

EQUIP

YOURSELF

TO ACHIEVE ANYTHING



(Including How to excel in Writing Books and Public Speaking; Global Practitioner & Exploring new opportunities; Global Entrepreneur; Global CEO; Thought Leader & Branding through Social Media)



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His expertise is not confined to boardrooms; he has actively engaged with regulatory bodies and law enforcement agencies. He has addressed esteemed gatherings at institutions like the Central Bureau of Investigation (CBI) Academy and the Serious Fraud Investigation Office (SFIO). His insights have been invaluable in helping individuals safeguard their financial interests in an increasingly complex world.

EQUIP YOURSELF TO ACHIEVE ANYTHING (INCLUDING HOW TO EXCEL IN WRITING BOOKS AND PUBLIC SPEAKING; GLOBAL PRACTITIONER & EXPLORING NEW OPPORTUNITIES; GLOBAL ENTREPRENEUR; GLOBAL CEO; THOUGHT LEADER & BRANDING THROUGH SOCIAL MEDIA)

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MENTOR TO ASSIST YOU IN ACHIEVING YOUR GOALS FROM GAINING EXPERTISE & CAREER GROWTH TO BECOMING GLOBAL PROFESSIONAL AND AUTHORIZING BOOKS

Dear reader

The road to progress and development doesn't just end with knowledge and experience gained. Knowledge continues to grow when it is shared among fellow aspirants.

I feel proud of the fact that I am amidst hardworking people who have made their way to the pinnacle of success, by overcoming obstacles and hurdles in their journey through professional life and achieving the most needed knowledge and expertise.

My unquenchable thirst for knowledge has been my constant inspiration to read more and gain more knowledge. It has also been the source of motivation to author books, which has enabled me to author 350 plus books on a wide range of subjects over a period of time.

I find it apt to remember English Historian and Geologist Charles Darwin's famous quote:

"In the long history of humankind those who learned to collaborate and improvise most effectively have prevailed."

In collaboration lies the spirit of greater achievements and carving a niche for ourselves by setting the most inspiring example for others to follow.

For students and debutant professionals, having a mentor can significantly help gain a comprehensive understanding of the career path ahead. Because of my experience, you can learn from my mistakes, become aware of potential pitfalls and circumvent them with ease. I want to mentor each reader to achieve their goals in life. Whether it is to pass an exam, advancement in career, balancing studies and job, supplementing methods of earning income, advise to start or advance your practice or overcoming any roadblock in professional and personal life – I want to welcome you to contact me and I will surely guide and assist you in the same.

I take this opportunity to invite both budding and established professionals/entrepreneurs/academicians/readers to join me in sharing the knowledge and

expertise with our fellow professionals and aspirants by developing knowledge series in the form of books on a wide range of topics for example, business laws, various forms of audits, accounting standards, arbitration and mediation, self-help and self-development and management topics to name a few.

It will be my pleasure to co-author books with esteemed colleagues who will be interested in presenting an innovative approach with respect to any subject within the ambit of finance and its related fields.

You may feel free to contact me at rajkumar@cadrrajkumaradukia.com or reach me on my mobile phone 9820061049 by WhatsApp for further details and discussions in this regard.

Regards

CA (Dr.) Rajkumar S. Adukia

PREFACE

Everything starts with our passion, when we work in the area we are passionate about, achieving success is certain for us. So, in order to get success in life and fulfill your dreams:

- Broaden your understanding of the world, by keeping a global view. See beyond your boundaries and engage with people from different backgrounds, cultures, and beliefs.
- Keep learning and exploring innovative possibilities by keeping your mindset open and flexible to technology, industry shifts and changing regulations.
- Approach life with a sense of curiosity and a willingness to experience new perspectives, ideas, viewpoints of others and convert challenges to opportunities. Always observe and learn from whatever comes your way and don't limit your thoughts.
- Collaborate with others and make networking a part of life to attract opportunities and grow your professional life. Attend industry events, join professional organizations, and engage with your peers and mentors.

The new workplace of the world is dynamic and ever-evolving. For progressing in this new environment, we too need to constantly upgrade and upskill. Equipping yourself with essential soft skills will be critical for growth and progress, and will enhance your opportunities.

May this book assist you in Equipping yourself to Achieve Anything in Life!!

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1. INTRODUCTION

At the outset, know that you are capable of anything that you want – Writing books, public speaking, becoming a thought leader or anything else which you single-mindedly set your mind to. Every person is able and capable. The tools are the same - just as everyone has similar amount of 'Time', everyone has similar amount of 'Talent' too – the key to success lies in the effective management of the tools. All aspects of our life need to be managed for us to be super achievers – our time, our mind, our talent, our identity. Once we passionately determine the achievement of some goal in our mind, no one can stop us from achieving it.

So, empower yourself with the essentials mentioned herein to achieve whatever your heart desires with consistent action, passion and persistence.

2. POWER OF THOUGHT & SUCCESS PRINCIPLES

“As a man thinketh in his heart so is he,” - James Allen, British philosophical writer.

The ultimate power lies in your own thoughts.

A 'Thought' is the Alpha and Omega of success. Buddha said 'what you think, you become'. Accomplishment of your goal has already started when the seed was sown in your brain as a thought. To achieve success in your endeavors, you need to achieve success in your own mind first. Therefore, to be successful, you have to first train your mind; master your mind and have dominance over your thought. Herein lies your route to becoming successful.

Imagine wealth, victory, success – and you will achieve it. You want success and the universe will serve it to you if you can control your thought process. A human mind is a reservoir of power: It can conjure up zillion thoughts. The art is in taking that one thought which you believe in, and turning it into reality.

Fill your mind with positive thoughts. Every individual is his own person. He alone knows what motivates him and drives him to achieve. With his personal experiences and emotions, he alone can work on his impulse to make it a reality. Don't poison that beautiful ability by clouding it with negative thoughts. Be aware and chalk out a planned action strategy to achieve your goal, but while on the path of achievement don't let your thoughts sway. Train them to remain focused on the goal. Create a framework from which something larger, something more astounding will develop.

The 'What' is more important than the 'How' – when you are absolutely 100% clear about what your goal is, how you plan to attain it will eventually fall into

place. Ask yourself if you are absolutely crystal clear as to what you want to accomplish and whether you passionately desire it and then begin to lay the foundation for its attainment.

The 1937 bestselling book 'Think and Grow Rich' by Napoleon Hill, put forth specific steps for achieving wealth. It offers 13 principles for transforming thoughts into riches, including visualization, affirmation, creating a Master Mind group, defining a goal, and planning.

The 13 Principles of 'Think and Grow Rich':

1. DESIRE – The starting point of all achievement
2. FAITH – Visualization of, and belief in attainment of desire
3. AUTO SUGGESTION – The medium for influencing the subconscious mind
4. SPECIALISED KNOWLEDGE – Personal experiences or observations
5. IMAGINATION – The workshop of the mind
6. ORGANISED PLANNING – The crystallization of desire into action
7. DECISION – The mastery of procrastination
8. PERSISTENCE – The sustained effort necessary to induce faith
9. POWER OF THE MASTER MIND – The driving force
10. THE MYSTERY OF SEX TRANSMUTATION - Switching of the mind from thoughts of physical expression, to thoughts of some other nature.
11. THE SUBCONCIOUS MIND – The connecting link
12. THE BRAIN – A broadcasting and receiving station for thought
13. THE SIXTH SENSE – The door to the temple of wisdom

The Book also highlights the SIX GHOSTS OF FEAR and how to master those fears to achieve success. There are six basic fears, with some combination of which, every human suffers at one time or another viz. The fear of POVERTY, the fear of CRITICISM, the fear of ILL HEALTH, the fear of LOSS OF LOVE OF SOMEONE, the fear of OLD AGE and the fear of DEATH. Nature has endowed man with absolute control over one thing, and that is THOUGHT. This fact, coupled with the additional fact that everything which man creates, begins in the form of a thought, leads one very near to the principle by which FEAR may be mastered. By managing 'Thoughts' and using the principles outlined in the 'Think and Grow Rich' book, any person can condition themselves for success both personally and professionally.

3. USING PARETO 80/20 RULE TO MAXIMIZE PRODUCTIVITY

The Pareto principle (also known as the 80/20 rule) states that 80% of consequences come from 20% of the causes. Named after Vilfredo Pareto an Italian economist and sociologist, who developed this principle in 1896 on observing that 80% of the land in Italy was owned by only 20% of the population. It was observed that this was applicable in various areas like economics, business, manufacturing, management, human resources etc. For e.g. 80% of a company's profits come from 20% of customers; 20% of players were responsible for scoring 80% of points in a match etc.

The Pareto Principle postulates that 80% of consequences come from 20% of the causes i.e. a small percentage of causes have an outsized effect. Applying the Pareto principle in personal time management, we can use it to prioritize tasks and efforts, thereby increase our productivity and in turn maximize returns. We can use the 80/20 rule to decide where we can focus our efforts to maximize our output since 80% of our work-related output could come from only 20% of our time at work. Thus, out of our entire tasks for the day, if we can identify 20% of the most significant tasks of our day, completing which will yield 80% of the results, then we can focus on those 20% tasks to get the maximum impact of our work.

However, there is a common misinterpretation of the principle that with 20% of effort, you can achieve 80% of the results. This cannot be true because these percentages don't refer to the amount of effort you're putting in, but the causes and consequences you're working on and how to create a bigger impact. Effort required in the work will always be 100% i.e. you still have to put 100% of effort into that 20% of focus work to achieve 80% of results. Another important aspect to keep in mind is that despite applying the 80/20 rule, you cannot ignore all the other tasks. The Principle helps you only in prioritizing tasks and maximizing productivity, and eventually you do have to do all the tasks.

4. OVERCOMING PROCRASTINATION & PARKINSON'S LAW

Procrastination is the act of unnecessarily and voluntarily delaying or postponing something. We tend to procrastinate tasks that have no need for our immediate attention or have no immediate deadline. When there's plentiful time available for the work, we are more likely to postpone starting the work. Procrastination and lack of time management can hinder productivity.

Parkinson's Law is the idea that your 'work will expand to fill the time allotted for its completion'. The law implies that you take longer than necessary to complete a task or you procrastinate and complete the task right before the due date. The phrase became popular when in 1955, Naval historian C. Northcote Parkinson published an essay in *The Economist*, a British weekly newspaper, wherein he made two observations out of which one was - "work expands so as to fill the time available for its completion". In his work, Parkinson gave an example of an old lady who spends the whole day writing a postcard to her niece, a simple activity that a busy person would finish in a couple of minutes. Although, the aim of Parkinson's essay was to talk about the bureaucratization of the British Civil Service, however, it also became famous for identifying the concept of procrastination and inefficiency, which later famously became known as the concept of 'Parkinson's Law' and still lives on today. He later wrote a book about the concept, named 'Parkinson's Law; or, The Pursuit of Progress' (1958).

Whether we like it or not, Parkinson's Law comes into play very often. Unless we take effective steps to overcome it, we would just continue to be extremely busy whereas achieve very little.

So, how do we stop procrastinating and boost our productivity?

Ways to do effective work –

- Strategically plan your work ahead of time
- Understand the requirement & prioritize your work
- Identify the short-term & long-term goals
- List the tasks and sub-tasks and other actions you need to do
- Ascertain the resources you'll need
- Lay down the timeline for completion and track your time

Techniques you could use:

- o Timeboxing – Instead of working on a task until it's done, you can use timeboxing. Timeboxing is a technique wherein you allocate a maximum unit of time to a planned task (called a timebox), and stop working on it once the allocated time is up.
- o Time Mapping - time map is a time management tool that is used to create a timeline for specific durations, to accomplish significant personal and professional tasks.
- o Pomodoro Technique - The Pomodoro Technique is a time management method in which you do focused work during 25-minute sessions — known as pomodoros — and take a five-minute break. The technique involves 5 steps – Pick a task; Set a timer to 25 minutes; Work on a task for the duration of the timer; Take a 5-minute break; Every 4 four pomodoros, take a 15-30-minute break

Overcoming Parkinson's Law is essential if you want to take control of your time and increase the amount of work you're able to complete. You can accomplish more work in less time and achieve better work-life balance.

5. EVERY EXPERT WAS ONCE A BEGINNER

Every expert was a beginner on day One. Mastery in anything requires time, effort, dedication and perseverance. Even world class achievers started out as beginners and gradually developed their abilities over time through practice and dedication. Therefore, in any field, whether writing books or public speaking or any other field, rather than expecting instant mastery, it is important to recognize the importance of persistence and the incremental process of skill acquisition.

There are many great men and women in history who have achieved their success through determined insistence – Thomas Edison's perseverance is legendary and he famously said genius is "1% inspiration and 99% perspiration"; Henry Ford; J.K Rowling; Walt Disney; Brazilian retired professional footballer Pelé; Venus and Serena Williams; the list is endless. The only way to your goal is to keep moving forward. Keep at it all the time. Persist, persist, persist; no matter how slow you are and how far the goal seems.

It isn't easy: but it has to be done. The only way to get over with it is to go through it: face it headlong. That in a nutshell is perseverance – the persistence in doing something despite difficulty or delay in achieving success.

Remember these principles of persistence:

- Giving Up is NOT an option
- Work Slowly but Steadily
- Motivate Yourself everyday
- Discipline your life
- Believe in Yourself
- Focus on your Goal
- Success doesn't happen overnight. Remember 'Rome was not built in a day'

The more you work, struggle and do whatever it takes to reach closer to your goal, you will observe that the worst is over and somehow things are getting better and better. Remember your goal and your well defined plan to achieve your goal, just focus on it; it will give you the strength to keep moving forward. If you get punched down by failure and bounce back up, you have the strength of perseverance, resilience, grit, determination. These are not

just strong words, but words which can make you learn, adjust and actually return better than before.

Patiently persist. Don't lose your enthusiasm when you suffer setbacks on your road to success. They are mere stumbling blocks. Gather your determination and tenaciousness and with single-minded strength of purpose forge ahead. The harder you work, the closer your goal will seem. To reach the pinnacle of success you have to climb the small little steps on the staircase which will take you there.

6. IMPORTANCE OF BEGINNING

Just begin.

There is no formula for success and there never will be because each individual is extraordinary and determines his/her own formula on his own journey to achieve success. The only thing to remember is to 'start' and not to just 'wish'.

Action is imperative to achieve. Action is just the simple act of doing. It is common knowledge that no idea can be turned into reality without action on the idea. Creation of an idea and the desire to turn it into reality backed by all the monetary power available will still not guarantee riches unless there is action performed towards that idea. Over- analyzing and over-thinking will kill the idea even before inception.

Belief in your idea, belief in your line of action, belief in the outcome, belief in yourself – is the cornerstone to success. If you don't truly believe in the innermost soul of your heart in whatever it is you set out to do, I can guarantee, you most definitely will not succeed in it. However, if you believe in your thought, even though it may sound foolish to the world and unachievable at that point of time, it will most definitely bring you laurels sooner or later. Belief is that unwavering faith that cannot be shaken by strokes of destiny or the tumultuous disasters. You convince your brain that you are one hundred percent sure that you will succeed in your endeavor.

If you love what you do, no one can stop you. You are bound to reach the peak of success. If you don't love what you do, it is even better – because that is when you will truly make a difference to mankind – by innovating and creating new and dynamic solutions to infuse passion and vibrancy into that which you don't love so as to make it more appealing for yourself.

“Whatever course you decide upon, there is always someone to tell you that you are wrong. There are always difficulties arising which tempt you to believe that your critics are right. To map out a course of action and follow it to an end requires courage.”– Ralph Waldo Emerson, American essayist, lecturer, and poet

First and foremost, just start the work. Work (i.e. action) itself teaches work (i.e. task) – so, if you want to learn how to swim, you need to dive into the pool, if you want to learn how to drive you need to sit at the wheel and drive. You have to take the action required and everything else will fall in place.

7. BE PRESENT AND PURPOSEFUL

‘Wherever you are.....be all there! - Jim Elliot

Be dynamic. Connect; provoke; inspire; insight; influence; guarantee results.

Breathe one Idea. Sleep one Idea. Talk one idea. Live one idea.

If every moment of your soul thrives on that one idea – no one can stop you from being successful, achieving great wealth and all your dreams.

Most people who have not reached the pinnacle they wanted to reach is because they have not laid down their goal precisely or have been changing their goal ever too often. If you 100% decide on your goal and then with full belief in yourself persist towards achieving it, there is no force that can stop you. Sooner or later you will achieve what you had set out for.

“Put your heart, mind, intellect and soul even to your smallest acts. This is the secret of success.” – Swami Sivananda, a Hindu spiritual teacher and a proponent of Yoga and Vedanta

Depend only on Yourself.

Hold only Yourself responsible for your setbacks and failures.

Compete with Yourself.

Challenge Yourself.

You are only what you want to be. You can be much more.

A man enters the world alone and he is alone when he leaves it. So do not depend on others for fulfillment of your dreams and your life. Take responsibility for your actions and realize that you alone are responsible for what you have achieved or failed to achieve. Blaming circumstances and situations will do no good. The will and determination to conquer all odds and emerge victorious is what makes a person successful.

Have a goal and have the courage to achieve it. There will be hurdles on the way but that should not stop you or make you change course. Stay on the determined path. Dream Big. Set your goal. Focus on it. Persist with hard work every single day.

“We know what we are but know not what we may be.” (Hamlet)

8. CREATE A POWER SOURCE WITHIN YOURSELF

Make positivity 'Portable on Demand'. Just as 'podcast' is a digital recording of media that can be downloaded from the internet to a portable media player - Receive positive podcasts from the world. Get influenced positively. Let yourself be motivated by your podcasts and keep going. Take a page out of the life of successful people who have trained their mind to go down as achievers in history.

In our school days we have been taught that "Energy is the ability to do work" and there may be two types of energy – stored or potential energy and working or kinetic energy. If we mindlessly do energetic work, we may accomplish our task. Technology has advanced to an extent where machines can be programmed to work instead of humans and they would perform the work at a much faster and more energetic pace than humans. The most important gift of nature to a human being and what differentiates him from other organisms is his 'ability to reason and analyze' and 'control over his own mind'. So, if we apply our thought process and abilities of the mind we can harness our energies and accumulate it to a point that we exercise full control over it.

"Chi" is an ancient Chinese term, which can be translated as energy. It is said to be a universal life force, although there is no empirical evidence that such a life force exists. 'Chi' is present in everyone and everything, but not equally or consistently distributed. It is a part of the universe and is a part of the air which is enveloping us. This all pervasive energy plays a major role in our life. Harness your energies, congregate them and channelize them to generate a dynamic and intense force. Assimilate these energies and then merge them to create a power source in yourself which can be consciously controlled by your mind so as to guide your body towards dynamic action to achieve the impossible.

9. SUPPLEMENT YOUR KNOWLEDGE

Growth involves being a student throughout your life, acquiring knowledge, becoming more efficient as you progress and marketing yourself well.

Knowledge is free. You can acquire it if you want. With presence of mind, common sense, observation and an intense passionate desire to learn – you can learn from anywhere. You may need expert knowledge for the goal you want to achieve and specialized knowledge may come at a price but it may be a small price to pay for the achievement of your goal. Acquiring knowledge and training is an investment; it should not be an afterthought. Use newspapers, magazines, television, video, internet, self-help books, academic

courses, training courses, online courses, professional development courses, and awareness to the environment around you – to contribute to your growth.

Infuse Efficiency into your work. Efficiency is the art of achieving maximum productivity with minimum wasted effort or expense. It is the key word which sets apart one individual from another. Approach your day as one of 86400 seconds in a day rather than a 24-hours day you will never feel you are short of time. Using a methodological way of increasing the hours in the day by 'prioritizing' the work that is important will end up increasing the efficiency of the work. Efficiency has got nothing to do with the 'lack of time' and everything to do with the 'lack of planning your time'. Efficient people achieve more and move faster to their goal.

Keep going and keep growing. Supplement your knowledge and be a lifelong learner. Nowadays with the existence of social media you can acquire any information at any moment in time with the click of a button. Use Facebook, You-tube, instagram, pininterest and LinkedIn to your advantage. Maintain a blog to share your knowledge on any subject which you are passionate about and thereby learn more in the process. You will grow and broaden your horizon.

10. COLLABORATE AND NETWORK

There's strength in numbers when it comes to accomplishing a huge task. When writing a book, connecting with others, sharing space, networking with other writers or being a part of a like-minded group of people who also write, can give you effective feedback on your own work and immense learning too. Collaborate with thought leaders on the subject you are writing about.

"Collaboration allows us to know more than we are capable of knowing by ourselves." – Paul Solarz

Interacting with people of diverse industries with varied experiences is an essential requirement for your own writing as it will generate ideas and will be a great research for your work. It will give you a broad overview of subjects and exposure to ideas when public speaking. You can build relationships and connect with contemporaries and seasoned professionals. Networking can open doors to new opportunities and collaborations and assist in seeking direction and encouraging new ways of thinking. You may meet new professional acquaintances which may lead to lasting friendships and meet new individuals who may end up as mentors, potential collaborators and future employers, clients or partners.

Apart from the traditional research, reading and learning of accumulating knowledge, you will need the practical learning of conferences, workshops and seminars for attaining a more profound personal and professional growth.

As you attend more and more seminars and workshops on diverse topics, you will be fortunate to learn from sharing of real life case scenarios, actual working of particular industry or field and practical experiences of experts and seniors of not only your profession but from the world over. This will be extremely beneficial and will enable you to evaluate, stay up to date on current events, comprehend concepts, and build your network. It will broaden your mindset, expose you to new possibilities and enhance your ability of out-of-the-box-thinking, thus making your learning curve less steep.

Attending events where professionals and experts come together to share their knowledge, ideas, and experiences offer a number of benefits. These conferences not only provide unique opportunities to learn and stay updated on industry trends & best practices, but also provide a platform for networking and collaboration. Conferences may be specific to a topic. Thus, they provide an opportunity to participants to learn new ideas and areas of the topic from experts in that field. Through listening to the views of the speakers and their feedback on the queries posed to them, you can gain novel insights and best practices related to that topic. Sometimes, panel discussions are held where a number of experts indulge in exploring the topic through opinions, arguments and counter-arguments, which serve as a great source of knowledge for the participants.

After the pandemic, most conferences are also offered in virtual mode where possible. By becoming accessible in online mode, it is a boon for those who are unable to commute to the conference venue for either personal or professional reasons. Staying up-to-date with the latest developments and industry trends is a must. Networks and conferences are a crucial source of insights into the latest knowledge in any field and are vital for broadening mindset and personal and professional growth. The learnings from these collaborations will be very useful for exceling in writing books and public speaking.

11. THE WRITER & SPEAKER MINDSET

If you want to earn big riches and realize your dreams - 'Get out of Your Comfort Zone'. Nothing of consequence was ever achieved by anyone unless they got out of their comfort zone. A comfort zone is a situation where one feels safe or at ease. And it is common knowledge that when one feels adjusted to the situation which may be favorable or unfavorable he will never do anything to change that situation. He will never show valor to diversify and explore new fields in his business if he has a comfortably good returns business. He will never be brave enough to change the complete line of business if he comes across a new idea which he 'believes in' even if the current business is failing. Courage comes when comfort zone is exited.

Instead of focusing on the end result, just concentrate on the present act. Remember you are capable of more than you think. You just need to make

a beginning and one single act of courage will set into motion a chain of acts of courage. Read about the lives of great men and women who have accomplished great feats. You will see that everyone is human. Everyone feels the same fear and anxiety as you feel.

“If you want something you’ve never had, you must be willing to do something you’ve never done.” - Thomas Jefferson, American Founding Father and third President of the United States

Writer - Focal Points:

- First and foremost – hold yourself accountable to writing a book
- You should be willing and able to stick to a daily writing schedule
- Establish a consistent writing space. It doesn’t have to be a soundproof room with a stunning view. All you really need is a quiet place free of distractions where you can consistently get good writing done. Whether it’s a home office, your couch, or a coffee shop, the environment where you work should allow you to focus, uninterrupted, for hours at a time.
- Choose your Book-Writing Software. Determine what you are most comfortable with - Google Drive, Grammarly, Evernote; or instead do you prefer the classic way of notebook & pen
- Determine your topic – which area does your expertise lie, what is your passion, target audience. Keep researching potential topics and choose a topic you are passionate about because you will be able to write quickly on that (so flow will not get disrupted)
- Write a book outline & prepare a rough draft, create a working title & later finalize title
- Break your book writing into small chunks and build the momentum to finish writing your book
- Collaborate with others when required
- Parts – front & back cover, preface or introduction, Foreward, Author Bio, Glossary, Notes, Images
- Edit your book, Self-edit your book or take help of friend/associate/mentor etc. Re-write sections of your book’s draft using edit feedback.
- Choose a Compelling Book Cover and Format Your Book
- Publish Your Book

Speaker – Focal Points:

- To become effective at public speaking, you must focus on the “speaking” and let go of the “public.” Be normal and treat it as a conversation between you and the audience.
- Be yourself; talk directly to people and make a connection with them

- When you make a mistake, your audience doesn't care as much as you yourself do. People don't want to hear from someone who is 'perfect'; they will relate much more easily to someone who is real.
- Research, organize and rehearse your speech, focusing on your delivery, and engaging with your audience
- Creative visualization is a powerful component of public speaking. The best way to fight anxiety and to become a more comfortable speaker is to visualize on a consistent basis and prepare your mind for the prospect of speaking in public.
- Practice. Practice. Practice. There is no such thing as a perfect public speaker; your goal should be to be an effective public speaker which the audience relate to. Like how world champion athletes practice every day, do daily consistent practice to improve public speaking skills
- Use language and examples that will resonate with your audience, making it easier for them to understand and relate to what you are saying.
- Whenever possible, insert a personal-interest element in your public speaking. This technique will make your listeners warm up to you
- Eye contact and body language is very important
- Extant of vocabulary is important in enhancing public speaking skills as it enables you to express yourself effectively and fluently
- Modulate pitch of voice
- Active listening
- Conclusion of speech is important
- Solicit feedback
- Overcome fear of public speaking

12. WRITING BOOKS

The Indian e-book market is projected to reach a revenue of \$279.8 million by 2027, with 133.3 million readers. Today technology has made it possible for readers to access books through their computers and mobile phones. The dynamic landscape of e-books and audiobooks has opened a new world of learning. In this digital age, e-books have become a norm as they are accessible to the reader on the go, anytime and anywhere. The proliferation of technology has led to a surge in digital content and e-books, which, in turn, has made it imperative for traditional bookstores to embrace digital transformation too.

Anyone can learn how to write a book. And thanks to the rise of technology and self-publishing, anyone can publish a book as well!

You may want to write a particular type of book. All books are either non-fiction or fiction; Non-fiction books contain factual information, such as biographies and history books whereas Fiction books contain a story which was made up by the author. The fiction & non-fiction books can be further divided into sub-types or genres e.g. books on technical topics, self-help, health, science, history, art, science fiction, action and adventure etc. You could be wanting to write a book for various reasons:

- Passion
- Fame
- Satisfy your inner need
- Story to share
- Sharing knowledge
- Establish yourself as an expert in any field
- Become a professional speaker in any field
- Create a public persona and personal brand

Whatever the reason for your writing may be, it is essential to follow certain steps before you actually get started with the task of writing.

STEPS TO WRITING BOOKS

The first step towards writing books begins in your mind. Many fears come to the mind and stall the idea of writing even before it has begun – fear that I am wasting my time, fear that I am a terrible writer, fear that no one will like my writing, fear that my books will never get read or sold, fear that others will ridicule my writing – and the list is endless. Therefore, the first step in learning how to write a book are overcoming mindset blocks, dealing with self-doubt as a writer, and developing a healthy frame of mind. Just focus on the task at hand and stop aiming for validation from people or a literary prize in writing. You are just sharing what you know, and you may not know it at that time, but this act of yours may in effect be profitable for some reader out there. Know that the power of sharing your knowledge and experience through your book is stronger than any fear that might hold you back. So, develop a writer's mindset, whereby you think positively about 'writing' and support your work because what you think is what you become, and how you act.

The next step to writing books is to create a writing space, an ideal writing environment that fits your sensibilities. Think about the space where you do your best work best and then make it a practice to work there consistently. This space need not be large, luxurious or filled with amenities; it should just be perfect for you. Your writing space should make you comfortable and get your creative juices flowing; It should make you want to sit there for hours

at an end to pour your thoughts out. Find creative spaces where you can produce your best writing as where you choose to write will have a major impact on your writing productivity.

Thirdly, decide upon the tool you would like to use to write your book. You can find a number of book-writing software and apps, most of which are free, that assist you in organization and provide book writing templates. They also help in editing and aid in identifying grammatical errors, typos, and incorrect sentence structure. Some of these tools are e.g. Google Drive, Grammarly, Evernote etc. However, if you prefer to use the conventional pen and paper when it comes to writing a book, you should do that.

Go ahead with what suits you. If you like, get support – a strong support network like friends or like-minded individuals, a community of peers, a book-writing coach etc. with whom you can share your writing with on a daily or weekly basis for feedback. Alternatively, if you work better in seclusion and without a support system, then stick with that.

Create writing discipline. Make a schedule wherein you set fixed hours each day to sit at your specified place and do your writing dutifully, It's not good enough to write only when inspiration strikes. There will be days when writing is the last thing you want to be doing. But your discipline towards your writing will make you take action and write. Determine a writing goal, including how many days a week you intend to set aside time to write, and set a deadline or due date for when you'd like to have parts of your book ready. Alternatively, you could set a daily word count goal. Decide what time in the day your mind is the sharpest and you do your best work; do you work best early in the morning or late into the night – sit to write in those specific hours and incorporate that as a routine.

Lastly, motivate yourself to complete your goal of writing the book. Many roadblocks and challenges may arise time and again during your writing process wherein you enter the self-doubt phase and think of giving up the task. However, you need to motivate yourself to complete your goal of writing a book. Hold yourself accountable to writing your book.

Know that every expert was once a beginner, so liberate yourself from the fear of not being 'good enough'. You don't have to be fully prepared or fully confident to write a book – you just need to start writing and everything else will fall in place bit by bit.

Every act first starts as a learning process for anyone, and then we gain mastery over the task as we do it repeatedly day-in and day-out. Therefore, just stick to your bit-by-bit routine, use positive affirmations to move forward and you will surely achieve the goal of writing a book.

You are not a writer but a 'Global Writer', because anyone anywhere may read your book. Whether you eventually publish your work as an e-book or a hard copy, with the role of the technology & the internet, it may be accessible to any person anywhere in the world. You can get your book published

by approaching a publishing house or you can get it self-published too. Some free e-book publishing platforms charge no fees, but only take some percentage royalties on sale of e-book viz.:

- Amazon KDP (Kindle Direct Publishing) - https://kdp.amazon.com/en_US/
- Apple Books - <https://authors.apple.com/publish>
- Barnes & Noble Press - <https://press.barnesandnoble.com/>
- Draft2Digital - <https://www.draft2digital.com/>
- Google Play Books - <https://play.google/books/>
- Kobo writing life - <https://www.kobo.com/in/en/p/writinglife>
- Lulu - <https://www.lulu.com/>
- Notion Press - <https://notionpress.com/>

So, follow these principles of writing to live up to the essence of becoming a 'Global Writer':

G – Good Planning

L – Logical Sequence

O – Overall Presentation

B – Build a bond with Reader

A – Action towards writing

L – Leveraging Vocabulary

W – Will & Passion

R – Reading

I – Information up-to-date

T – Topic-oriented

E – Effective communication

R – Rough Draft

GOOD PLANNING

Organized planning is the very first step to achieve any goal. It is advisable to create the book outline and framework before actually starting to write the book. Every book starts with an idea. Jot down your thoughts and ideas so as to give you an idea of the trajectory you will follow. You can create a mind map to put all your ideas together on paper.

- Break your book writing into chapters and make a date schedule to write certain chapters in certain days. Set deadlines for each smaller section in the chapters
- Once you finish writing, then only read the complete book and do your editing Don't edit as you write as it will slow you down.
- Try and seek creative inspiration from every person, situation, videos, audios, nature etc.
- Use AI tools, such as ChatGPT, to empower you if need be.
- Select a time frame of maybe a day or two to do your research for the book. You will not be able to do extensive research but don't start the book with research otherwise you will never get started.
- Keep time for editing and formatting of book
- Decide if you intend to keep a foreword in your book and who you want should write it, so that you can approach the concerned person well in advance. A foreword is written by someone other than the author and tells the readers why they should read the book.
- Write the material for the front and back cover, preface, introduction and conclusion. A preface is written by the author and tells readers how and why the book came into being.
- Also chalk out your Profile or Author Bio which will describe the author and his/her achievements. It could be as long or short as you want but should be an eye-catcher for the reader.
- If you want to include a glossary, list of useful websites, notes at the end of the book, you will need to organize the information for that.
- Select your book cover design. If you cannot create one yourself, you can find freelance graphic designers to create one for you.

LOGICAL SEQUENCE

A logical sequence in writing is required so that there is a certain connection between concepts, topic and link sentences, and paragraphs, to increase readability and make a document easy for a reader to navigate and understand. If the writer keeps switching from one topic to another, it confuses the reader and eventually the reader loses interest.

There should be a certain common-sense flow of thoughts and sentences, and jumping- between ideas should be avoided in writing. The ideas should flow in a natural order as how they would appear in a reader's mind. For e.g. only after defining or explaining the meaning of a concept, it is logical to give the advantages/disadvantages of the concept. Another common way of presenting ideas in a logical sequence is putting them in an order of importance from most important to least important or vice-versa. You can also present ideas by discussing similarities and differences between two or more items.

In order to make sure that your idea presentation is coherent, you can check the following in your writing. See that your index is listing ideas in a chronological order. For e.g. in a book on Corporate Governance a logical chronological index would look like this:

1. Preface
2. Introduction
3. History of Corporate Governance in the world
4. Emergence of Corporate Governance in India
5. Regulators of Corporate Governance in India
6. Legislations in India having a bearing on Corporate Governance
7. The Companies Act 2013
8. SEBI Regulations

An illogical sequence in the index would look like this:

1. Preface
2. Introduction
3. Legislations in India having a bearing on Corporate Governance
4. Regulators of Corporate Governance in India
5. The Companies Act 2013
6. SEBI Regulations
7. Emergence of Corporate Governance in India
8. History of Corporate Governance in the world

Similarly, now check how you have elaborated each chapter and/or sub-chapter. Ask yourself the following questions - Have you used intelligible phrases and words to connect the words, sentences and ideas together; Is there a natural progression from one paragraph to the next and is there a sound relationship between the preceding and subsequent paragraphs in your work.

OVERALL PRESENTATION

Presentation skill is the most important skill that a writer must have. Presentation in any sort of written (or oral communication for that matter) like power point presentations, articles, books etc. is the way to capture the attention of the reader and get him/her to read your work. Presentation of your entire book comprising the covers, content, images if any, style of writing and flow of writing etc. go a long way in winning customer adulation. If doesn't look or feel good, the reader will not even take the effort to go through the pages.

The first most important thing to remember in any kind of presentation is to put yourself in place of your reader and decipher as to what would you as a reader like to read. Then explore what value addition you are bringing to the table – are you putting forward something new and innovative in what you are presenting or is it old wine in new bottle. Your audience may come from different cultural and social backgrounds – are you being neutral in your approach or is it becoming too centric on a particular thing. Happiness and positivity are global phenomenon and they sell – are you vibrant and positive (even though you may be talking statistics and financial performances) or are you dull and boring. Everyone likes an optimistic well-organized piece of writing rather than a critical piece just outlining problems with no solutions given.

Consider the presentation aspect right at the end when you finish writing the book, or else you will suffer writer's block wherein you will become unable to think of what to write or how to proceed with writing, and thus sabotage your own efforts.

While writing your book, remember to keep it simple and not use too much technical jargon if it can be avoided. Too lengthy content with either too much text in one chapter and inefficiently organized information in another chapter can lead to a feeling of boredom and confusion for the reader. Be consistent in choice of bullets, fonts and text size. The purpose of the book is to hold interest and focus attention on the information itself and not puzzle the audience with over-the-top graphics. Clear and concise communication is appreciated by everyone.

For perfecting the presentation aspect of your book, you will wiser as you go along. The more you write, the more you will be able to catch the pulse of your reader and present your work accordingly. Take the advice of seasoned authors who have gone through similar situations and are more experienced. Take the criticism of readers constructively. Maintain a record book and after every book you write - note down pointers that you felt the readers liked and you make like to improvise and use again. Also identify pointers which you feel need more refinement.

BUILD A BOND WITH READER

Two things need to be clear in your mind – firstly, what you want your reader to understand from your writing and secondly, what the reader wants from your writing. The best way to forge a bond with your reader is by trying to understand them.

So, first and foremost, identify your target reader. The key to producing meaningful content is understanding your reader - his/her age, education background, preferences etc. According to you, on a wider scale, what kind of person will be reading your books. For e.g. if you are writing a book on professional opportunities for chartered accountants, then obviously your target audience are CAs; if you are writing a book on start-ups, then your target audience could be start-up founders, investors, professionals involved

in creation of start-up, people considering the idea of a start-up and trying to understand it etc.; if you are writing a book on understanding concepts of physics, then your target audience would be school children in the category of 14 to 18 years; if you are writing a self-help book, then your target audience may be various kinds of people of different age groups.

If you can determine your target audience, you can write your content after considering the sensibilities, education and background of the target audience. If you cannot determine your target audience, then you should stick to your own style which you are comfortable with for e.g. in case of self-help books, you should just go with your own flow.

In general, there are certain ways of writing which audience of any age group or background will tend to like. Keep in mind the following points to build a bond with the reader:

- Use metaphors your audience will easily understand.
- Use examples and descriptive situations which the audience can relate to.
- Use charts, diagrams, graphs etc. so that the topic is easier to understand
- Depending on the topic, try and give statistics where possible
- Bring some novelty into the topic and try to give some new aspect of topic, not presented before
- Avoid using too many complicated technical terms even in topical professional topics.
- Remember the reader is reading your book for either of the two reasons – to educate & empower or to entertain himself/herself. If you end up doing neither for him/her, it will not be a pleasant experience for him/her.
- Give the reader an unforgettable experience - something to remember, a thought, an idea, a line which sticks with them long after finishing your book.
- Be honest. The reader forgives grammatical mistakes and errors, but never forgives dishonesty. They can see if you are trying to be fake. For e.g. in writing self-help books, give genuine assistance rather than perfect advice.
- The bottom line is that be true to yourself and write your book. Don't be intimidated by the reader and burden yourself with expectations, or else it will reflect in your writing

ACTION TOWARDS WRITING

As simple and cliché as it may sound - The biggest problem in writing a book is, getting started. The second biggest problem is, getting finished. In both cases the solution is 'action'.

Action is imperative to writing. As explained earlier, the biggest challenge to writing are your own thoughts which hold you back. You will have to overcome the obstacles like your own self-limiting thoughts, fear of failure and ridicule, to start writing. When you do sum up the courage and finally start writing, there may be endless stages throughout your writing process wherein you will feel that it was a bad idea to write or you have run out of ideas and you need to stop writing the book. This could be triggered by a casual comment by a well-wisher or a nasty feedback received from a friend for your rough draft. You need to grow past these disturbances and finish the book. Tell yourself, that you must complete, and then you can decide later whether it's up to the mark or not.

Don't use the excuse of 'lack of time' to write a book. Work will expand to fill the time required for its completion. So if you give yourself five days to complete one chapter of the book you are writing, its most likely that you will finish it not before the end of the fifth day or maybe even beyond. It's highly unlikely that you will finish before the maximum time you have allocated for yourself.

The Pareto principle (also known as the 80/20 rule, the law of the vital few, or the principle of factor sparsity) states that 80% of consequences come from 20% of the causes. Vilfredo Pareto an Italian economist and sociologist used this principle to establish the relationship between the inputs and outputs. The Pareto Principle can be applied in a wide range of areas such as manufacturing, management, and human resources. The most important application of the Pareto principle has been used in personal time management. Time management has been a challenge to most of the people. In order to effectively utilize the time, one needs to identify the "repeated patterns" in your daily schedule that may be causing problems to your productivity. The Pareto principle states that most people tend to thinly spread out their time instead of focusing on the most important tasks. In terms of personal time management, 80% of your work-related output could come from only 20% of your time at work.

Hence, choose a topic you are passionate about, as that is when you will write effectively and quickly. Go with a topic you know best, otherwise you will stall your writing every now and then, so as to research and get a grip on the subject. Therefore, choose a topic or experience that you can write about quickly, with limited resources.

LEVERAGING VOCABULARY

A writer's vocabulary is one of his/her most essential tools. No doubt, you can write a book with limited vocabulary too, however, a rich and diverse

vocabulary will allow you to express yourself with greater precision, nuance, and creativity. Your choice of words will also give flavor to your writing and keep the reader's interest alive.

There are no tricks and tips to enhance your vocabulary; it requires genuine interest, hard work, consistency and repeated practice. You can start with the following actions to maximize your vocabulary power:

- Do a lot of reading – books, magazines, articles, newspaper, online or offline – anything you read will enhance your knowledge and expose you to more words. Reading helps you to see words being used in context, and it will be more effective than merely memorizing new words.
- Practice using the new words you have learned and try framing sentences with it. Continuous practice will bring the words into normal usage for you.
- Keep a small notebook with you and try to note down any new word you come across, to check the dictionary for its meaning later
- Make 'dictionary' and 'thesaurus' your best friends. You can use the dictionary to learn a word's precise meaning, spelling and find additional useful information about it. You can use thesaurus to find connections between words, such as their synonyms and antonyms.
- Install vocabulary builder applications on your mobile phone and regularly learn new words from it
- Watch English movies and series with subtitles, so that you can absorb the language in use

However, always remember that expanding and leveraging your vocabulary does not mean throwing in unrequired excess words in your writing. You would end up sounding confusing to the reader and your writing would seem forced, tedious and would overburden the reader to refer to a dictionary every time they read a paragraph of your work. Avoid repeating words and select the most appropriate word to convey the intended meaning and then leave it at that.

WILL & PASSION

Everything starts with our passion, when we work for the area we are passionate in, achieving success is certain for us. So, in order to get success in life and fulfill our dreams, we must understand our passionate area of work. Firstly, we must understand what we are passionate about, how to achieve that passion and then prepare an action plan and work on that action plan.

If you want to write books, you need to have the will and determination to do so. Your 'WILL' can change everything. The 'will' comes from 'within'. You are unstoppable once you have willed it.

“Obstacles are those frightful things you see when you take your eyes off your goal.” – Henry Ford

Will it, and the courage will automatically come from within. It will reflect in your writing too, your will to share your knowledge, thoughts and stories with your readers.

Identify your ‘X-Factor’. X-Factor is that noteworthy special talent or quality that makes you unique and stand out from others. What is that uniqueness in you which gives you an edge over others or makes you stand out? Your X-factor differentiates you from others. Identify it and enhance it. The most important quality in every successful writer is his/her ‘X-factor’ which is difficult to duplicate. You may acquire the same qualifications and expertise as someone else but you cannot photocopy his ‘X-Factor’; that belongs to him/her alone. Their X-factor adds that unique touch to their writing.

When you write – write passionately. Write from the heart and express your thoughts and ideas in a way that feels true to you. This will not only make the writing process more enjoyable but also create a connection with your readers. You should be so passionate about your writing that you should not be able to stop thinking about it.

READING

Reading expands your world, gives you new ideas and opens your mind to new possibilities which were unknown to you before. It gives you extensive awareness of geographies, cultures, traditions, time periods, history etc.

There is immense value of reading in writing a book. It is like a raw material for writing. There are many reasons why reading is important for writing, some of them being:

- Teaches grammar, structure of sentences, word choice, punctuation, rhythm etc.
- Helps in understanding grammar in context
- Improves vocabulary
- Exposes you to different writing styles
- Improve writing skills
- Leads to finding inspiration to write
- Inspires fresh ideas
- Strengthens imagination
- Deeper understanding of various topics
- Improves memory and cognitive function
- Knowledge about the latest trends
- Research for your book

- Gives knowledge of different cultures, traditions, conventions etc.
- Makes you more empathic

If you are a person who doesn't read much at all, begin reading and make it a habit. To start the reading habit, try to start with reading on the subject you enjoy. For e.g. if you are a sports buff, start by reading small newspaper articles on your favorite sport and from there you will gradually graduate to reading autobiographies of sportsmen and sportswomen. If you are the kind who reads a little off and on but is not a habitual reader, try setting a goal of reading an article a day, a magazine every quarter or a book a month, of that author whose work you have always enjoyed in the past, even if he/she is not a very popular one. The purpose is to make a habit of it and inculcate new experiences for yourself through reading.

If you are already an avid reader, try progressing to more challenging and enlightening books of a different genre than the one you always prefer. Try new literature which you have never read before and search out unconventional authors. Challenge yourself and discover new possibilities.

“The greatest gift is the passion for reading. It is cheap, it consoles, it distracts, it excites, it gives you knowledge of the world and experience of a wide kind. It is a moral illumination.”

— Elizabeth Hardwick

Be cautious though, that you don't spend all your time on only reading and never get down to your writing. Fix a routine and learn when to stop, so that you don't keep procrastinating your own writing. Don't get overwhelmed by the writing of other authors and sabotage your book even before starting. Also be cautious of getting highly influenced by the style of other authors and forgetting your own. Read to enjoy and learn while enjoying.

INFORMATION UP-TO-DATE

In today's dynamic rapid evolving world, the reader is hungry for current content. With the assistance of technology, information is available at a click of a button and it serves no purpose for a writer to churn out outdated material to the reader. Content is supposed to be based on the information that is up to date.

Another important aspect of your writing is credibility. Your audience gauge you as an author on the basis of the credibility of your writing – the trustworthiness of your content and sources. While researching for your book, always refer to reliable and verifiable sources. For e.g. If you are writing a book on forms of business organizations around the world, refer to the Ministry of commerce websites of different countries instead of randomly reading material on the internet.

To prove the contemporary nature and credibility of your writing, use statistics, numbers, references, voice of experts, website links directly leading to source

etc. or anything similar which creates a level of trust on your writing in the mind of the reader.

Have a sense of ethic in your writing. Represent facts, figures and findings on an 'as is where is' basis. Be transparent, and don't twist facts by a play of your words. Always mention in clear words when you are expressing your own opinion. Provide authentic content to the reader and establish long-term trust and credibility with them.

There is also a responsibility on the author to be more respectful and avoid bias and judgmental language. Other than giving only your perspective, acknowledges others perspectives too and be more inclusive in your writing.

A writer whose book contains information that is up-to-date, credible and ethical, wins the audiences' hearts and they keep coming back to his/her writing with loyalty.

TOPIC-ORIENTED

A topic focuses on one subject and has an identifiable purpose. Thus, in technical writing, topic-oriented writing refers to content creation where content is structured around topics that can be mixed and reused in different contexts.

In topic-based authoring, rather than writing a 'book' as one long document, you write on a bunch of topics and then string them together to create a book. This kind of writing may be very reassuring and suitable for you if you want to start the writing process and don't know where to begin. It can help you by collating your knowledge on your most favorite topics first instead of rushing into a long book-format style of writing. The drawback of this type of writing is the inability to give references and links as you don't know at that time how you will sequence all the topics together. Therefore, information must be as self-contained as possible.

Since you are not starting with an index in front of you or a chronological order of writing, you are sometimes faced with the challenge of how to create topics, how to select topics for a specific document, how much content to share on each topic and if you do intend to merge the topics together in the end as a book, then the plausible question of suitability.

The essence of topic-oriented writing lies in the fact that the reader can read the topics in any order and may skip around to different topics, as needed. The reader may skip certain topics and read certain others, but there is also the challenge of not knowing which topic the reader will read first. The goal of this type of writing is to give maximum reading satisfaction to the reader, as targeted information is available faster for the reader. So, even though the reader is connected to the whole, but he/she is also able to access only that information he/she requires from the whole. It is easier to update topic-oriented content as its quicker to locate and focus on.

EFFECTIVE COMMUNICATION

One of the key objectives of writing is to facilitate effective communication. Your Communication should be simple to understand, easy to read and the language you use should be clear and concise - Then only will your communication be effective and resonate with the reader.

Write in a simple language that the audience understands. Don't overcomplicate or oversimplify content for them. The key is to engage the reader and not to bore or scare him/her. Clear writing eliminates confusion and enhances understanding. If you yourself have mastery over the subject, only then you will be able to write about it in a clear manner. Therefore, break down your sentences and paragraphs into easily understandable content and supplement them with examples, to make sure the reader's clarity and understanding is not compromised. Writing complex sentences and using dense phrases damages the understandability of your writing for the reader.

Another important ingredient of effective communication in your writing is its briefness. Just because you use more words, you are not explaining your point better. While elaborating certain points, its best to be in-depth but as short as possible. Therefore, the writer must remove any unnecessary words, phrases and repetition of points repeatedly.

Communication is important and it is the bridge to your destination. Effective writing depends on creating clear, engaging, and tailored content to meet a specific audience's needs and interests. If written communication is faulty and lacking, the document becomes inadequate. To learn the art of effective writing you can think of enrolling yourself in various courses to improve your writing skills viz. distant learning creative writing programs, master classes in writing at literary festivals, writing workshops etc.

Good correspondence has two rules; promptness and precision. Come across as clear, confident and concise. Therefore, remember the 7C's of effective communication:

1. Clear.
2. Concise.
3. Concrete.
4. Correct.
5. Coherent.
6. Complete.
7. Courteous.

In 1952, University of Wisconsin professors Scott M. Cutlip and Allen H. Center published their seminal book, 'Effective Public Relations' in which they introduced the 'Seven C's of Communication'. Various versions of the above list of 7 C's, often modified and unattributed, are listed in many business, communications, marketing and public relations books and courses.

ROUGH DRAFT

Once you have written substantial parts of your book, bring them together to create a rough draft of the book. Skim through it once to determine whether the chronological order of contents, paragraph presentation, numbering, content display etc. are up to the mark. Thereafter, thoroughly read the rough draft twice to verify the correctness and authenticity of the contents.

If you feel the content is lacking in some areas, then it's important to do further research on your topic so that you can fill in any areas that you are falling short in and areas you missed or forgot to include in the rough draft of your book. If it's a technical topic you are writing on, always study reference material thoroughly before you start writing e.g. authentic research reports, scholarly articles, academic journals, Government documents on your topic, bare Acts of the legislations etc. Use offline or online resources, depending on whatever you are comfortable with. Take help of social media and listen to expert interviews, podcasts, you-tube videos and audiobooks related to your topic. Search archives, collections, historical journals, data records, and newspaper clippings to get clear on events, dates, and facts about your topic, especially if you're writing about the past.

The importance of revising and editing is paramount in writing books. Book editing is the process of reviewing a manuscript to improve its quality, clarity, coherence, and overall readability. It removes all types of language and grammatical errors from your manuscript, so your reader receives a refined product. Try and do self-editing in the beginning i.e. read it line-by-line and check for all types of errors. Read each chapter slowly and surely and make amendments on the rough draft itself. First observe the overall structure of your writing, whether the content flows logically and each chapter effectively builds upon the previous one. Then, check sections, paragraph and sentence length and structure. You may have to even re-write some portions depending on the mistakes you have identified. Don't discourage yourself because of the errors you discover in editing, in fact think of it as an opportunity to improve your book. Since editing is the process of revising and refining your document to enhance its overall quality, so that your readers receive a well-written error-free book, it should be done in the best way possible. However, if you are unsure of performing the edit yourself, it is better to hire a professional to do book editing.

Also check your manuscript for formatting. Book formatting is the process of checking how your manuscript looks and reads and includes examining font size, page color, word count, page number, line spacing, paragraph spacing—everything that goes into the visual appearance. If you feel the need, you can use grammar and style-checking online tools. To enhance the readability quotient for the reader use bullet points, bold and italics, descriptive sub-headings, images, infographics likes graphs and diagrams etc. The layout of your book determines the reading-experience of the reader; well-formatted content guides readers through the text whereas poor visuals make the reading experience challenging.

13. PUBLIC SPEAKING

Glossophobia, the fear of public speaking, is considered the one of the most common phobia, affecting approximately 75% people of the world. It causes a variety of symptoms such as increased blood pressure, increased perspiration, dry mouth, nausea, panic, anxiety etc. at the thought of speaking in front of a group of people. Hence, if you experience one or many of these symptoms, know that you are not alone.

People fear speaking publicly for a variety of reasons. One of the major reasons for anxiety is fear of being judged; 'what will others think of me' syndrome. It could be that you forget your lines or fumble in nervousness, and hence, the biggest fear is that people will ridicule you. Confidence is lacking because of lack of past experience or because of past negative experiences.

To overcome the fear of public speaking one needs to understand that it's okay to fail and make a fool of oneself rather than not ever trying at all. Firstly, the ones who ridicule are often the ones who have no courage to take action themselves i.e. given a choice they would never have the courage to do the act themselves hence they take part in ridiculing someone else. The opinions of such kind of people should not matter to you. Secondly, public has a very short memory, once the laughter has died down, everyone forgets and moves on (except you yourself), hence, every experience will make you wiser and more confident.

Don't set very high standards for yourself and fear you won't meet those standards. Just focus on speaking and finish what you have come to do. If you are a first timer and are worrying about what to expect from the audience, remember that you are courageous for singling out yourself and standing in front of a group for potential rejection or criticism, that itself is a big achievement. Nothing is ever achieved without taking risk. Take a risk on yourself and you will achieve success. You will eventually overcome the fear of public speaking through practice and preparation. Many people who appear completely comfortable speaking in front of crowds started out with a significant fear of public speaking. But by constant and consistent practice they gained confidence and became better at public speaking.

STEPS TO EFFECTIVE PUBLIC SPEAKING

Public speaking involves the act of communicating information or ideas to a group of people and may take place in a range of areas like classrooms, boardrooms, stage etc. You may have to give a presentation at work, deliver a speech at a conference, participate in a panel discussion, address a meeting, conduct a workshop, pitch a business idea to investors or clients, teach people, create a you-tube video, interact with a group of people in a business network etc. Whatever your reason may be, but, to deliver your thoughts and message to others, you need to present yourself adequately and communicate effectively. You achieve success when you make a positive lasting impact on your listeners.

If verbal communication is ineffective you don't put across your ideas and views in the manner you had wanted to and thus lose out on a potential opportunity or valuable relationship. If your communication is not accompanied with the appropriate body language, you run the risk of an unsatisfied or unconvinced audience. The quantity, quality and style of communication are very important for climbing the growth trajectory to success. It empowers you to put across your viewpoint in an accurate manner.

Before any public speaking activity, be sure that you have done proper planning regarding the type of audience which will be listening to you, topics to be delivered, timing, and other factors. Always reach a little before time prior to the event, so that you are relaxed and calm. Whatever tools you will be needing for your speech, have them ready in advance and go through them thoroughly e.g. power point presentation, prepared speech, pointers, statistics to be shared, quotes you will use etc. While delivering your dialogue, make sure you are clear and coherent and are pronouncing words correctly. Don't repeat ideas just by using different sentences otherwise the audience will lose interest. Be specific so that there is no misunderstanding and the audience gets a clear picture of what you are trying to say. Be spontaneous and converse naturally using simple words, not modulating your pitch or trying to force the information onto the audience. Give emphasis on important points, but don't bring too much emotion into your speech as it will draw away the attention of the audience. Always keep your body language and eye contact in check while delivering your piece. In the end, interact with listeners courteously and solve their queries as well as absorb their feedback.

To improve your own public speaking skills, you can watch and learn from exceptional speakers through YouTube, TED Talks (influential videos from expert speakers, with subtitles in 100+ languages), JOSH Talks (an Indian media platform which hosts content in 10 languages).

So, follow these essential principles to become a good 'Public Speaker':

P – Planning

U – Unambiguous

B – Brief & Concise

L – Logical sequence

I – Ice-breaker

C – Conclusion & Introduction

S – Suitability & style

P – Practice

E – Eye contact & body language

A – Accuracy & Authenticity

K – Knowledge (usefulness)

E – Examples (connecting with audience)

R – Remember to Listen

PLANNING

Planning involves a systematic approach to a project that brings about the desired results. To be a good public speaker, you must plan, organize and revise your material in order to develop an effective speech. Before actually doing the public speaking, planning your speech is one of the most important steps to deliver a successful and engaging presentation. Failing to plan out your presentation, sets you up for potential failure. If there is no clear structure in place, then there is lack of your own understanding on the purpose and message you want to convey. If you approach your audience in an un-planned manner, it will reflect in your dialogue and you risk losing your audience's attention and interest.

A speech or presentation or any other form of public speaking will comprise of many parts viz. an introduction, body of the speech, main points, sub-points, connectives for connecting the main points of the speech, statistics, stories, examples, factual information for supporting the main ideas of the speech, conclusion etc. Hence, strategically planning how you will structure these parts of your speech and bring them together in a logical sequence is extremely important at the outset.

Decipher the demographics of your audience in advance – their age, education, cultural background etc. Knowing the audiences' needs, expectations, and interests, will help you in preparing your presentation. To connect with your audience and build a bond with them, it helps to know a little bit about the audience before-hand.

Defining your objective and main points and mentally making a note of them, will help you to remember your speech. If you forget certain parts of the speech at the last minute, recall your objective and main points and elaborate on them, as they will help in guiding your speech content and delivery.

Finally, review and refine your speech checking it for clarity, accuracy, relevance, and consistency. Keep practicing your speech in whichever way suits you - alone in front of the mirror or with friends to take their feedback. Remember, don't make the audience do the tedious work, hence, eliminate all unnecessary technical jargon from your presentation and instead replace with easy and simple words which are not a challenge for the audience. Focus on language and delivery when you practice, giving sufficient pauses to make impact and being as comprehensible as possible so as to relate with each member of the audience.

Planning also involves rehearsing your presentation with friends and asking their feedback, anticipating the audiences' questions and framing answers towards them, thinking of examples and stories to corroborate your content, devising a strategy in the event of equipment failure and taking care of anything else which will boost your confidence on the final day.

UNAMBIGUOUS

No matter for whatever purpose you are doing public speaking, be it for the purpose of providing information, persuading the listeners, entertaining the audience etc., the end goal is imparting information to the audience. As a result, being unambiguous in your speech delivery and learning how to speak effectively has become an essential skill in today's world.

Clarity is the heart and soul of public speaking – The speaker needs to be unambiguous not only with the language and dialogue delivery, but also with the information he/she is giving out. Thus clarity in speaking isn't about the presence or absence of an accent, but rather it shows the receptiveness of your message by the audience. To determine if your presentation was well-received by your audience - ask yourself the question - Have you been able to convey what you intended to? Clear, effective communication does the job it is intended for i.e. expression of our thoughts in a convincing manner so that they are easily understood by the audience. When the communication is lucid and straightforward, the audience perceives it as knowledgeable and credible.

Pronunciation is another aspect of clarity in public speaking. Mispronunciations can lead to misunderstandings, confusion, and ineffective communication. Phonetic differences, accents of native languages, inappropriate intonation etc. are the challenges faced by speakers when doing public speaking. Pronunciation is not just about saying words correctly; it's about conveying meaning accurately and comprehensibly. Having a large vocabulary will be rendered unimportant if the speaker does not know how to pronounce those words. Pronouncing words correctly helps in conveying the meaning accurately. Especially if the speaker is a non-native English speaker, and has to do public speaking in English, it can be a challenge for him/her as English pronunciation rules are not always straightforward. The speaker can take assistance from specialized trainers for the same, or alternatively take help of online websites or applications which help in pronunciation.

Pace in speaking, articulation, dialect and tone etc. are all important determinants of clear speech. Clear speech will boost your presentation and the reward for clarity is improved retention rate with your audience.

BRIEF & CONCISE

The importance of brevity and conciseness cannot be understated in public speaking. Brevity means shortness or conciseness of expression. Conciseness means the quality of being short and clear, and expressing what needs to be said without unnecessary words. In the day and age of technology, everyone likes things sweet and short, as is evident from the Twitter (now X) and Instagram fan following. It's important for a speaker to respect his/her audience and understand the importance of the concepts of brevity and conciseness.

Being concise ensures you can convey the essential information within the available time. It also ensures that the key points are effectively communicated

before the audiences' attention wanes. The audience remains more invested in the speaker and doesn't lose interest. Communicating concisely and remaining brief, helps to consume less time and gets to the point more quickly. Long speeches can become difficult to sustain and lose their impact. A concise delivery makes the speech more impactful.

The goal is to put across productive and powerful information to your audience. For doing that, a speaker needs a well-structured speech which reflects preparedness and professionalism. You don't want your audience to be eyeing the watch when you are speaking. Hence, it's always better to get your message across in the most effective way but with the least possible use of unnecessary words and examples. Focused and mindful speaking helps the audience get your message quickly and accurately and avoids confusion.

LOGICAL SEQUENCE

A chronologically organized speech pattern organizes its main points following a sequence of events or occurrences according to the time they took place. Analyzing logic means looking at how your ideas fit together to make sense. Structure your communication like an essay - start with an introduction, then explain the main points and present your ideas and lastly conclude by summarizing your key points. This kind of presentation will help you as a speaker to keep your ideas and thoughts organized; at the same time, it will also help your audience in understanding the flow and content of your communication.

Therefore, always create a strategic framework in your head, as to how you will present your information. Then write a rough draft of your presentation or speech so as to check whether you have articulated the events and sequence of events clearly. To create a rough draft reflecting logically sequenced ideas, identify your main objective first, then identify the sub-parts vital to your main objective using logical transitions to connect ideas cohesively, then organize and structure the information so as create a chronological sequence. This sequence you have created could be on the basis of order of importance; on the basis of cause and effect etc. Before speaking, thoroughly study the profile you have created and practice speaking in this logical sequence. For e.g., when explaining a past event, explain the start-point, transition points in between the start point and the endpoint, and lastly, the endpoint. Ensure that there is a logical progression from one point to the next and illustrate your points with examples, anecdotes, or case studies to make your ideas more relatable and concrete.

While practicing your speech, listen thoroughly to ascertain whether your speech lacks logical reasoning. There could be gaps in thoughts or continuity, which will confuse the audience and will make your communication ineffective. Review your speech to identify where the logical flow seems unclear or disjointed. Understanding the specific instances where logical reasoning is lacking provides a starting point for improvement. If you are unable to identify the problem yourself, take feedback from friends or mentors. Try to analyze

each paragraph and determine whether they are flowing in a chronological order.

To analyze the logical sequence of your speech, you can use the Toulmin model. The Toulmin method, developed by philosopher Stephen Toulmin, is essentially a structure for analyzing arguments. The Toulmin model helps to build and analyzing arguments for public speaking. Explore the six major components of the Toulmin model: claim, data, warrant, backing, qualifier, and rebuttal. The claim is your main statement or conclusion. The data is the evidence or facts that support your claim. The warrant is the connection or reasoning that links the data to the claim. The backing is the additional information or authority that strengthens the warrant. The qualifier is the degree of certainty or scope of your claim. The rebuttal is the counter-argument or exception to your claim. By using the Toulmin model, you can identify the strengths and weaknesses of your logic and make adjustments accordingly.

To rectify the problem, organize your thoughts and create a clear outline for your speech. For e.g. in your presentation to your superior on the company's year-end performance, it would be logical to follow an ascending or descending order approach, by giving national results first, followed by regional results and performance results of each city. It would create confusion if you jump from one region to a city and then back to a region. Hence, following a logical sequence order in presentation is important to communicate effectively.

Structure your speech in a clear and coherent way using the PREP Method. PREP (Point, Reason, Example, Point) is a structured method of expression that starts with a conclusion, explains reasons based on data, strengthens the impression with appropriate examples, and ends by reiterating the main point.

ICE-BREAKER

An icebreaker breaks the 'ice' of uncomfortableness between you and your audience. To remove the awkwardness, if any, between the audience and yourself, it is important to connect with them through maybe a humorous anecdote, a fun game or a simple quote which resonates with them. The method you use are termed as ice-breakers, and they are the perfect way to put your audience at ease and begin your presentation. A positive atmosphere is created for your presentation and the ice-breaker not only livens up the audience, but also makes them more participative and interactive with each other and with the speaker.

There are varied ways to decide on an icebreaker for your public speaking. To plan your speech's ice-breaker, the first and foremost thing to do is to understand your audience, as what may work for a particular age or cultural audience may not work for another. You don't want to offend your audience or make them feel awkward, therefore, always make your ice-breaker is inclusive and does not put down any particular type of people.

If it is an informal presentation with a small group of people, you can start by introducing yourself and have conversation with the audience about some common aspect like current events, a sport, hobby or skill. This will make the person feel more at ease and more likely to give you their undivided attention. However, if you need to make a formal presentation to a large group of people then you would be better off using an opening theme or phrase as an ice-breaker. Whichever the kind of public speaking, the aim of the ice-breaker is to make you feel more confident and under control by taking charge of the presentation's rhythm and agenda.

Any audience whatever the age group has very limited attention span. Even if the written or oral communication is a subject of interest, the attention span will dwindle away if the communication does not connect with them fast enough. For example – when you watch a movie, within the first half an hour (or even lesser) you have decided whether you would like to watch the rest of it; similarly, when you read a book, you read the first few pages and put it away if these pages have not captured your attention; when you attend a seminar, the communicative ability of the speaker determine whether you will sit through the presentation or not irrespective of the topic being discussed. Therefore, to grasp the attention span of the audience, make your communication interactive. Let them participate and feel involved. Stimulate your audience in whichever way you are communicating and they will love to listen to you. If it is non-verbal communication, the beginning and end of your document etc. should be catchy bearing key points which hold a brief vision of the magic which is yet to come – this will capture the imagination of your audience.

CONCLUSION & INTRODUCTION

One of the most essential components of any public speech is having a strong introduction and conclusion. The famous saying goes 'the first impression is the last impression', hence, the introduction to your speech is your opportunity to forge a connection with the audience, grab their attention, gain their credibility, introduce your topic, give them an idea about your content and last but not the least, form an admirable opinion about you. On the other hand, the conclusion would give an air of finality to the speech, summarizing your main points, re-emphasizing your view and leaving the audience with something to think about which stays with them long after the speech is over.

Just like how we study a topic or teach a subject to a child, first going through the synopsis of the chapter, then going through the chapter in detail and lastly summarizing the chapter. Similarly, introductions and conclusions to a presentation give it a clearly defined beginning and end and help the audience to understand the speech. Thus, even if the audience inadvertently loses track in the middle of your speech, they will still be connected and follow through, if you have a powerful introduction and conclusion to your content.

A good introduction to your speech will give the audience a reason to listen to the remainder of the speech. Therefore, use an ice-breaker to grab the

audiences' attention (e.g. a relevant quote, story, anecdote, or thought-provoking question), clearly state the topic and its importance to the audience, make the topic relatable to the audience, establish credibility, and preview the main points that will be covered in the body of the speech. Introductions should be the last part of the speech written, as they set expectations and need to match the content.

The body of a good speech includes organization of main points of the speech in a logical sequence with clear transitions between them, sub-points, supporting evidence, examples, and explanations to substantiate the key points, anticipation and addressing of potential counterarguments or objections etc.

Thereafter, an effective conclusion to the speech contains three basic parts: a restatement of the speech's key message; a review of the main points discussed within the speech; and a concluding device that helps create a memorable image in audiences' minds such as a powerful quote, a rhetorical question, or a dramatic statement.

The public speaker should remember that the goal throughout the process is to guide the audience through the speech or presentation in a clear, engaging, and persuasive manner, ensuring they understand and retain the key points.

SUITABILITY & STYLE

A speaker's style is simply the unique way in which the information is delivered to the audience. The speaker also has to ensure suitability of the content and style of delivery of the speech. He/she has to decide whether he/she will go ahead with a simple style of communication or a more elaborate one, depending on the formality or informality of the occasion of the speech. Whatever the occasion, the speech should be clear and coherent, to get the message across to the audience. The style of your speech and words to be chosen for dialogue delivery will depend to a large extent on the age appropriateness of your audience. The speaker should mindfully consider not using technical jargon, using rhetorical devices, using the correct tone, language, and style etc. while public speaking before an audience. Therefore, the most fundamental characteristics of your style should be clarity and appropriateness.

A public speaker may adopt various methods to speak to the audience. In the manuscript style of presentation, the speech is read word for word from a paper. In the memorized style of speaking, the speaker recites the speech from memory after memorizing it. In the impromptu style of speaking, the speaker is unprepared and unrehearsed and makes up the speech on the spot, as there is little or no opportunity to prepare. The speaker may use the extemporaneous speech style, wherein, the speech is partly memorized and partly impromptu delivery, and is delivered using notes of key words and phrases to support the speaker.

Natural Communication is more genuine and easier to relate to. Whatever form of verbal communication you need to adopt, remember it is better to have your key points on paper, but your communication will turn boring and unconvincing if you memorize each and every word and vomit it out without any facial expressions and audience connect. Even reading directly from the paper will ensure that your audience doesn't want to listen to you. If you practice, take honest feedback and listen to constructive criticism – you will definitely become a good natural communicator.

If you are communicating with an audience coming from different cultural backgrounds, it's a good idea to explore and understand the different cultures and languages of the people which will comprise your audience before you intend to communicate with them.

PRACTICE

"I know you've heard it a thousand times before. But it's true – hard work pays off. If you want to be good, you have to practice, practice, practice...." said American author Ray Douglas Bradbury. Practice helps the speaker to identify and eliminate speaking flaws, overcome nervousness and make any necessary adjustments in his/her style.

To become a powerful public speaker, the only way is to practice more and more. This will eventually improve your public speaking skills and confidence to face any type of audience. The public speaker is often most anxious at the beginning of his/her speech, due to unfamiliarity with audience or apprehension of performance. Constantly practicing public speaking can help you develop a natural flow and rhythm in speech delivery and master the nuances of presentation.

You can improve your public speaking skills by reading, listening, or watching speeches or presentations by famous orators and analyzing the content of their speech, dialogue delivery and how they present themselves. You can also practice your own speeches or presentations in front of a mirror, or a friend, and seek feedback and suggestions for improvement. Do this as many times as you need to in order to be familiar with your speech and feel comfortable delivering it. It is a good idea for a speaker to practice voice and breath control. This in turn relaxes the body language and eases the nerves.

As you have been taught since childhood, preparation is key to success. Hence, preparing talking points or key notes, researching your audience and improving your vocabulary constantly are essentials for succeeding as a speaker. Practice should encompass all these aspects. Take public speaking courses and network with other speakers, to sharpen your abilities. Record your speeches and listen to them trying to decipher weaknesses and their possible solutions. Practice is an ongoing process as even the most successful orators resort to practice before delivering their presentations.

By practicing, you help to refine your presentation—the language and tone you will use, as well as the fine points of delivery. Every time you practice,

focus on different parts of your speech. Keep an object in the room as a member of audience and practice eye contact when delivering the speech. Focus on your body language and make it as natural as possible. Time yourself and ensure that you adhere to the time limit, if any. Ensure that you don't engage in unconscious, repetitive movements, such as rocking back and forth or fiddling with your hair etc. Be aware of the tone and pitch of your voice and use of voice modulation at appropriate places.

Every time you practice, you may come up with different versions of your speech and end up using different words or phrases. Don't panic as this is natural. With constant practice you will automatically adapt to the version you are most comfortable with and present that on the final day. Constant practice will breed familiarity and reduce your nervousness on the final day.

EYE CONTACT & BODY LANGUAGE

Actions speak louder than words. Your body posture, eye contact and gestures communicate more than your what you are actually saying. Focus on your posture. You cannot come across as clear and confident by adopting a sluggish posture while communicating.

Your entire persona, which includes your personal appearance including clothes, movement and gestures, facial expressions, speed at which you speak, variation in speech tone, your entire personality – gives of an image about you. This is crucial to make an impact when you are public speaking. You make come across as confident and credible or unsure and untrustworthy – depending to a large extent on your persona. A speaker may have none or very limited span of time available for connecting with his/her audience. He/she needs to quickly develop a positive persona to engage and connect with audiences. Thus, the speaker must work upon all aspects of his/her personality to make a lasting impression and an effective speech.

Hence, it is imperative to dress appropriately for the situation. You don't need the latest or most expensive clothes, but they should be comfortable and make you feel confident. What you wear contributes to your presentation. Also, ensure that your personal hygiene is up to the mark, with hair rightly in place. Only when you look presentable you can come across as convincing and people will listen to your presentation with full interest.

The overall movement of the body and specific gestures are integral to a speech. While making your presentation you should not move your hands excessively and general movement of the body should be relaxed and natural. Slumping your shoulders can come across as lacking confidence or feeling dejected, whereas moving fast paced and too often can come across as hyper aggressive or nervous. Too much movement can be distracting and appears to look like nervousness. Fidgeting while speaking, playing with your hair, crossing your arms in front of your chest frequently, constantly staring at a particular thing etc. are a body language public speakers should correct themselves. A common problem most speakers face, is what to do with their hands when delivering their speech. Create a balance between hand

movements and keeping them stationary. Don't be artificial, and just go with the flow.

Pay attention to your facial expressions as well. Your face is a window to your personality, hence, ensure that your expressions are organic. With constant rehearsal of your speech, you can keep a tab on your smile or eyes movements and ensure that you don't go over the top in expressing yourself.

Eye contact is a very important connection between the speaker and the audience. The eye contact should be reassuring enough to the audience to feel that the speaker is genuine and is committed to impart useful information to the audience, at the same time, it should be subtle and non-invasive so that the audience don't feel discomfort. Avoid looking at any single individual or in a particular direction all the time. Good eye contact takes practice. The best practice is to be able to scan the audience making each member believe the speaker is speaking to him or her. Making the right eye contact is a powerful tool to show your engagement with your audience, and it can lend credibility to your presentation as well.

ACCURACY & AUTHENTICITY

A public speaker needs to be accurate in order for the audience to trust him and believe in his credibility and professionalism. Accuracy should be maintained in not only your speech delivery but also the content you share with the audience. The use of correct language, vocabulary, grammar, pronunciation and pauses in your speech, convey your intended message clearly.

For the audience to believe the speaker and give him/her their total attention, they need to find him/her sincere. Your presentation should be relevant, appropriate, and effective for your listeners. Hence, factual accuracy wherein right statistics, figures and data are presented in the most straightforward manner is the correct way to engage the audience. For this the speaker should have a deep understanding of his/her topic and should have done all the possible research on the same. The sources from where the speaker has sourced the data and statistics should be highly reliable, so that the listener can rely on them. The information should not be based on hearsay or sourced from vague internet searches.

Talk to the audience in your natural way with honesty. Don't exaggerate or dramatize your speech to make it sound more impressive. Give the audience something more than what they expect from you - Use facts and statistics to substantiate your point, if the topic permits, regulate your speech with timing, tone shift, pauses, wording, etc., persuading the audience to reflect and opionate on your point of view. Verify the accuracy of your data before using it in your speech, so that you don't present false or misleading information as true. If you are using someone else's story or experience, make sure you have the permission and consent of the people involved and don't reveal personal or sensitive information without their approval.

A public speaker should not make assumptions, generalizations or stereotypes that could be inaccurate or offensive. Be willing to learn from others and invite feedback from your audience and listen to their responses. If you are ill-equipped to answer an audience member's query, acknowledge your uncertainty rather than giving a vague or incorrect answer. It's always better to be safe than sorry.

KNOWLEDGE

The ultimate aim of your presentation should be to be useful. Your public speaking should have imparted some information, understanding of some skill, upgradation of existing awareness, or even a simple boost of motivation to the audience. It should not be the case, that even after listening to your speech, the audience feel none the wiser. After attending your public speaking, the audience should feel that they have some take-away from the experience.

When you share your thoughts through public speaking in whatever way – maybe to educate, influence or entertain others – the bottom-line is that you are giving some form of knowledge to the audience. It is important for the audience to receive some knowledge in return, as that is when you would have achieved your goal of becoming a powerful public speaker whereby you connect with people and maybe even change their minds about something.

With technology at our disposal, anyone can access data at the click of a button. The internet is flooded with resources on each and every subject which is widely available for everyone. Therefore, it becomes extremely important that the speaker sharpens his axe and excels in his/her craft. If the public speaker can win the audience and make them aware of the credible information he/she is giving them, they will be singled out as beacons of credible information and listeners will feel more inclined to rely on them rather than the faceless internet.

Sharing knowledge through public speaking can help to inspire others, build your own credibility, enlarge your own creativity and knowledge, sharpen your research skills, make you aware of the public's mindset (as you will get insights from the audience's reactions to what you share) and help you to generate new ideas.

EXAMPLES

Examples are important in public speaking because they can help the audience understand the message being presented and support it with evidence. Examples can be specific situations, problems, or stories that illustrate a principle, method, or phenomenon. They can also be used to clarify and complement a main point of a presentation. However, speakers should be careful not to overuse examples, as too many can confuse the audience and distract them from the key points.

Without examples, a speaker is just conversing one-sidedly without knowing if the audience is truly invested in his/her presentation. After explaining some

concept with examples, the speaker is able to paint a realistic picture of it in the eyes of the audience, hence, the abstract concept starts looking more concrete. He/she may use real life incidents, stories or infographics like charts, graphs or other visual aids to substantiate the main-parts or sub-parts of the speech. Especially in case of technical topics e.g. economics etc., while explaining some concept or law, the speaker will be able to explain the concept only with the help of examples. Complex topics too need to be broken down and substantiated with examples to let the audience take some understanding out of it.

The speaker should be cautious that the examples serve their purpose so as to function to corroborate the information, rather than substituting the content. Too many examples will disturb the flow of the speech and make the audience impatient. Examples help the audience understand the key points; they should be to the point and complement the topic.

REMEMBER TO LISTEN

The essence of public speaking lies in the audience truly listening to a speaker, not just hearing him/her. The audience needs to be totally invested in listening to the speaker, because without the audiences' attention and intention to remember, the speaker's speech is merely a roll of information and nothing more.

The speaker needs to learn how to listen to the audience, because it is only then that he/she will be able to deliver a powerful public speaking. A good speaker will then be able to develop content that uses the listening to enhance how their message is perceived, understood, and retained. Listening will enhance the speaker's ability to understand better and make him/her a better communicator. Active listening to feedback from audience, can help the speaker to transform his/her public speaking methods thereby honing the craft.

Remember to listen to the silence. A very important aspect of communication is "Silence". When to remain silent and when to speak is the core element of communication. It can help you to say a lot without actually saying anything. Pauses in your communication while speaking with your audience give them a moment to reflect. These pauses also give the speaker a moment to gather his/her thoughts. A short silence in a heated argument gives each party the time to figure out their mistakes. Similarly, when coaching or imparting training, the trainer can ensure better outcome and absorption of his teaching with the trainee, if he gives breaks in his communication and gives the trainee pauses of time to soak in the information he/she is imparting.

You need to inculcate patience within yourself if you want to use silence as an effective tool within your communication. Used well, the tool of 'silence' can help you connect with the audience and at the same time have a lasting impact on them.

To be a successful public speaker, you first have to be a good listener. Listen carefully to what others have to say and listen even more carefully to what

they don't say. If you listen to their silence and interpret it correctly, you will communicate better.

14. BECOME GLOBAL PRACTITIONER IN TRADITIONAL, NON-TRADITIONAL AREAS AND EXPLORE NEW OPPORTUNITIES

There are a number of Professional Opportunities for the CA at the State, National and Global level. The profile of a Chartered Accountant has catapulted to a professional with a high-level of managerial skill with multi-disciplinary talent. He/ She is now looked upon as a complete business provider. Improved information technology is enabling accountants to automate the more mundane tasks, allowing them time to develop their skills and further their knowledge in all areas of business. The CA professional is a complete business advisor wherein he performs many roles - Setting up companies, improving management processes, increasing opportunities of trade, initiating new lines of diversification, CEO's, MD's, CFO's, Finance controllers, portfolio managers, treasury managers, fund managers, financial directors etc.

Professional Opportunities:

Traditional Areas – Accounting; Auditing; Direct Taxes; Indirect Taxes

A. State Non- traditional practice Areas-Part 1

- S1. Real Estate- RERA
- S2. Charitable Laws
- S3. Cooperative Societies
- S4. Labor laws
- S5. Chit funds State laws
- S6. Stamp Duty
- S7. Subsidies schemes of states

B. National Non-traditional practice areas – part 2

- N8. Presentation before Tribunals - tribunal practice
- N9. MSME sector
- N10. Company law- Oppression and mismanagement, Liquidation etc.
- N11. Virtual legal counsel / CFO / Virtual Entrepreneur
- N12. Disciplinary consultancy to ICAI, ICSI, CMA, Bar Council, Ministries, Government departments- police administration

N13. Non-Banking Financial Institutions- NBFCS, Nidhi company, Money lenders

N14. Succession Laws, Hindu laws, family laws

C. Global Non- traditional practice areas –part 3

G15. Sustainability, ESG reporting, CSR, Social audit, SSE,17 SDG Climate change mitigation - carbon credit

G16. Social Media consultancy services- designing, creation of accounts, posting, tagging, sharing

G17. Corporate Governance & Independent Director

G18. Marketing consultancy-domestic and International

G19. Enterprise Risk management

G20. Start-ups and E-commerce

G21. Global funding

G22. International trade - Global import –export services- Marketing

G23. Coach- Hard skills and soft skills-time management, emotion management, personality development

G24. Intellectual Property Rights Advisory services

G25. Cyber security, Digital economy and data protection services

G26. Industry specific specialisation – Business growth in that industry

G27. Human Resource Management

G28. Drafting of business and legal documents

G29. Finance for non-finance executives

G30. Consumer and Competition laws

G31. Recovery mechanism guidance - Insolvency and Bankruptcy, SARFAESI, Criminal Actions etc.

G32. Outsourcing - accounting - drafting – knowledge

G33. Opportunities under financial crimes and laws like PMLA, Benami transactions, Black money, Fugitive Offenders Act etc.

G34. Mergers and Amalgamation

G35. Valuation services

G36. Internal Control measures

G37. ADR –Arbitration, Mediation

G38. Agriculture and rural development

- G39. IFRS and country specific GAAPs, IPSAS
- G40. Forensic services
- G41. SEBI and capital areas

15. GLOBAL ENTREPRENEUR

The word “entrepreneur” originates from a thirteenth-century French verb, *entreprendre*, meaning “to do something” or “to undertake.” By the sixteenth century, the noun form, *entrepreneur*, was being used to refer to someone who undertakes a business venture.

Entrepreneurial Mindset

Entrepreneurial Mindset is a way of thinking that enables us to overcome challenges, be decisive, and accept responsibility for our outcomes. It is a constant need to improve our skills, learn from our mistakes, and take continuous action on our ideas. Anyone willing to do the work can develop an entrepreneurial mindset. An entrepreneurial mindset is a set of beliefs, thought processes, and ways of viewing the world that drives entrepreneurial behavior. Typically, entrepreneurs firmly believe it's possible to improve their life situation and live life on their own terms. They also believe in their ability to learn, grow, adapt, and succeed. As the founder of Ford Motor Company, Henry Ford once said, *“Whether you think you can or think you can't – you're right.”*

How to develop an entrepreneurial mindset?

Anyone can learn how to act like an entrepreneur, build the habits, and learn some business hacks to fearlessly create a business or start a side hustle. We can work towards starting a business and earning passive income without quitting your job, without knowing how to code, and without a million-dollar idea.

But..... The biggest killer of the entrepreneurial mindset is not what you would expect.

It's not failure, the economy, or bad ideas.

It's doubt – in ourselves, our surroundings, and our abilities.

Self-doubt kills many dreams, long before any external factors can come into play.

Learn to develop the entrepreneurial mindset.

Most people are afraid to start pursuing their dreams. Or if they do start, they turn back at the first signs of struggle, convinced they don't have what it takes. This is why, being an entrepreneur starts with that feeling inside us – that entrepreneurial spirit we need to nourish and hone. Whether we are

an employee looking to level up our career, a 9-to-5 worker exploring how to become a freelancer, or become a founder and CEO of our own company—when we master the entrepreneur mindset, we will begin to accomplish more goals than we ever imagined.

Becoming a Successful Entrepreneur

A Successful entrepreneur must possess the following qualities:

1. Goal-oriented
2. Passion for his/her goal
3. Strategic Planning
4. Professionalism
5. Positive attitude
6. Empathetic attitude
7. Eager to Learn
8. Social Skills
9. Decision making
10. Competitiveness
11. Determination
12. Disciplined
13. Risk taker
14. Persistence

How to become Global Entrepreneur?

- Find our purpose and passion
- Develop the business idea
- Research in the market about the opportunities
- Make business plan
- Capital to be invested
- Sources to fund the business
- Expenses to meet in regular basis
- Human resources to be required
- To make available Skilled Labor forces
- Make sales strategy to increase the sales

- Once the business start running smoothly, develop strategies to expand business
- First expand the business in the national market
- Think Global, do research, understand culture of country where you want to do business
- Then become global. Make continuous effort to take the business to new heights

Small Business Ideas

1. Food truck business
2. Coffee shop
3. Bakery
4. Cooking classes
5. Ice cream stand
6. Product reviewer
7. Home delivery
8. Book keeping
9. Web design
10. Digital marketing
11. Interior Designer
12. Make-up Artist
13. Home stay Business
14. Online tutorial
15. Home décor
16. Currency trading
17. Event planning
18. Photography
19. Fast food corner
20. Yoga classes
21. Pet business
22. Day care business
23. Salon
24. Content creation

25. Dance studio
26. Music studio
27. Sports coaching
28. Clothing boutique
29. Travel planner

16. GLOBAL CEO

As defined by Investopedia “A chief executive officer (CEO) is the highest-ranking executive in a company whose primary responsibilities usually include making major corporate decisions and managing the overall operations and resources of a company.”

A CEO's has a considerable role to play and his/her specific responsibilities may vary from company to company, but, in general, he/she is the face of the company and may be expected to take on some or all of these tasks: role in strategic planning & long-term plans, building & over-seeing the senior executive team, link between board of directors & the company, responsible for company's performance, setting values & organization's culture etc.

CEO Mindset

Who can become CEO?

Anyone can become CEO.

A CEO mindset is a way of thinking and approach to business, leadership, and problem-solving that involves being strategic, proactive, and visionary.

- He should have
 - o Extraordinary passion.
 - o Clear vision.
 - o Strong leadership.
 - o Effective communication skills.
- Choose the destination/goal- Plan Where we want to see our self and our business
- Timeline to reach that destination- the time by which we want to achieve that goal
- The Road map- The way to reach that destination /goal

Skills Required to become CEO

1. Passion
2. Vision
3. Decision-maker
4. Grit & Courage
5. Leadership & Negotiation skills
6. Self-Confidence
7. Adaptability
8. Communication skills
9. Emotional Intelligence
10. Positive Attitude & Problem solving skills
11. Learning Mindset
12. Growth Mindset

How to become Global CEO?

1. Gain the qualification (A bachelor's degree is often the minimum requirement for becoming a CEO)
2. Get the expertise as per the industry or sector
3. Gain knowledge about the product/services, industry, competitors & keep updated about the same
4. Create vision & goal and plan for goal fulfilment
5. Continuous Skills development
6. Build CEO mindset
7. Life- long learning
8. Develop Leadership & Management skills

17. GLOBAL THOUGHT LEADER

A thought leader has been described as an individual or firm recognized as an authority in a specific field. A thought leader is a person who specializes in a given area and whom others in that industry turn to for guidance. A thought leader is one who works for their passion, in the field of their expertise. Thought leadership is the expression of ideas that demonstrate you have expertise in a particular field, area, or topic. They become the trusted sources who inspire people with innovative ideas; turn ideas into reality, and know and show how to replicate their success.

Find your Purpose

“Why” is the first and foremost question which comes to mind when starting anything. In other words, we can say that there must be a reason behind everything. So, we have to find our “Why”. According to research published in Psychological Science, a journal of the Association for Psychological Science, ‘feeling that we have a sense of purpose in life may help us live longer, no matter what our age’. Whether one is 9 years or 90 years old he can always keep the spark within him/her alive by having aspirations and attaining them. Whatever it is that you aspire for, if you are passionate about it and desire it truly – it is your goal. To achieve our goal, we must identify our X-factor. X-Factor is that noteworthy special talent or quality that makes us unique and stand out from others. What is that uniqueness in us which gives us an edge over others or makes us stand out? Identify it and enhance it.

Why thought leader?

We must ask our self why to become a thought leader? There is a tremendous benefit of becoming a thought leader:

1. Self-development
2. Gaining visibility to the sky level
3. To fulfill our childhood dream
4. Networking
5. Increasing client
6. Finding more opportunities
7. Making money
8. Social benefit

Qualities of Thought Leader

A thought leader possesses the following qualities-

1. Determination
2. Flexibility
3. Consistent
4. Thoughtfulness
5. Humility
6. Curiosity
7. Passion
8. Persistent

Steps to become a Thought Leader

Everyone has the potential to become a thought leader. With the right processes, we can transform our individual experiences and expertise in our industry into influence with our audience. The following are the steps to become an effective and powerful thought leader-

1. Understanding our area of passion
2. Get professional Expertise
3. Create content in that area - Content writing for business magazines, organizations, online websites, Institutes, Universities, etc.
4. Start speaking in Public on that area – Become speaker at seminars, webinars, conferences, events, training workshops etc.
5. Start writing and publish a book on that area -Become an author or co-author of various books
6. Start online publication of content e.g. content on social media platforms, various online groups, blogs, newsletters & magazines
7. Reach out to people with the help of videos and audios – e.g. Podcasts, You-tube videos etc.
8. Create a good team which can assist in your endeavor.
9. Do networking
10. Don't limit yourself. In fact, explore your ideas and spread it to people at large.

18. BRANDING THROUGH SOCIAL MEDIA

Social media has made networking and sharing valuable information easier. With the advent of internet, the world has become a small marketplace. You can directly approach a future prospective customer or employer etc. without having to go through various channels of communication. We are blessed to be born in the internet age where we can meet 1000s of people on a single digital platform. Powerful social media tools such as Facebook, Linked-in, Gmail, YouTube, blogs, websites, Twitter (now X), WhatsApp, Instagram, e- articles, etc. allows us to share our knowledge and expertise and helps connecting people even though they are living miles apart. In Facebook, we can join 6000 groups, similarly, a person can send over 2000 emails daily, and professional expertise tools such as LinkedIn allows us to be part of 100s of the group. Additionally, certain platforms such as Twitter (now X), blogs, podcasts help to put our viewpoints. We can take the benefit of social media platforms by creating informative and engaging content. LinkedIn is a professional networking platform. It will be very helpful, where we can connect

with business owners, tax experts, and other professionals in order to build their network.

How to use social media platforms?

When we share our knowledge, it helps to deepen our knowledge and further strengthens what we already know. Hence, we can use social media to share our knowledge or inspire others. Sharing of knowledge is not violation of professional ethics and code of conduct. We can use social media platforms in the following ways:

- Read various books or online resources to get technical expertise
- Learn various tools, software like Canva for designing, active campaign for e-mailing, website management, social media platforms etc.
- Create your own website, YouTube channel, Facebook page, LinkedIn, Twitter (now X), Instagram account, create account in blogging website, podcast
- Make more friends, join various groups
- Create WhatsApp Business account and Telegram, create various groups and invite people to join that group
- Create your own attractive flyers on various topics and post those flyers in Facebook, LinkedIn, Twitter, Instagram, WhatsApp multiple times in a day
- Tag others that post, share in various groups
- Create Poll for engagement for participants
- Make YouTube videos in just two hours and upload in social media platforms
- Make various articles, power-point presentations, upload in website, LinkedIn etc.
- Share those articles via e-mails in bulk by Active campaign, in SlideShare

How to make You Tube Videos?

- Create a YouTube Video Strategy.
- Create account on YouTube
- Choose the topic of our passion
- Get further expertise on the subject by doing research
- If topic is technical, get various statistics wherever needed
- Spend one-two hours on preparation and make pointers, memory techniques for making video, cover everything about that topic, make it meaningful

- Think out of box
- See other videos, think on how we can make different, extraordinary video
- Set up your video recording
- Record your video
- Analyze the video you have made and try to find out ways to make it better
- Go for another video recording,

Create a website

With the World Wide Web, now your product or service is not only being sold in a local, national or international arena but it can reach the most remote corner of the planet. The internet has made this feat possible. Having a website and online presence enables your organization to be known. It will make people aware of your presence and conscious of your ability in their needs. Today's customers are well informed and look for online information before they make a deal. They are already educated and have done their research in the intricacies of the product and service and are well aware of what they exactly want. This type of customer behavior trend emphasizes how your website is the backbone of your business.

However, it is not only important to create a website, it is equally important that your website is update with fresh and topical information. It should not seem unkempt and stagnated. Every piece of content you put on your website is a reflection of you and will form an image in the mind of the viewer.

Sharing Knowledge – Newsletters, Emails, Online Discussion Groups

Sharing your knowledge to educate your customers could take place in the form of sending emails and newsletters, creating e-books, forming yahoo groups, creating a blog or sharing knowledge at other platforms like presentations, seminars and open house discussions.

A free newsletter with good and current content can be sent to people to educate them about the topic. You can send these newsletters by email as that will be very cost efficient too. One person in your organization can be allocated for this purpose who can do the research work, content creation and final preparation of material to be covered in the newsletter. You can participate in forums like Google Groups, Facebook Groups, LinkedIn Groups etc. which provide online discussion groups for people sharing common interests, and share your knowledge there.

PROFILE



CA. (Dr.) Adukia Rajkumar Satyanarayan

ICAI Central Council Member 1998-2016 and 2022 onwards
Chairman of Board of Studies, ICAI
Vice-Chairman, Research Committee, ICAI
Convener – ICAI VISION Document 2049
Chairman of SAFA Committee on Education, Training and CPD
IFAC Board Technical Advisor

Author of more than 350 books & Global Business, NLP Practitioner,
Professional Growth & Motivational Coach; Passionate to make everyone
Speaker, Writer, Acquiring New Knowledge, Professional Qualifications,
Growth in Business & Promotion As CEO

Member IFAC-PAIB committee 2001-04;
Member IFRS SMEIG London 2018-2020
Ex-director - SBI Mutual Fund, BOI Mutual Fund,
Global Mediator and International arbitrator

B. Com (Hons), M. Com, FCA, FCS, FCMA, LL. B, LLM (Constitution),
MBA, Ph. D, Dip CG, Dip IFRS (UK), DLL&LW, Dip IPR, Dip in Criminology,
Mediation, IP(IBBI), MBF, Dip HRM, Dip Cyber Law
20+ Certificate courses; 75+ Self Development Courses
Student of: MA (Psychology), MA (Economics), PGD CSR,
PGD Crime Investigation, IBBI (RV) ++++++
Ranks ALL INDIA 1st in Inter CA; 6th in CA Final; 3rd in CMA Final,
5th in Mumbai University +++
Chairman western region ICAI 1997;
Council Member ICAI 1998-2016 & 2022-25
Mob: 98200 61049 | Email: rajkumar@cadrrajkumaradukia.com
Website: - www.cadrrajkumaradukia.com

In the past few years I have personally connected with 2 lakhs plus members and 5 lakhs plus students across India and have been encouraging about 3 lakh students in their educational pursuits and have visited more than 150 chapters and branches of the Institute across the world. I have endeavored to be actively involved in causes to benefit members and students and have organized several conferences and seminars for their benefit. I have been

collectively involved with other office bearers of the Institute in the Institute's working and for the betterment of our profession and its members.

Having been continuously involved in Knowledge development for Members by bringing out Publications, Organizing Seminars & Conferences for them, I have also been instrumental in Designing requirement-based Courses & Imparting Quality Training to Future Members so as to empower and encourage them to venture into new areas of practice

Current Positions

- ICAI Central Council Member
- Chairman of Board of Studies, ICAI
- Vice-Chairman, Research Committee, ICAI
- Convener – ICAI VISION Document 2049
- Chairman of SAFA Committee on Education, Training and CPD
- IFAC Board Technical Advisor

Contribution to the Profession & Economy

1. Served on almost all committees of ICAI as Member and/or Chairman/ Vice-Chairman:
 - Founder Convenor of Kalbadevi Study Circle. Actively contributed and participated in Kalbadevi Study circle and workshops conducted by WIRC (1984-1991)
 - Hon Sec.- WIRC (1991)
 - Chairman of WIRC (WIRC was adjudged best out of 5 regions) (1997-1998)
 - Chairman of Public Relations Committee (1998)
 - Chairman of Board of Studies and Bombay Computer Centre (1999)
 - Chairman of University and Higher Secondary Board Liaison committee (2000)
 - Chairman of Committee for Members in Industry (2001)
 - Chairman of Research committee (2002)
 - Chairman of Research committee (2003)
 - Chairman of Corporate & Allied Laws Committee & Chairman of the Committee of Electoral Reforms (2004)
 - Chairman of Insurance & Pension Committee (2005)
 - Chairman of Peer Review Board & Chairman of Committee on Trade law & WTO (2006)

- Member of Executive Committee, Vice- Chairman of Auditing and Assurance Standards Board (2007)
 - Chairman of Professional Development Committee and Committee for Economic and Commercial Laws (2008)
 - Member of Examination Committee, Vice Chairman – Internal Audit Standards Board & Vice Chairman- Committee for Small and Medium Practitioners (2009)
 - Chairman - Internal Audit Standards Board & Committee for Economic and Commercial Laws (2010)
 - Chairman - Internal Audit Standards Board & Member of XBRL India, Accounting Research foundation (2011)
 - Chairman - Committee for Members in Industry & Internal Audit Standards Board & Member of XBRL India, Accounting Research foundation, South Asian Federation of Accountants (PAIB) (2012)
 - Chairman - Ethical Standards Board, Committee on Financial Markets and Investor Protection and Committee on Government Accounting (2013)
 - Chairman - Committee for Co-operatives and NPO Sectors and IndAS (IFRS) Implementation Committee (2014)
 - Chairman - Committee for Co-operatives and NPO Sectors and Committee on Information Technology (2015)
 - From the year 2016 till 2021, have been very active and constantly in touch with the members through deliverance of more than 500 lectures on various topics at different forums, not only in India, but also abroad. Spread knowledge with circulation of 100 plus research papers on topical subjects.
 - Chairman - Continuing Professional Education Committee, Committee for Members in Entrepreneurship & Public Service (CPE) (2022) & CPC and Central Distribution System
2. International Member of Professional Accountants in Business Committee (PAIB) of International Federation of Accountants (IFAC) from 2001 to 2004
 3. Member of Inspection Panel of Reserve Bank of India
 4. Member of J.J. Irani Committee (which drafted Companies Bill 2008)
 5. Member of Secretarial Standards Board of ICSI
 6. Member of Working Group of Competition Commission of India, National Housing Bank, NABARD, RBI, CBI etc.
 7. Independent Director of Mutual Fund Company and Asset Management Company.

8. Worked closely with the Ministry of Corporate Affairs on the drafting of various enactments.
9. Served as Independent Director of SBI Funds Management Private limited and Bank of India Asset Management Co. Ltd.
10. Served as Independent director at ICAI Accounting Research Foundation - Section 8 company
11. Actively involved with ICAI as a Central Council Member during the period when the convergence to IFRS was conceptualized in India and has been instrumental in materializing the idea.
12. Group Leader at several Study Circles organized by Professional associations at Mumbai and many places in India. Some of the Study Circles were organized by: i) Study Circle of Western India Regional Council of ICAI at various places; ii) Bombay Chartered Accountants Society; iii) Chamber of Income-tax Consultants and iv) Sales Tax Practitioners' Association of Maharashtra

Contribution to Education & Training

1. Address to Insolvency and Bankruptcy Board of India
2. Address to Institute of Chartered Accountants of India
3. Address to Institute of Company Secretaries of India
4. Address to Institute of Cost Accountants of India
5. Address to Chamber of Indian Micro Small & Medium Enterprises
6. Speaker in IIA's 2013 International Conference in Orlando on Green Audit.
7. Faculty at Indian Institute of Corporate Affairs for courses on Insolvency Laws and Corporate laws.
8. Faculty Speaker in Workshop on Risk Management for Bankers organized by CAFRAL (Centre for advanced Financial Research and Learning)
9. Faculty at National Institute of Securities Management (NISM) and Indian Institute of Corporate Affairs (IICA.)
10. Addressed the Program for Principal Inspecting Officers & Inspecting Officers by Reserve Bank of India- Department of Non-Banking Supervision.
11. Addressed the National apex Chamber of Commerce and State apex Chamber of Commerce including his address to ASSOCHAM, Confederation of Indian Industry (CII), Federation of Indian Chamber of Commerce and Industry (FICCI), and All India Manufacturers Organization(AIMO).
12. Addressed the CBI officers, officers of Serious Fraud Investigation Office (SFIO), and various State Police Academies.
13. Addressed the SCOPE- Standing Conference of Public Enterprises which is an apex professional organization representing the Central Government

Public Enterprises. It has also some State Enterprises, Banks and other Institutions as its members.

14. Addressed the National Academy of Audit and Accounts (NAAA)
15. Addressed Congress of Fiji Institute of Chartered Accountants

My contribution to Government and Global level

1. Member of International Federation of Accountants – professional accountants in business committee - 2001-2004
2. Addressed twice international annual seminar of Institute of Internal auditors
3. Addressed international seminar of association of certified fraud examiners
4. Addressed international seminar of ISACA
5. Gave training to official of Comptroller and Auditor General, Central Bureau of Investigations, officials of various ministries
6. Addressed to almost all training forums of Government of India
7. Visited 90% branches of ICAI and addressed students and members
8. Member of IFRS foundation - small and medium enterprises implementation group - 2018 to 2020
9. On board of SBI mutual fund, BOI Mutual fund
10. Member of Standards board of ICAI, ICSI & ICAI
11. Addressed Reserve Bank of India officials and officers of many private and public sector banks

Positions held in Past

1. INSOL India National Committee for Regional Affairs
2. International Financial Reporting Standards (IFRS) Foundation SME Group
3. CAG Advisory Committee
4. Quality Review Board, Government of India
5. International Member of Professional Accountants in Business Committee (PAIB) of International Federation of Accountants (IFAC) from 2001 to 2004
6. Member of Inspection Panel of Reserve Bank of India
7. Member of J.J. Irani committee (which drafted Companies Bill 2008)
8. Member of Working Group of Competition Commission of India, National Housing Bank, NABARD, RBI, CBI etc.
9. President - Association of Indian Investors (A Section 8 Company)

10. Visiting Lecturer at S.P. Jain Institute of Management, Intensive Coaching Classes for Inter & Final CA organized by WIRC of ICAI.
11. Hon. Consultant to Bombay Industries Association and many trade bodies.
12. Faculty member for Entrepreneurship Development Programme of Ministry of Industrial Development, Government of India
13. Lecturer at Intensive Coaching Classes conducted by Institute of Chartered Accountants of India for Intermediate & Final C.A. students.
14. Faculty at Direct Taxes Regional Training Institute of CBDT, SFO, CBI and many regulators and banking institutions
15. Hon. Sec. of Western India Regional Council of Institute of Chartered Accountants of India in 1991-92 and Chairman of WIRC in 1997-98.
16. Hon. Sec. of All-India Importers & Exporters Association.
17. President of Rotary Club of Bombay Sea Pearl.
18. Hon. Sec. of All India Manufacturers' Organisation.
19. Hon. Sec. of Western India Chamber of Commerce

Academic Achievements

1. Graduated from Sydenham College of Commerce & Economics & was adjudged Best Student of College, winner of many Scholarships including most coveted award of the college 'Jeejeebhoy Cup for Proficiency & Character'
2. Secured Fifth Rank in Bombay University in April, 1980.
3. Received Gold Medal for highest marks in Accountancy & Auditing in B.Com. Examination.
4. Secured First Rank in Inter CA in November, 1981.
5. Received G. P. Kapadia prize for the best student of the year 1981.
6. Secured Sixth Rank in Final CA in May, 1983.
7. Secured Third Rank in Final I.C.W.A in December, 1983.

Awards and Accolades

1. Recipient of Samajratna Award by Government of Rajasthan.
2. "Rajasthan Shree" by Rajasthan Udgosh, a noted Social Organization of Rajasthan
3. Winner of Rifacimento International award for Asia's Who's Who of Men and Women of achievement. My bio data is published in Reference Asia.
4. State Trainer by the Indian Junior Chamber
5. Winner of National Book Honors Award, 2018

Some Other Publications Authored by CA (Dr.) Rajkumar Aduka

HOW TO BECOME SUPER SUCCESSFUL BY EXPLORING UNLIMITED OPPORTUNITIES

[Become Professional (Traditional) Non-Traditional areas, Thought Leader, Entrepreneur, CEO]

Mr. Rishabh Aduka
Chief Advisor

CA, (Dr.) Rajkumar Aduka
FCA, FCF, FCMA, LL.B., LL.M (CONSTITUTION), MBA, B. Com (Hons.), M.Com, Dip. CE, IPFR (S&P), IPFR (Compliance), MBA, Cyber Law, D.L.L.M., Mutual Fund Certification and Financial Services, Ph.D. Medicine, IPFR (S&P), IPFR (Compliance) courses 20 plus, self-development courses: 75 plus
Student at MA (Psychology), MA (Economics), PGD CSR, PGD Crime Investigation, IBSB
RWY: *****
Chairman: The Institute of Chartered Accountants of India Committee on Mentors in Entrepreneurship and Public Service Group Member CA 1988-2018 & 2020 onwards | IIR 1800091009
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Instagram, Facebook, Twitter, YouTube, LinkedIn, WhatsApp, Telegram, Messenger, Email

2023

STRIKE GOLD!!

(THE A TO Z DICTIONARY OF BECOMING RICH)

Mr. Rishabh Aduka

CA, (Dr.) Rajkumar Aduka
FCA, FCF, FCMA, LL.B., LL.M (CONSTITUTION), MBA, B. Com (Hons.), M.Com, Dip. CE, IPFR (S&P), IPFR (Compliance), MBA, Cyber Law, D.L.L.M., Mutual Fund Certification and Financial Services, Ph.D. Medicine, IPFR (S&P), IPFR (Compliance) courses 20 plus, self-development courses: 75 plus
Student at MA (Psychology), MA (Economics), PGD CSR, PGD Crime Investigation, IBSB
RWY: *****
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REACH SKY HEIGHT BY BECOMING - GLOBAL THOUGHT LEADER AND BRANDING THROUGH SOCIAL MEDIA

(Explore Unlimited Professional Opportunities Globally, become Speaker, Writer, Entrepreneur, CEO)

By: CA, (Dr.) Aduka Rajkumar Salyanarayan

Author of more than 300 books & Global business, professional growth and motivational coach

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Author's Profile

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Author of more than 350 books & Global business, Professional Growth and Motivational Coach, NLP Master Practitioner, Thought Leader

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My Profile:

Educational Qualification

- ❶ Educational Qualification - B. Com (Hons), M. Com, FCA, FCS, FCMA, LL. B, LLM, Ph. D, MBA, Dip CG, Dip IFRS (UK), DLL&LW, Dip IPR, Dip in Criminology, Mediation, IP(IBBI), MBF, Dip HRD, Dip Cyber Law
- ❷ All India Ranks - AIR 1st Rank in CA-Inter; AIR 6th Rank in CA-Final; AIR 3rd Rank in CMA-Final, AIR 5th Rank in Mumbai University
- ❸ 20+ Certificate courses; 75+ Self Development Courses
- ❹ Ex-director - SBI Mutual Fund, BOI Mutual Fund
- ❺ ICAI Central Council Member 1998-2016 and 2022-2025

CA (Dr.) Adukia left no stone unturned during his career spanning more than 40 years. He is ever enthusiastic and passionate to mentor, guide and assist in matters of professional growth, self-development and goal fulfillment. He is renowned for his competency in identifying new professional opportunities and accelerating professional growth. His education, skill-set, experience, networking aptitude and a positive go-getter mindset make him a sought after professional. Having addressed more than 100 International Conferences, he has shared his vast experience through training, workshops & professional services with banks, financial institutions, corporate, Government departments and Regulators.