

The Eye of Communication

Sometimes, an old circulating message is not a mere 'forward', it actually does carry a point...

An old blind man was sitting on a busy street begging for money. On a cardboard sign, he had written: 'Blind – Please help'. However, no one was giving him any money. A young advertising writer walked past and saw the blind man with his sign and the empty cup, and also saw the many people passing by completely unmoved. The writer took a thick marker-pen from her pocket, turned the cardboard back-to-front, and re-wrote the sign, then went on her way. Immediately, people began putting money into the tin cup. After a while, when the cup was overflowing, the blind man asked a stranger to tell him what the sign now said. The stranger read out the sign, "It's a beautiful day. You can see it. I cannot."

When it comes to communication skills, it is handy to remember the **3n3** rule:

- a) **Three** simple sentences are more impactful than one complex sentence.
- b) **Third** party feedback helps in improving our communication skills.
- c) There are **three** steps of conveying a powerful point: 1) How the world sees it; 2) How the opposite person sees it; 3) How we see it.

Communication skills are not about flamboyancy. Instead, their primary objective is to establish a connection with fellow beings. Effective communication leads to healthy interpersonal rapport. These strong connects, in turn, contribute handsomely towards an organization's overflowing performance cup...