

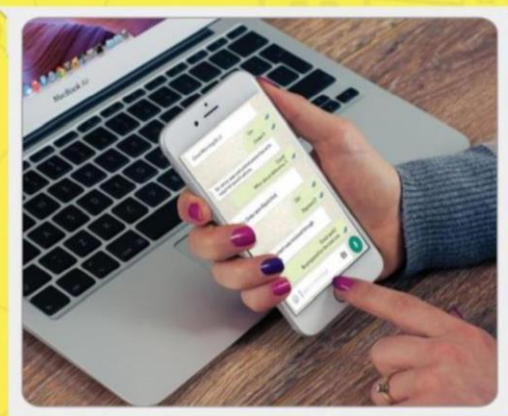


WhatsApp

UNLOCKING

The Goldmine

Effective Usage for Success



Dr Tuhin Shambhu Banerjee



WhatsApp
Unlocking The Goldmine

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WhatsApp



UNLOCKING THE GOLDMINE

EFFECTIVE USAGE OF SUCCESS

By

Dr Tuhin S Banerjee

Dedication

To my wife Sumitra and my daughters Priyanka and Priyasha for being source of support and love always.



Acknowledgments

The idea for this book came from my besties Anil, Anand, Bhushan, Neelesh, Mahalingam and Vikas. These buddies are always there with great ideas and have undying faith in me. They along with Alope and Prasad helped germinate the idea. All my well wishers who motivated me in writing this book need a big applause.

Big thanks to Trivikram who helped me in crystallizing my thoughts on the book. I am grateful to Mahalingam in taking time from his busy schedule and providing critical inputs. Heartfelt thanks to Leena for proof reading my book.

I need to thank all my batchmates from SFS School, Shivaji Science College, VRCE and TAPMI, whose WhatsApp interactions have helped me in checking the different techniques shared in the book. Appreciations to my friend Dr. R C Natarajan for helping me observe his communication techniques.

The book would not be possible without the support of my wife, Sumitra. My daughters Priyanka and Priyasha helped bring the insights of youngster in this book. To my mother and didi for showering their unconditional love, you have made me the person I am today. I am grateful to Almighty for blessing me through the tough times.

Appreciate the suggestions from Trivikram, Meret and Priyanka on my initial draft.



About the Author

Dr Tuhin Shambhu Banerjee is a distinguished Alumnus of SFS High School, Nagpur and Shivaji Science College, Nagpur. He completed his BE from Visvesvaraya National of Technology, Nagpur. He finished his Post Graduate Diploma in Management from the prestigious T A Pai Management Institute, Manipal. He was awarded his PhD from Pacific University, Udaipur.

He has held leadership positions for two decades in the area of training and development at Reliance Industries, ING Vysya Life Insurance, Infosys Technologies and Principal Retirement Advisors. He is guest faculty at TAPMI and Symbiosis Institute of Business Management.

He was Speaker at National Training & Development Congress, 2014. He has received Numerous Awards including

- The CAMI Best Practice Award 2012-13
- Asia Pacific HRM Congress Awards 2013 for Contribution to the field of training and development
- Asian Training & Development Awards, Dubai 2013 for Best Sales Development Programme
- Asian Training & Development Awards, Dubai 2013 for An Overall Award for Best Result Based Training
- 40 India's Most Talented Training & Development Professionals, 2014

- Global Training & Development Leadership Awards, 2014 for Chief Development Officer of the Year

He lives in Bangalore with his wife Sumitra, daughters Priyanka and Priyasha. He believes in “Help others achieve their dreams and you will achieve yours”.



About the book

The Ken Blanchard Companies is best known for its Situational Leadership program - the most widely taught leadership model in the world. Their studies identified communication as the most important success factor.

One of the most used social messaging medium is WhatsApp, with more than one billion persons using it. The usage of WhatsApp is self-taught and most of us have not gone through any formal inputs. We learn to communicate on WhatsApp by trial and error. Thus there is no guarantee that we are communicating effectively or that it would help us to progress.

The book, WhatsApp – Unlocking The Goldmine would help us to communicate effectively using WhatsApp. Through stories, humor, and dozens of practical tips, I share the framework to win. In these pages you'll discover:

- How to find your communication style
- How to stop using wrong communication techniques in WhatsApp
- How to get free from situations that own you
- How to protect your inner well being

Your life is brimming with endless opportunities, but only if you control your communication through WhatsApp. If you aspire for improved communication on social messaging platform in your personal and professional life, but do not know how, this book is for you.

To get the most out of this book I recommend that you perform the Proficiency Exercises, which are included in each chapter. You will require a notebook

for writing down your answers and for keeping a note of your scores.

The scores fall within three categories: Novice, Competent and Expert. Adding up your score for an exercise will tell you which level you have achieved. In each case, the scoring bands reflect the relative proficiency of the individual exercise. The Novice score indicates the points I would expect someone to attain without using any techniques. The Competent score is the category you are aiming for; and the Expert score shows a truly outstanding result. Within this scoring system, you can see how well you are improving from one step to the next. Don't worry if you score poorly to begin with or if you find certain exercises more difficult than others. You can repeat the exercises and tests as many times as you like after practicing the techniques.

The different chapters in the book are from your possible Status in WhatsApp. First Status "Available" shares the landscape of WhatsApp Communication in practice. Second Status "At the Movies" is designed to improve your messaging. Third Status "At the Gym" focuses on WhatsApp group communication. Fourth Status "At Work" delves into Professional Communication. Fifth Status "In a Meeting" explores finer aspects of Personal Branding. Sixth Status "Can't talk, WhatsApp only" shares intricacies of Voice Calling. Seventh Status "Battery About to Die" concentrates on Emotional Wellbeing. Last Status "Unlocking The Goldmine", a few practical situations are elaborated to integrate the different elements.

Take as much time as you need to complete each status. I hope you will find my methods challenging as well as fun to learn.

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Available

Hey, remember the first time you activated your WhatsApp Account. Your status decided by WhatsApp said Available. Maybe, now your status is different. We find a vast majority of users still using such default status.

If you are wondering, why it is so, there are numerous reasons. Majority of WhatsApp users have not realized the potential benefits and proper usage of this communication tool. So, what is WhatsApp? Consider the following news item.

03/02/2016

Mobile messaging service WhatsApp is now used by a billion people every month, Facebook has reported.



The Facebook-owned app now outperforms the social network's own Messenger mobile app, which has 800 million monthly users.

The company said 42 billion messages and 250 million videos were sent over WhatsApp daily.

Since the service was acquired by Facebook in 2014 it has gone from strength to strength, with 42 billion texts and 250 million videos being sent by the service each day.

The lack of usage fees is a massive selling point for WhatsApp, and mobile users have flocked to the service, especially when speaking to people internationally.

Despite the dominance of WhatsApp in many markets, it still isn't hugely prominent in China and South Korea, where local players such as WeChat and Kakao Talk are used most readily.

WhatsApp is reported as Mobile Servicing App. Hence, most users are using it for messaging, sharing videos and also calling. But, are you one in the billion users or the select few effective users. Are you using WhatsApp for your comfort and better quality of life? It is a powerful tool but you need to master the tricks and techniques of using WhatsApp. In this book, we share that journey of ‘Unlocking The Goldmine’ by using WhatsApp.

WhatsApp is used in both personal and professional interactions. Correct usage can lead to improving relationships and lead to professional gains. WhatsApp is trying to position itself as a productivity tool for business as seen in the following news item.

WhatsApp goes free: Drops all subscription fees

18/01/2016

WhatsApp is dropping its subscription fees to access the popular messaging service, as it looks to explore new funding options, such as tie-ins with other companies.



The chat app, famously bought by Facebook for a massive \$19bn in 2014, is ditching the 99 cent annual charge for the service.

WhatsApp founder Jan Koum said the move signals an effort to remove the barriers some users faced in using the service.

"It really doesn't work that well," Koum said Monday, speaking at the DLD conference in Munich. He noted that while a buck a year might not sound like much, access to credit cards is not ubiquitous. "We just don't want people to think at some point their communication to the world will be cut off."

Until now WhatsApp has been free for the first year and 99 cents for additional years.

As far as a new business model, WhatsApp says it will explore ways businesses can use the service to connect with individuals, but said the goal is to avoid spam and unwanted advertising.

The Facebook-owned service plans appears to be planning to generate revenue through services to businesses.

"We will test tools that allow you to use WhatsApp to communicate with businesses and organizations that you want to hear from."

But the right usage of WhatsApp is not easy. Common maladies observed in WhatsApp users are:

- Wrong post in wrong group syndrome
- Non-reading earlier post dystrophy
- Repeated posting neurosis
- Late replying psychosis
- Non-immune politico- religiosity
- Sudden disappearanticitis
- Incomprehensible abbreviationoma
- Brainless compulsive forwarding syndrome

In the rest of the book, we shall explore tools and techniques to increase our effectiveness both in personal and professional communication. We will look at situations and explore alternatives to these challenges.





WhatsApp

Unlocking The Goldmine

Do you feel stuck in communicating? Are you communicating with little response? Do social messaging platforms like WhatsApp intimidate you? In WhatsApp – Unlocking The Goldmine motivational speaker Dr Banerjee talks straight about why our communication in social media platform spiral out of control and how to get back in the driver's seat.

Dr Banerjee shares his two decades experience in leveraging communication to achieve success. Through stories, humour, and dozens of practical tips, he shows the way to anyone apprehensive in communicating using WhatsApp and shares framework to win. In these pages you'll discover:

- How to find your communication style
- How to stop using wrong communication techniques in WhatsApp
- How to get free from situations that own you
- How to protect your inner well being

Your life is brimming with endless opportunities, but only if you control your communication through WhatsApp. If you are aspiring for improved communication using social messaging platform in your personal and professional, but doesn't know how, this book is for you.

About the Author

Dr Tuhin Shambhu Banerjee is Chief Managing Consultant at Wanderlust KASH Consultants. He is visiting faculty at Symbiosis Management Institute. He holds a PhD from Pacific University and is a thought leader with more than 25 + publications in international journals. He has held leadership positions in Reliance Industries, ING Vysya Life Insurance, Infosys Ltd and Principal Retirement Advisors. He is recognized for his contribution to learning and development from many international agencies. A motivational speaker based in Bangalore India; he lives with his wife and two daughters.



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