

How to Become a Global Thought Leader - by Speaking, Writing and extensive Use of social media

Mind is everything

- ***“A positive mind finds opportunity in everything. A negative mind finds fault in everything.”***
- What we think we become
- When we say to our mind this is easy it become very very easy
- Before understanding anything we must say to our mind this is very easy and I am the global leader in this subject
- Chapter 6, verse 6 of Bhagwat Geeta-
- ***बन्धरात्मात्मनस्तस्य येनात्मैवात्मना जितः ।
अनीत्मनस्तु शत्रुत्वे वर्ते तात्मैव शत्रुवत् ॥ 6॥***
- For those who have conquered the mind, it is their friend. For those who have failed to do so, the mind works like an enemy.

Agenda

- Thought Leader
- Thought and leadership
- How to become Global thought Leader within a week?
- How to become speaker?
- How to become writer?
- Use of social media- *Sharing of knowledge is not violation of professional ethics and code of conduct.*
- Growth mindset

Thoughts?????



we have around 12,000 - 50,000 thoughts daily

Thoughts can be-

- Positive
- Negative

12 Leadership qualities

1. Integrity
2. Influence
3. Empathy
4. Courage
5. Respect
6. Self-confidence
7. Ability to delegate
8. Communication skills
9. Self-awareness
10. Gratitude
11. Learning agility
12. Creative and innovative thinking

Ingredients of thought leadership-

- dedication
 - patience
 - strategy, and
 - education
- *To succeed in your mission, you must have single-minded devotion to your goal.*
- - A. P. J. Abdul Kalam

Thought leader-Around the world (famous examples)

- Jon Gordon- famous book-The Power of Positive Leadership
- Marshall Goldsmith- American executive leadership coach and author, books-Triggers, New York Times and Wall Street Journal bestseller
- Steve Browne
- Wallace Delois Wattles- book- The Science of getting Rich, The Science of Being Great, and The Science of Being Well.

Qualities of a thought leader

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

How to become a Global thought leader?

- Understanding our area of passion
- Get professional Expertise
- Create content
- Start speaking in Public like Tv, Seminars, etc
- Start writing and publish a book
- Start online Publication
- Always provide high-quality content
- Understand how video can be used
- Don't limit ourself
- Create a good team
- Create networking
- **Join various groups, International associations to become global**
- Involve ourself in award ceremony

Various services a thought leader can provide-

- Consultancy services to various business
- Content writing for business magazines, Institutes, universities, colleges
- Become speaker at various seminars, webinars, conferences, events
- Become an author or co-author of various books
- Newsletters
- Blog writing
- Podcast services
- You tube videos

Thought Leader-by writing and speaking

- What kind of Thought Leader you want to become?
 - Become Speaker?
 - Writer?
 - Or both
-
- *Choice is yours*



How to become a speaker?

- **Build trust-***believe in yourself*
- Learn from other faculties and speakers
- Watch videos or recordings
- Read various books, bare acts, other articles, magazines and journals-Knowledge is free.
- Plan for the speech before a day
- Engage audiences with interesting topics
- Try to create some fun in between
- Practice it more and more
- Pay attention on accuracy
- Always give what your audience want

Useful tips to motivate ourself to become a speaker

- Desire
 - LOVE+COMMITMENT+PASSION = DESIRE
- Chase our passion
- Channel our inner child- Having curiosity and energy level like a child.
- **Motive of speaking?**

As a speaker-What is your goal? Ask yourself everyday

- Do you want to inspire them?
- Educate them?
- Entertain them?
- Or all of the 3?

Understand what kind of speaker you want to become?- Your passionate area

- Transformational speaker
- Inspirational or motivational speaker
- Professional Speaker
- Or any other

Few questions one must ask to themselves

- Who is my audience?
- What is my goal for this event?
- What people want from their speaker?

Tips to be followed at the time of giving speeches

- Maintain Eye contact
- Posture
- Movement
- Presence-Your 100% Presence
- Voice- Level of voice **MUST be** audible to all our audiences
- Power of Words

“We can change the course of our life with our words.”

How to become an expert Writer?

- The translation of human experience into an artful literary presentation is the art of writing.
- Become a better reader
- Write Everyday
- Start a Blog
- Enroll in an Online Writing Course
- Find a Place to Get Honest Critiques
- Practice, Practice and Practice!!!
- Recognize *Why* we Want to Become a Writer

Skills required to become a writer

- Communication Skills
- Presentation Skills
- Adaptability
- Discipline
- Lifelong Learning
- Leadership Skills
- Research Skills- Research, Research and Keep research!!
- Editing

Marketing Strategies for writer- SELLING YOURSELF

- Personal Networking
- Use of social media
- Create website
- E-mail Marketing
- Blogging
- Posting
- Become member of writer's association
- Join various groups
- Attend various events
-

International Forums and Associations

- **The International Authors Forum (IFA)**-existing since from 2009 but was formally incorporated in 2013, representing more than 7,00,000 authors
- **The International Federation of Library Associations and Institutions (IFLA)**-established in 1927 in Edinburgh, Scotland at an international conference. It has more than 1,500 Members in over 150 countries around the world.
- **The International Publishers Association (IPA)**: It was established in 1896 in Paris. It works together with 86 organisations from 71 countries in Africa, Asia, Australasia, Europe and the Americas.
- **PEN International**: PEN means 'Poets, Essayists, Novelists'. It was established in 1921 in London. It is a worldwide association of writers.

List of writer's associations, writers' groups, and organizations for writers

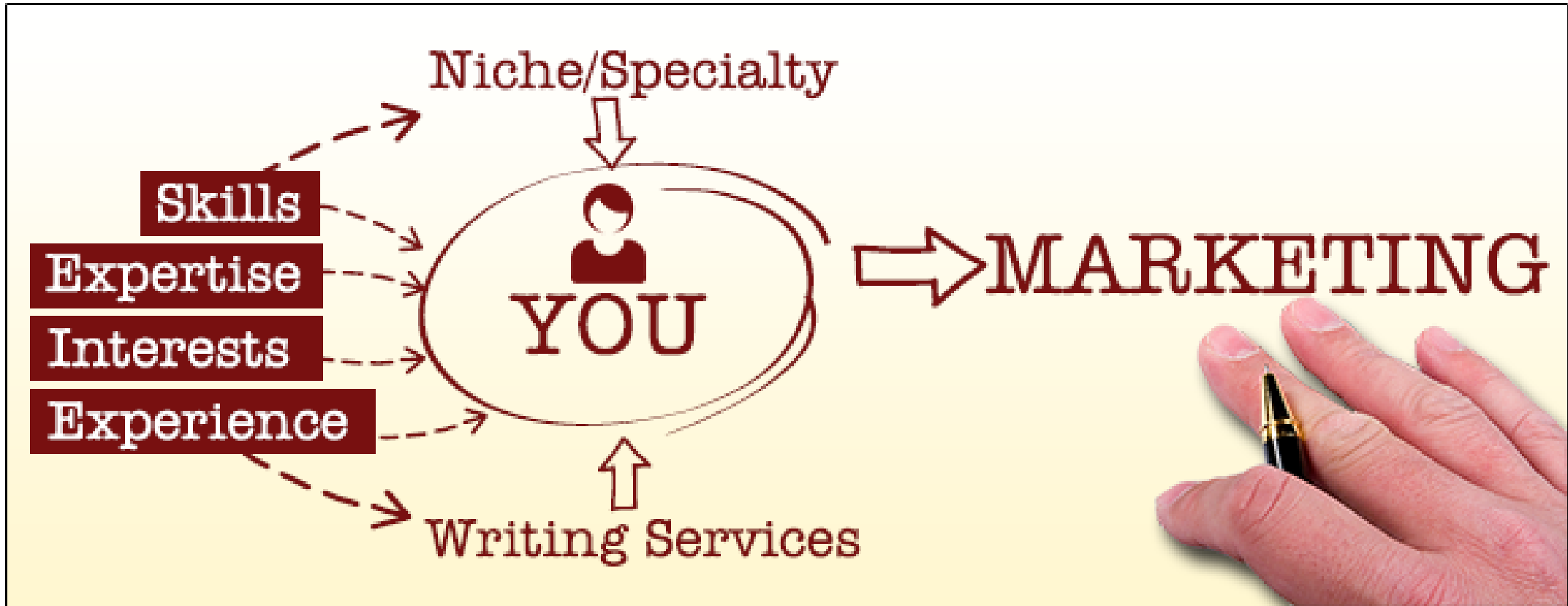
- American Christian Fiction Writers
- Novelists, Inc
- Mystery Writers of America
- Romance Writers of America
- Western Writers of America
- Women's Fiction Writers Association
- Asian American Journalists Association
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Cont...

- National Association of Memoir Writers
- Association of Writers and Writing Programs
- Authors Guild
- The Catholic Writers Guild
- The National Writers Union
- International Women's Writing Guild
- Military Writers Society of America

As a professional writer, what we can do?

- Sharing Knowledge – Newsletters, Emails, Online Discussion Groups
- Writing for magazines and newspapers
- Become Author/Co-author of Self-development books-
- Become author/co-author of Professional subject books
- Blogging



How to publish the book?

- Search for the publisher
- Get the publishers
- Design the cover
- Take ISBN number
- Use marketing strategies

Use of social media

1. Facebook
2. LinkedIn
3. Instagram
4. Pinterest
5. Twitter
6. Snapchat
7. You Tube
8. Blog
9. WhatsApp
10. Telegram

Sharing of knowledge is not violation of professional ethics and code of conduct.

List of blogging sites

1. Bombay Chartered Accountants' Society <https://www.bcasonline.org/>
2. CA club India <https://www.caclubindia.com/>
3. <https://www.casansaar.com/articles.html>
4. Taxmann <https://www.taxmann.com/post/author/admin/>
5. www.blogger.com
6. www.WordPress.com
7. www.Medium.com

Cont...

8. www.Tumbler.com

9. www.Linkedin.com

10. <https://sites.google.com/>

11. <https://www.academia.edu>

12. <https://www.quora.com>

13. <https://www.bloglovin.com>

14. <https://www.scoop.it>

15. <https://www.livejournal.com>

16. <https://evernote.com>

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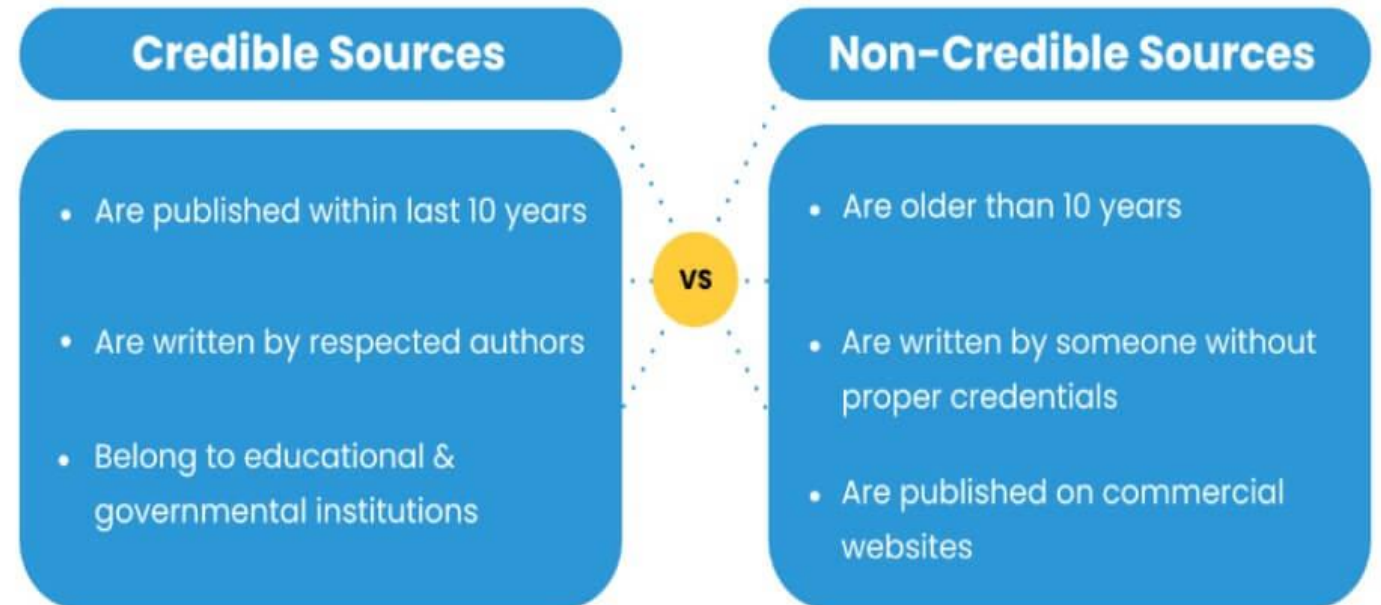
17. <https://www.behance.net>
18. <https://www.boredpanda.com>
19. <https://steemit.com>
20. <https://justpaste.it>
21. <https://www.ebaumsworld.com>
22. <https://www.ebaumsworld.com>
23. <https://en.paperblog.com>
24. <https://ezinearticles.com/>
25. <https://www.tumblr.com>
26. <https://dev.to>

List of the Facebook groups for writers

1. New Writers and Authors
2. Script Writers India
3. Content Writers
4. Writers Group
5. Writers Community
6. Authors & Writers
7. Content Writers & Bloggers
8. New Writers & Authors
9. Technical Writers
10. The Writing Writers
11. Freelance Writers
12. Freelance Copywriters & Content Writers
13. The Writers Group
14. Authors and Writers Helping Each Other Grow

Useful websites

1. www.internationalauthors.org/
2. www.en.unesco.org/
3. www.internationalpublishers.org/
4. <https://www.ifla.org/>
5. [www.internationalwritersassociation.](http://www.internationalwritersassociation.org/)



Now it's Time for ACTION



- *I am always available to make you a global thought leader, enhance your enthusiasm and motivation to speak, write and use social media*

How to Develop Practice

1. Make your presence felt
2. Participate in seminars / programs as speakers, panelists, querists
3. Exchange visiting cards
4. Make website / use social media
5. Write article, books
6. Give suggestions to ministry, regulator, trade bodies
7. Make network / joint venture in different areas

How to master the subject

- Buy all books available in market
- Read the act , rules, standards, useful websites
- Revised and practice
- Be positive, have time bound goal
- Increase rapport with authors, speakers and regulators
- Give observations
- Attend conferences & seminars
- Discuss with peers
- Address programmes
- Be a life time students



Global Areas of services- can be rendered from smallest town by use of social media—part 1

1. Internal Control measures
2. Forensic services
3. Enterprise Risk management
4. Human Resource Management
5. Cyber security, Digital economy and data protection services
6. E-commerce and Start-ups
7. Global funding
8. Insolvency and Bankruptcy
9. Drafting of business documents

Global Areas of services- can be rendered from smallest town by use of social media–part 2

10. Outsourcing - accounting - drafting – knowledge
11. IFRS and country specific GAAPs , IPSAS
12. Anti Money Laundering
13. Competition laws
14. Corporate Governance & Independent Director
15. CSR
16. Climate change mitigation - carbon credit
17. International trade - international financial service centres - special economic zone
18. Industry specific specialisation – Business growth in that industry
19. ADR –Arbitration, Mediation
20. Valuation services
21. IPR Advisory Services
22. Global import –export services
23. Become a Coach for self development, motivational speaker for topics likes time management, emotion management, personality development, how to be charged 100% / emotion management / stress management / time management / how to have 96 hours in a day
24. How to be best speaker for professional and soft skill subjects

Goldmine Non traditional areas of practice-

Part 1

1. Presentation before Tribunals-business tribunal practice - 30 plus tribunals
2. A to Z of MSME, Start-up , non- MSME
3. RERA and real estate practice including specialization in registration of documents and stamping of documents
4. Mergers and Amalgamation
5. Non profit organizations, Trusts, Section 8 co., Societies
6. Recovery mechanism guidance - Insolvency, SARFAESI, Criminal Actions, TORT etc.
7. Labor laws compliances
8. Opportunities under financial crimes and laws like PMLA, Benami transactions, Black money, Fugitive Offenders Act
9. Cooperative Sector opportunities
10. Opportunities under Succession Laws
11. Hindu laws, family laws
12. NBFC, Chit funds, Nidhi company
13. AatmaNirbhar Bharat projects
14. Social Media consultancy services

Goldmine Non traditional areas of practice- Part 2

15. Subsidies schemes of states
16. Coaching to CA, CS, CMA, law students
17. Finance for non finance executives
18. Virtual legal counsel / CFO /
19. Agriculture and rural development
20. Sustainable economic development
21. Opportunities under Company law- Oppression and mismanagement, Liquidation etc.
22. Compliance & importance of auditing standards - peer review / disciplinary mechanism / regulator enquiry

Conscious
Mind
10%

Subconscious
Mind
90%



90% of our actions and results are determined by our subconscious mind

PRINCIPLE OF IMPRESSION OF INCREASE

- Wallace wattles in 1910 propounded this principle
- In the book science of getting rich
- Napoleon Hill in book Think & Grow Rich reconfirmed
- If clients gives X Rs – value given by us is X+++++





Primary School Version of How to Mind Map - Source: BrainTraining4Kids.com



“
जो दिKHTA
वो बिKTA
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USING SOCIAL MEDIA

- Facebook
- LinkedIn
- Instagram
- Pinterest
- Twitter
- Snapchat
- You Tube
- Blog
- WhatsApp

13 STEPS TO BECOME RICH

The 1937 bestselling book 'Think and Grow Rich' by Napoleon Hill contains 13 principles which convey the path to making money;

1. Desire
2. Faith
3. Auto-Suggestion
4. Specialized Knowledge
5. Imagination
6. Organized Planning

13 STEPS TO BECOME RICH

7. Decision

8. Persistence

9. Power of the Master Mind

10. Enthusiasm (Mystery of sex transmutation)

11. Sub-conscious Mind

12. The Brain

13. The Sixth Sense



*Thank
you*

