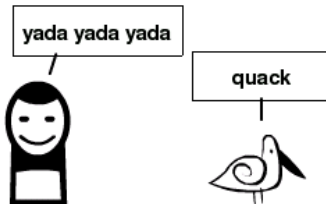
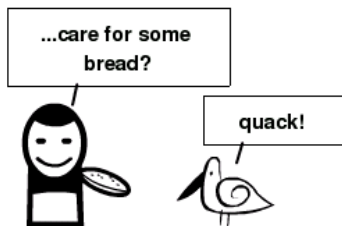


Communicating for Change

These are a few points about giving classes and presentations that I have picked up. By learning about these you can gain a framework of reference that you can use to evaluate and categorize your experience of your own classes and the classes of others, and hopefully can use to improve your game. There is nothing worse than not having the conceptual vocabulary to describe or evaluate your performance. This leads to a feeling of hopelessness, fear of giving class, and difficulty in improving.



I hope this is of some use to you.

Communication avtor : Sita-pati das STRIP GENERATOR

| | | |
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| <p>"Communication" is based on what you have in "common"</p> <p>If your message is completely disconnected from your audience, there is no common ground, and no communication</p> | <p>You have to speak to a common denominator, a shared experience or value, in order to establish communication</p>  | <p>Once communication channels are opened, you can introduce new concepts</p>  |
|--|--|--|

If people can't relate to what you're talking about – you don't have communication. *Communication* starts with what you have in *common*. You need to reach out and start from common ground to take people to unfamiliar ground. Throw most people in the deep end and they'll sink pretty fast. So you need to be sensitive to your audience.

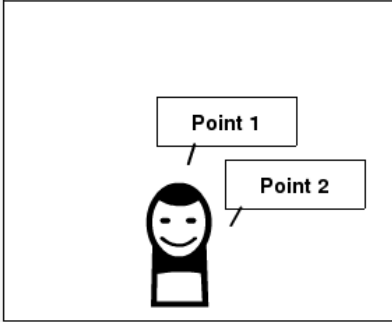
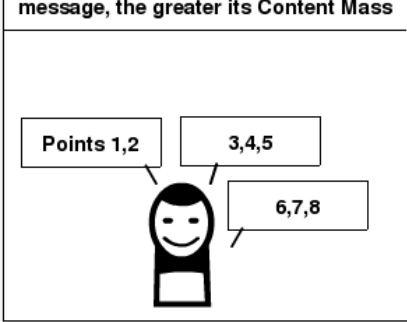
First Who - then What avtor : Sita-pati das STRIP GENERATOR

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| <p>Begin with the audience in mind</p> <p>Who are they? What do they already know?</p> <p>What are their needs?</p>  | <p>Construct your message based on your audience</p> <p>How much information can they comfortably absorb?</p> <p>What do you have in common with them?</p>  |
|--|---|

So begin with audience in mind. Remember that they are the reason you are speaking. You are speaking for their benefit. Of course, from the absolute perspective you are speaking for your own benefit also, but speaking for their benefit is for your benefit. So think long and hard about them. Pray for them. Pray to be able to speak to their needs.

Here are some terms and concepts about classes and presentations that will help you.


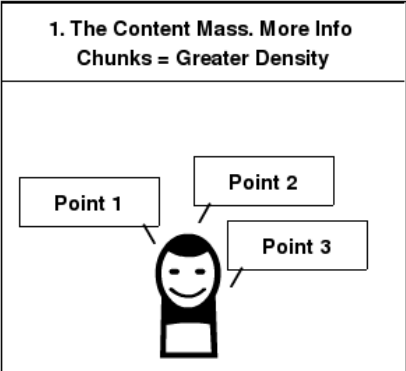
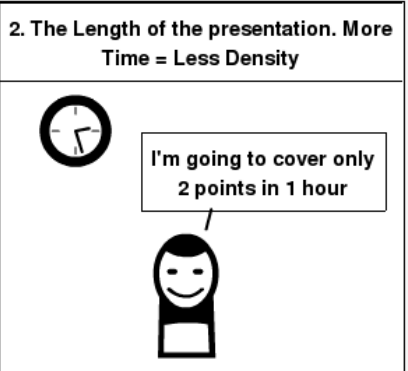
Content Mass avtor : Sita-pati das **STRIP GENERATOR**

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| <p>An "Info Chunk" is a major point</p>  | <p>1. You are not this body</p> <p>1a The body changes</p> <p>1b You are the same person</p> <p>1c Example of changing clothes</p> <p>2. The soul has needs</p> <p>2a etc...</p> | <p>The more Info Chunks in your message, the greater its Content Mass</p>  |
|--|--|--|

Info chunks are units of information – major concepts that can be broken down into smaller subsections. The more info chunks or major points you have, the greater the *content mass* of your presentation. Too much content mass will make your presentation indigestible. People will become overloaded and confused. Too little content mass will leave people unsatisfied or unconvinced. How much people can digest depends on the audience.

One thing to bear in mind is that every audience is heterogenous – that means that it's made up of many different people, each of them with an individual capacity. You have to choose who you are targeting. It's useful to meditate on one person in the audience and target your presentation at them. Others “around them” will also connect with some of the presentation.

Message Density avtor : Sita-pati das **STRIP GENERATOR**

| | | |
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| <p>Message Density, or how "dense" a message is depends on two things</p>  | <p>1. The Content Mass. More Info Chunks = Greater Density</p>  | <p>2. The Length of the presentation. More Time = Less Density</p>  |
|--|---|---|

Message density is a function of content mass and time. The greater the content mass or the less the time, the greater the density. The lower the content mass or the greater the time, the lower the density. Audiences which are familiar with the content, more favorably disposed to the speaker and the message, and more intelligent and mentally agile will be able to handle a greater message density. Audiences which are unfamiliar with the content, skeptical, or intellectual unsophisticated will need a message with a lower density to enable them to process it efficiently.

Match Density to the Audience

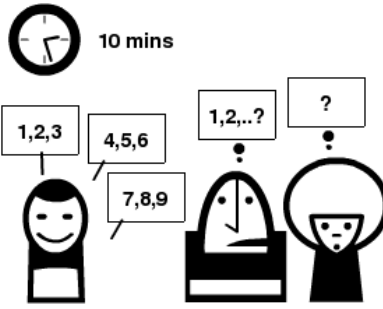
avtor : Sita-pati das

STRIP GENERATOR

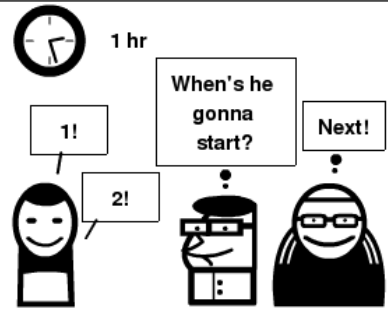
You must ensure that the message density is right for the particular audience



Message too dense for audience



Message not dense enough

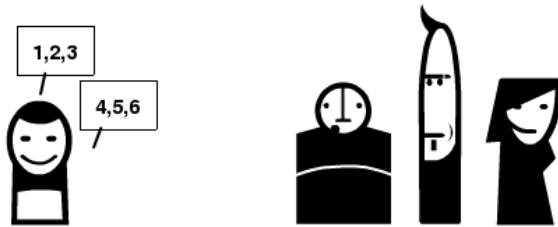


Example Density: Bhagavatam Class

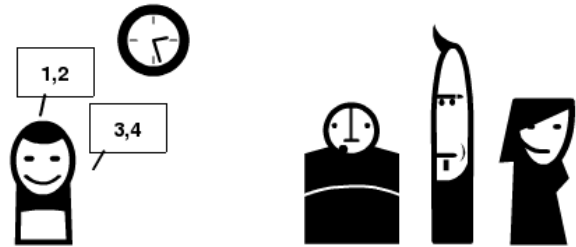
avtor : Sita-pati das

STRIP GENERATOR

If the audience is familiar with the topic, they can handle a dense message. 5 to 7 Info Chunks is a good range.



The longer the class, the more Info Chunks you need to maintain high message density. The less you have to say, the shorter you need to make it to maintain high density.

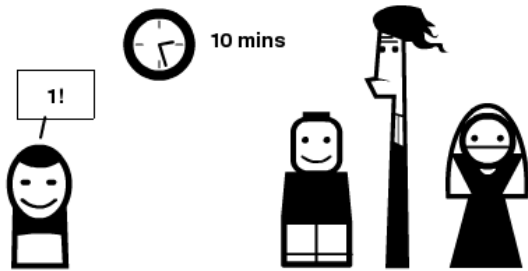


Example Density: Red Hill class

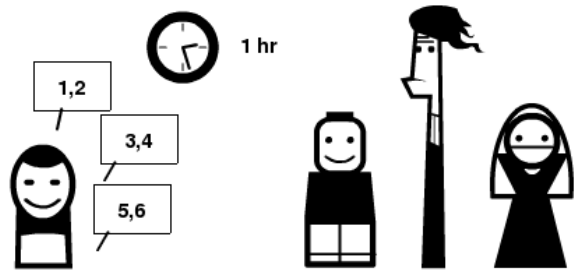
avtor : Sita-pati das

STRIP GENERATOR

You have ten minutes to make one point. Content Mass is low, but density is reasonably high.



At this density the same class delivered in 1 hour, would have six info chunks.



The Red Hill class is a training format that we used at the Red Hill ashram. The speaker speaks for ten minutes and makes one point. At this density over an hour the speaker would make 6 points.

My experience is that 30 minutes is pretty good unless you are a really engaging speaker.

Red Hill class - In Ten (10) minutes: avtor : Sita-pati das STRIP GENERATOR

| | | | |
|---|--|---|--|
| <p style="text-align: center;">Strong Introduction</p> <div style="border: 1px solid black; padding: 2px; margin-bottom: 5px;">The point is...</div> <div style="border: 1px solid black; padding: 2px; margin-bottom: 5px;">How many of you...?</div> <div style="border: 1px solid black; padding: 2px; margin-bottom: 5px;">There was once...</div> | <p style="text-align: center;">Make One (1) Point</p> <div style="border: 1px solid black; padding: 2px; margin: 0 auto; width: 60px; text-align: center;">1!</div> | <p style="text-align: center;">Elaborate and Support</p> <div style="border: 1px solid black; padding: 2px; margin-bottom: 5px; width: 60px; margin: 0 auto;">1 (c)</div> <div style="border: 1px solid black; padding: 2px; margin-bottom: 5px; width: 60px; margin: 0 auto;">1 (b)</div> <div style="border: 1px solid black; padding: 2px; margin-bottom: 5px; width: 60px; margin: 0 auto;">1 (a)</div> <div style="border: 1px solid black; padding: 2px; margin-bottom: 5px; width: 60px; margin: 0 auto;">Exhibit A</div> | <p style="text-align: center;">Close</p> <div style="border: 1px solid black; padding: 2px; margin: 0 auto; width: 60px; text-align: center;">I've only said one thing...</div> |
|---|--|---|--|

This is the breakdown of the ten minutes. A strong introduction to capture people's attention. Put a lot of effort into this. People will forgive you if you falter later on, but a weak introduction can lose people from the starting gate, and you may never get them back.

Don't speak too long, or give too much information. Make one clear point, elaborate on it, then close up by restating your point.

Message Complexity avtor : Sita-pati das STRIP GENERATOR



| | | |
|--|---|---|
| <p style="text-align: center;">Complexity refers to elaboration</p> <div style="border: 1px solid black; padding: 2px; margin-bottom: 5px; width: 60px; margin: 0 auto;">More information on one point</div> <div style="border: 1px solid black; padding: 2px; margin-bottom: 5px; width: 60px; margin: 0 auto;">Or multiple ways of saying it</div> | <p style="text-align: center;">It may refer to spoken illustration</p> <div style="border: 1px solid black; padding: 2px; margin: 0 auto; width: 60px; text-align: center;">Let me tell you a story in this regard</div> | <p style="text-align: center;">Or it may refer to multimedia</p> <div style="border: 1px solid black; padding: 2px; margin: 0 auto; width: 60px; text-align: center;">Allow me to demonstrate...</div> |
|--|---|---|

A message is *complex* when it has multiple ways of illustrating the points that you are making. You can use multimedia, you can use multiple analogies, and you can put in illustrative stories.

Four Goals of a Message avtor : Sita-pati das STRIP GENERATOR





| | | | |
|---|---|--|---|
| <p style="text-align: center;">Inform</p> <div style="border: 1px solid black; padding: 2px; margin-bottom: 5px; width: 60px; margin: 0 auto;">1 a,b,c</div> <div style="border: 1px solid black; padding: 2px; margin-bottom: 5px; width: 60px; margin: 0 auto;">2 a,b,c</div> <div style="border: 1px solid black; padding: 2px; margin-bottom: 5px; width: 60px; margin: 0 auto;">3 a,b,c</div> | <p style="text-align: center;">Inspire</p> <div style="border: 1px solid black; padding: 2px; margin-bottom: 5px; width: 60px; margin: 0 auto;">We can do it!</div> <div style="border: 1px solid black; padding: 2px; margin-bottom: 5px; width: 60px; margin: 0 auto;">Give it all you've got!</div> | <p style="text-align: center;">Persuade</p> <div style="border: 1px solid black; padding: 2px; margin: 0 auto; width: 60px; text-align: center;">...and so that's why you should...</div> | <p style="text-align: center;">Entertain</p> <div style="border: 1px solid black; padding: 2px; margin: 0 auto; width: 60px; text-align: center;">...and then he said...</div> |
|---|---|--|---|





These are four primary goals of a message. If you are a visiting speaker to a temple or yatra the inspirational class is always a good bet. You can sometimes mix up sections, but to have the maximum impact and retention one focused message is best.

| Strategize Your Message <small>avtor : Sita-pati das</small> | | STRIP GENERATOR | |
|--|--|---|--|
| <p>Strategize your message. Write a statement of purpose. What do you want to accomplish? Do deep preparation.</p> | <p>What is the focus of your message: Informative, Inspirational, Persuasive, or Entertaining?</p> |  |  |

Before you give your presentation, take time to prepare. Meditate deeply on what you are doing and why. What are your goals? What are you trying to accomplish with this message. For programs such as Sunday Feast a strategic framework takes the burden off the individual and allows them to contribute to ongoing momentum by aligning their message with the overall framework.

Following are some sample formats for classes. These are not the only formats, but they are pretty standard ones, and a good place to start from.

| Message structure: Bhagavatam class <small>avtor : Sita-pati das</small> | | STRIP GENERATOR | |
|---|--|---|--|
| <p>Begin with the text</p> <p>"krsnaya vasudevaya..."</p>  | <p>Give the "scriptural context"</p> <p>In this section... previously...</p>  | <p>Extricate the philosophical import</p> <p>The implications of this....</p>  | <p>Give the Application</p> <p>The application of this in today's life....</p>  |

| Message structure: Sunday Feast <small>avtor : Sita-pati das</small> | | STRIP GENERATOR | |
|---|--|---|--|
| <p>Begin with the audience's context</p> <p>You know what it's like when...</p>  | <p>Show the value of the philosophy*</p> <p>Here's a powerful explanation...</p> <p>*These two can be reversed</p>  | <p>Give the application*</p> <p>Here's a potential solution....</p> <p>*These two can be reversed</p>  | <p>Give the scriptural context</p> <p>This is explained by Krishna....</p>  |

Here are some pointers on improving your classes:

- Listen to a lot of classes, especially recordings.
- Take notes.
- Write down the main points
- Write down the structure of the class. After some time you will start to see patterns.
- Record your own classes when you give them.
- Listen to them over and over again.
- Listen for your pronunciation, clarity of speaking.
- Listen for your pacing, speed of speaking, volume of voice, tone of voice.
- Listen to your class structure.
- Listen to the main points.
- Listen to your transitions.
- Listen for parts where you falter.
- Listen for parts where you lose momentum.
- Focus on improving with each time you give class.
- Seek regular feedback from people who listen to your classes.
- Get people, especially speakers you admire, to “coach” you through their feedback.