, the trader hit the nail on the head and accepted that "FISH" is superfluous as fish is lying all over in front of him with the unavoidable aroma of its presence!

Lo! The marketing panel disappeared in its entirety!

Moral (made up, just now): "Effective communication comes from eradicating jargon!" Ho!

Nonetheless, my father enlightened me with a closing emphasis that certain circumstances do not warrant any words and in fact, the absence of words makes communication better (perfect, many a time).

THE GREAT CHALLENGE is - Using apropos words for effectiveness in leading, communicating and accomplishing gigantic tasks. Verbal messages as well as written ones entail being very effective. Barriers make this process very challenging. The million-dirham question popped up - "How to overcome such barriers?"

I would recommend anyone of age 18 and above to join the nearest Toastmasters Club - a 'DO IT and LEARN' arena and to meticulously self-pace the educational and leadership tracks by taking up the projects from the manuals received from the USA. Each and every meeting is unique and the learning endurance is accepted by participants as everything is manual based and 'mutual-self'. Every professional must take up TOASTMASTERING! I strongly advocate it!



I'm sure you are asking "What's in there for me?" Let me list it with no exaggeration.....

You'll - become a better speaker and a better listener; develop stronger leadership skills; improve your job interview skills (if searching); think on your feet (believe me); expand your network; and obviously ***You'll*** gain much more! (That's guaranteed!)

*In a short span of six years, I've completed projects towards accomplishing the **Silver Awards** in Advanced Communication and Advanced Leadership! You may achieve more in lesser time! So, take it up NOW!*

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