

Conceptual Approach to Conduit management New Paradigm for Hard Work-Communication and Results with Direct and Rhythm Actions

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ABSTRACT

The entire business world is based on results. Results are measured, analyzed and published. Business leaders push their teams to achieve results. Leaders often ask their team members that action is not sufficient, results are important. This is especially true in sales and marketing. Revenue numbers are the ultimate test of a business leader's efficiency. This article takes look at the misunderstood world of *results*. The article defines results also as actions. When someone else takes a pre-intended or desired action in response to actor's actions, those response-actions are termed as results. Response-Actions or Rhythm actions become possible through Benefit Conversations. People will take actions you desire if they see some benefit for themselves. The article calls forth increasing business leader's skills to deliver benefit

1. Introduction

This article introduces new terminology for results and communication. There are different ways to see actions, communication, and results. This article helps the reader to create a new view of actions, communication, and results that can play a significant role to empower themselves. The act of speaking and listening occurs automatically and naturally like breathing. However, not all breathe are equal. Those who closely observe breathing can identify different breathing patterns, different breathing techniques and the impact of different breathing pattern on our life.

Similarly, our speaking & listening and our conversations can be of different types. There are two types of conversation, i.e. Benefit Conversation & Rhythm Action Conversation (Kyritsis, 2017). When you learn about Benefit Conversation, you can get ANY Results you want for yourself and the people around you. When you master Rhythm Action Conversation, you can cause amazing results for large groups of people.

Landmark Worldwide is a global training & Development Company. Landmark has done significant research in communication and creates effective courses that give participants an enormous ability to master different types of communication (Vanston, 2003). This article derives its inspiration from the in-depth coaching & value provided by Landmark in its programs. If you like the article and you wish to explore further, you can consider participating in Landmark Programs.

2. Different Categories of Conversation

We know there are different types of food like Pizza, Sandwich, Burger, Salad, etc. Similarly, there are different types of Conversation or Talks like friendly talk, angry talk, caring conversation, loving conversation, respectful conversation, etc. Other common forms of conversation include Requesting something from someone, Inviting people,

Criticizing, Appreciating someone, Sharing, Asking or expressing opinion (Hakulinen, 2001).

3. Nature of Benefit Conversation:

Benefit Conversation is a special kind of conversation. This conversation is designed to clearly demonstrate some benefits to the listener. Through this conversation, both listener and speaker can be a tremendous benefit for each other. It means that the two parties derive some tangible benefits from each other after engaging in this type of conversation. There are 3 important steps that are involved. They include:

- 1) The first component is - You identify any VALUABLE BENEFIT which *someone* else can get. Speaker must know what the BENEFIT is, she wants to present. When he or she is able to recognize the benefit, then the speaker is able to convey it effectively to the listener (Kyritsis, 2017).
- 2) Second, you share this BENEFIT with another person. This is the step that follows the identification of benefit. The speaker will SHARE the benefit with the listeners.
- 3) The third step is that you create a commitment to deliver this benefit to the person concerned.

Speaker needs to be committed to delivering this benefit. Lack of commitment may lead to poor delivery of the benefit and the whole conversation may lack efficiency and effectiveness.

4. Speaker's Benefits

When you deliver the benefit or when you stand committed to delivering any benefit, you always receive that BENEFIT naturally and effortlessly. For example, when you stand committed to delivering certain success to someone in education or business, you naturally get that expertise and success. Your commitment, complete stand and promise to

deliver great experience creates an outstanding experience for the listener (Vanston, 2003).

Benefit conversation is effective when you can CLEARLY see and visualize the benefit you want to give. When you authentically engage in giving benefit to someone, it is inspiring to both - you as the speaker and another person.

5. To Contribute Is Your Inherent Nature

Sometimes you might think or say that you don't care about the world and you simply don't care if anyone gets any benefit. This type of thinking is inauthentic. Fundamental nature of human being is to love, to care and deliver some benefit or help to someone else. When you drop your authenticity of being careless or being too small to help anyone, you can create a real commitment to delivering some benefit to your family, friends, business, customers, and everyone around you. You will naturally start seeing benefits you can get and other people can get (Helles, 2016).

Benefit Conversation is the MOST valuable conversation you can have with anyone. Benefit Conversation creates strong respect for you in the hearts of people around. It builds a powerful relationship. It also creates a new action. When you are fully and completely committed to delivering some benefit to another person, you are unstoppable. You can find new access to the action. You can create & take completely new actions.

6. Win/ Win Conversation

Your commitment to give some benefit to others makes you a winner and also makes another person a winner. When you have benefit conversation with someone, they get a lot of inspiration (Kyritsis, 2017). Win/win conversation means that there is a mutual benefit to both the parties involved.

To deliver any benefit, you will need to FIRST see that benefit is POSSIBLE. Next, you will need to clearly see & visualize that other person will GET that benefit through your conversation (Hama, 2000). In a very real sense, you will fully experience as if the other person has ALREADY Received that benefit. Even before you start the benefits conversation, you will be in a mental state that BENEFIT is fully received by another person. In this state, you will naturally experience inspiration, another person will also experience and share your inspiration.

7. Impact on the brain

When your brain is in a state to clearly create and visualize NEW benefit for you and others, you are creating a new possibility for a new brain state & new actions for yourself and others. When you create a possibility for a new brain state, you share some new benefits and action, and when the other person is inspired by the possibility that you have created, we can refer to that as a state of enrollment (Yeomans, 2017). After you complete benefit conversation, you will create new opportunities for action for you and another person. Ultimately, all goals and all results are a set of actions.

8. Physiology of Action

Actions involve the movement of muscles in the body. Medical Science has named 700 different muscles in the body. Your brain gives instructions to different muscles to take action. Your muscle movement allows you to speak, listen, see, smell, walk, run, create different facial expressions, and listen (Yeomans, 2017).

Let us say you are a student. Your goal is to score the highest marks in the university. If your brain gives instructions to all muscles in your body to remain steady at one place. Your brain gives further instruction to eyes to focus on the book, gives instruction to hand muscles to write and practice. You will achieve your goal of the highest score in the university.

However, let us say your brain asks your leg muscles to start moving and to go out, meet with friends, go for a movie, eat unhealthy food, you will not achieve your goal. Your success depends on how your brain moves 700 muscles (Helles, 2016). The movement of your muscle depends on instructions your brain will give out.

9. Two Categories of Action

In real life situations, we can classify action in two categories - One is DIRECT action and other is Rhythm Action. Direct Action is the action that either you willingly take or the action others have promised to take and they take those actions as per their own promise. For example, when you visit a railway station, it is direct action. You ask for a ticket and a railway clerk gives you the ticket. This is direct action.

10. Viewing Results as Rhythm Actions

Rhythm Actions are the action that other people take based on your communication even though they have not promised to take those actions (Vanston, 2003). Rhythm Action is when you speak with the customer, show them some benefits and they take out their credit card to make payment to you. Rhythm actions are team action or rhythmic actions. It is like a dance. You move and another person moves in dance with you. When you invite someone for taking action on the BENEFITS they have seen out of your sharing, it is equivalent to conducting a dance.

As in the dance, you take the first move. In Rhythm Action Conversation, You Share something. Share benefits. Create a new future. Create a new possibility. In the dance, another person takes the next step in synchronization with your first step. So, once you share the benefit, the person takes the step to get that benefit.

11. It is easy. It is fun.

Inviting a person to take steps for the possibilities they have seen is like a dance move. It is a rhythmic and real joy. Purpose of most of the benefits conversation is to inspire other people to take some action. When your conversation enables another person to naturally take rhythm action, you are effective in benefit conversation (Vanston, 2003).

12. Life Is Action - Goals Are Actions - Results Are Actions

Ultimately, everything you want in life is Action. Either you want to act in a certain manner or you want other people to act in a certain manner. All your goals can be considered as

Actions - Either your direct actions or other-person based rhythm actions. Ultimately we can conclude that benefit Conversation and Rhythm Actions can open up new avenues for success and mastery for you.

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