



## *Module 6*

# COMMUNICATION

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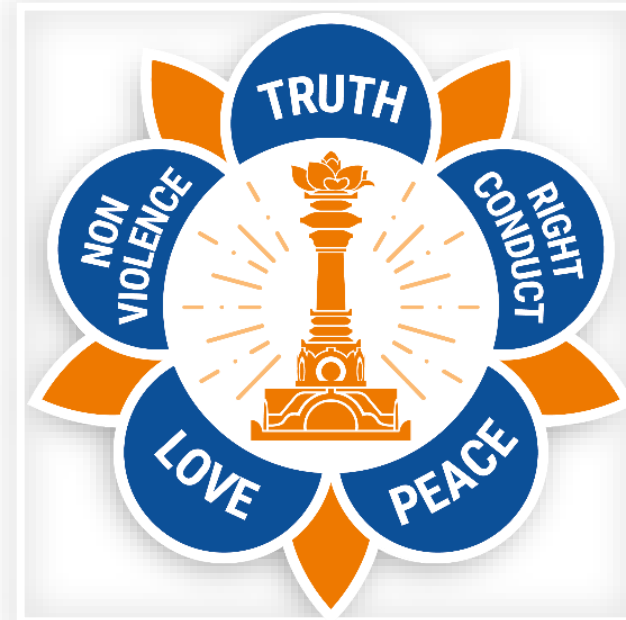
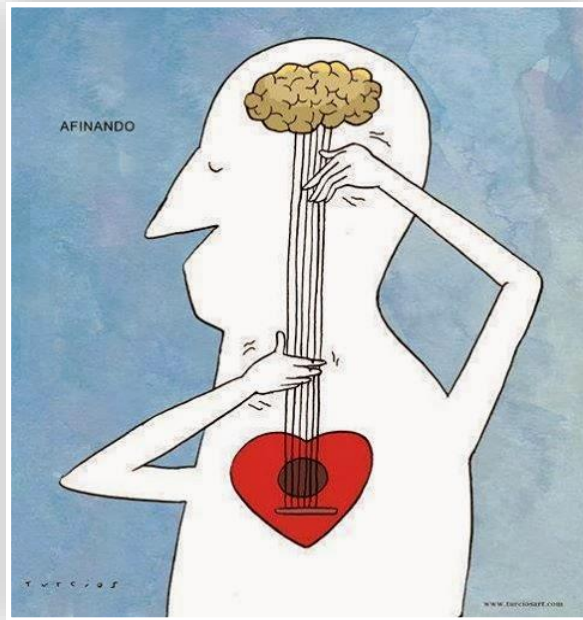
## *Personal & Organisational*

ORIENTATION PROGRAMME FOR SSIO OFFICE BEARERS

# Module 6 ~ General Outline

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- Personal Communication
- Communication Within the SSIO



# *Personal Communication*



*“Always strive to satisfy  
your conscience before  
striving to satisfy others.  
Under all circumstances,  
follow the path of Truth.”*

*~ Sathya Sai Baba*

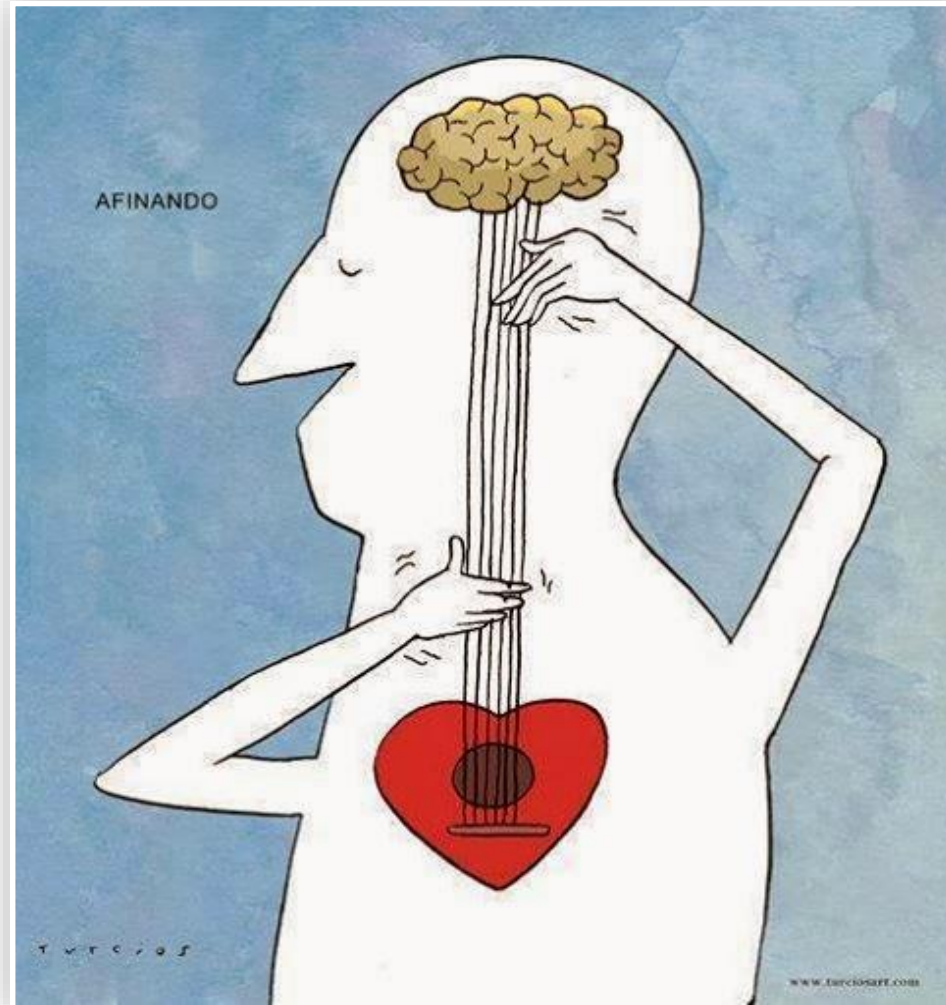
*(Sathya Sai Speaks, Vol. 35, pg. 4: 2002)*





# *Harmony in Thoughts, Words & Deeds*

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“In order to promote harmony, the first rule you must follow is the control of the tongue. Do not give all your thoughts immediate expression; select, ponder and then speak out. Speak softly, sweetly, without malice in your heart; speak as if you are addressing the Sai who resides in everyone.”

~ *Sathya Sai Baba* (Sathya Sai Speaks, Vol. 4, pg. 15: 1965)



# *Before Speaking or Acting...*

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# CODE OF CONDUCT

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1. Daily meditation and prayer.
2. Group devotional singing or prayer with family members once a week, where possible.
3. Participation in Sai Spiritual Education by children of the family.
4. Regular attendance at the Centre's devotional meetings (at least once a month).
5. Participation in community service work and other programmes of the Organisation.
6. Regular study of Sathya Sai Baba literature.
7. The practice of placing a "Ceiling on Desires" – consciously and continuously striving to eliminate the tendency to waste time, money, food and energy – and utilising the savings for service to mankind.
8. The use of soft, loving speech with everyone.
9. Not speaking ill of others, especially in their absence.



# *The Tongue is Liable to Commit 4 Errors*

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*“The tongue is liable to commit four errors: (1) uttering falsehood, (2) finding fault with others, (3) excessive articulation and (4) indulging in scandals. ...When the foot slips, the wound heals after a few months; when the tongue slips, the wound it causes in the heart of another can remain for life.”*

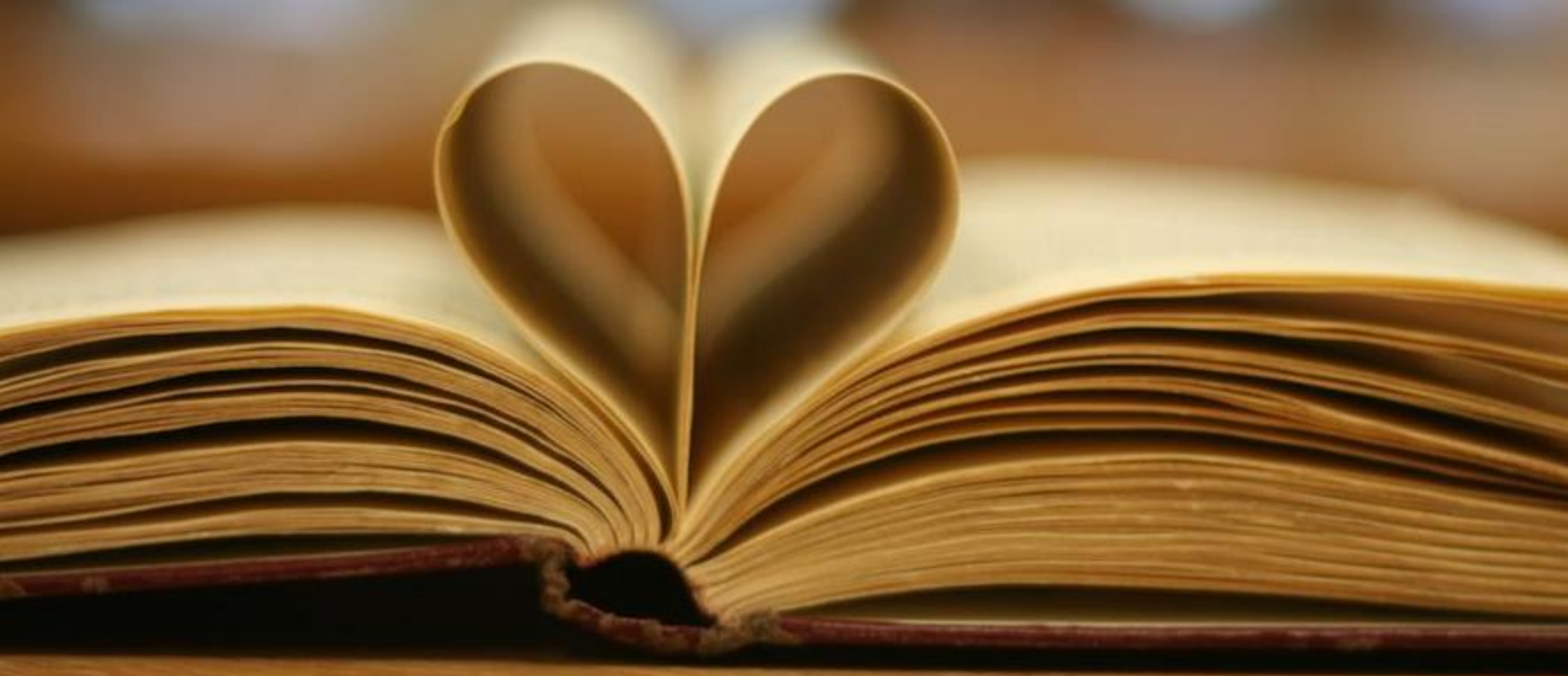
*~ Sathya Sai Baba (22<sup>nd</sup> July 1958)*



“The mind of man is like a gramophone plate. The good and evil thoughts of man are indelibly impressed on his mind and show themselves up. His thoughts and feelings are easily gauged by an onlooker. The face of man is like a guide post, revealing the direction in which his thoughts are travelling.”

~ *Sathya Sai Baba* (Brindavan, 1993)

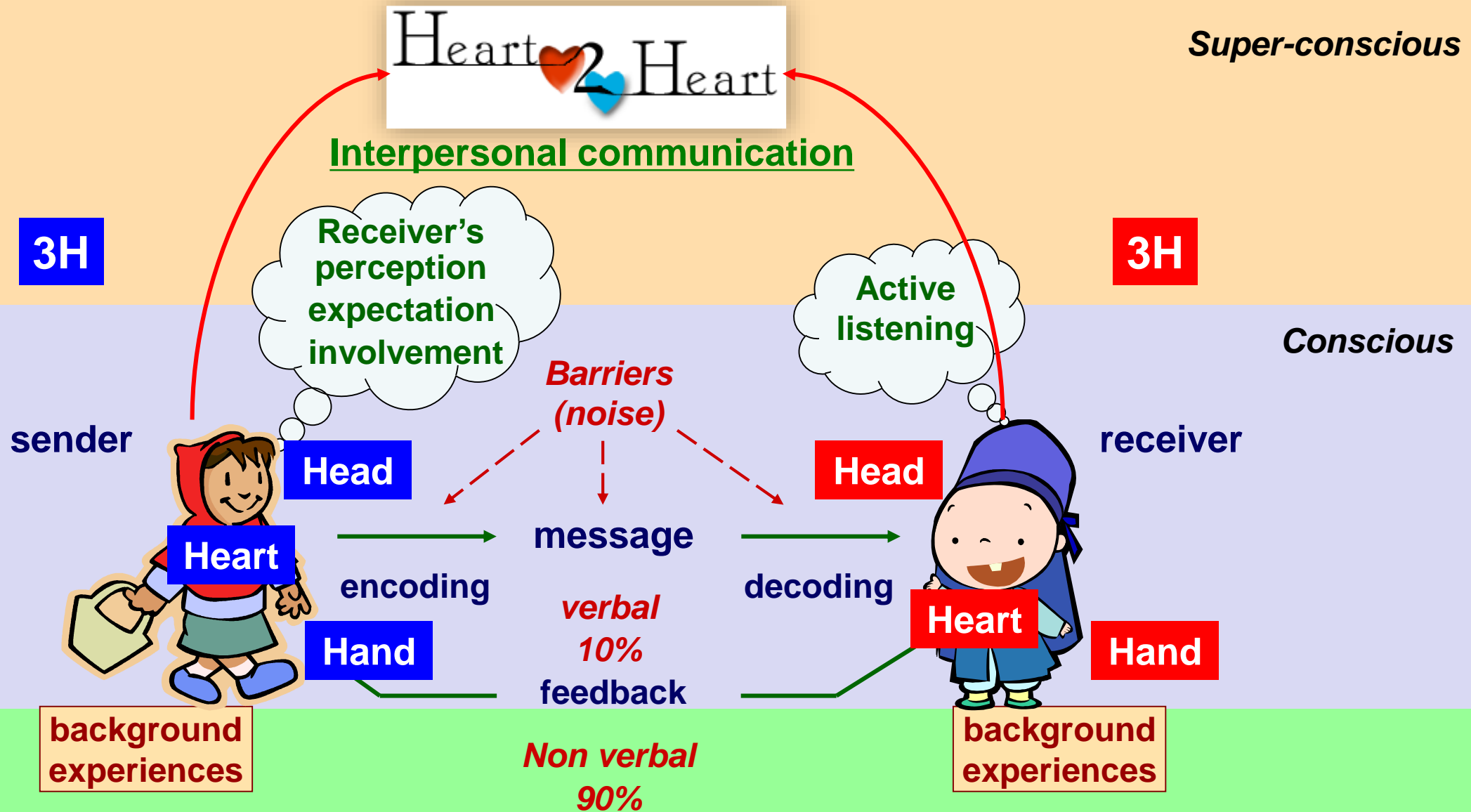




*“What you do speaks so loudly, I cannot hear what you say.”*

*~ Ralph Waldo Emerson*

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Oneness: 1+1=1

Sub-conscious



“There is a language of the heart which all can understand and all would like to hear. That is the language which I speak, the language that goes from My heart to yours. When heart speaks to heart, it is love that is transmitted, without any reservation. The responsive heart listens with sympathy and answers with love.”

~ *Sathya Sai Baba* (15<sup>th</sup> May 1969)





*Communication within  
the SSIO*

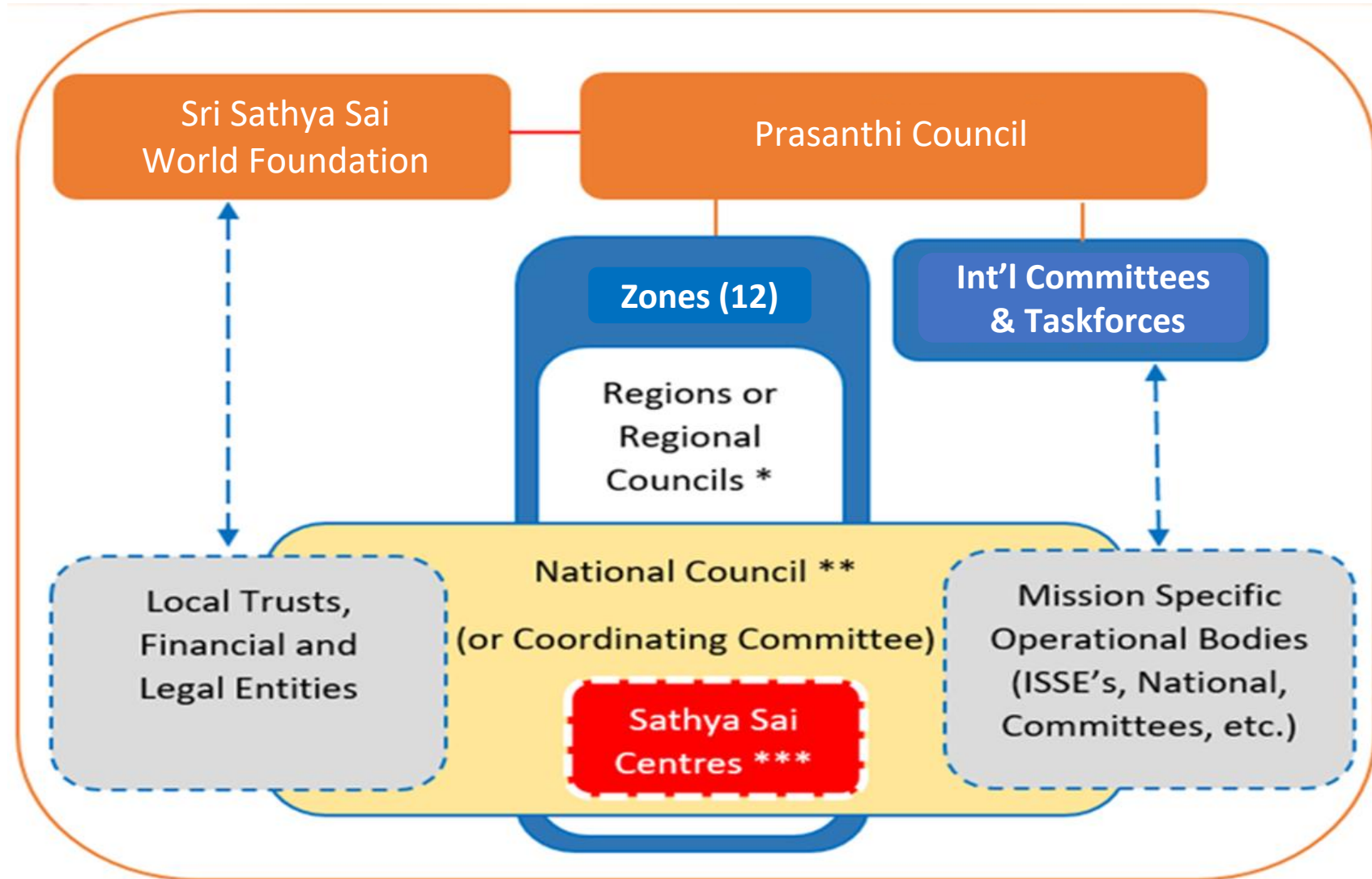


## *Efficient & Effective Communication within the SSIO*

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- *In order to ensure the proper administration of the SSIO around the world, and to foster the spiritual awareness of its members, an efficient and effective system of communication between the Prasanthi Council and all members around the world is needed, as it is essential that the communications reach every member of the SSIO and all devotees.*

# Communication Flow - SSIO Organisation Chart



## *Efficient & Effective Communication within the SSIO*

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- *It is of vital importance to follow email protocols and strongly advisable to acknowledge the receipt of messages.*
- *All information for dissemination is to be forwarded promptly, preferably within 48 hours.*
- *It is important to recall that all SSIO networks are to be used solely for SSIO official communications.*
- *Before using social media, be aware of social media guidelines.*

## *Useful Reminders & Tips*

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- *With e-mails, only copy in those who need to be involved in the matter. Beware of the 'respond to all' button.*
- *Keep e-mail composition concise and have appropriate subject headings.*
- *Make sure your distribution lists are always updated. Keep in mind the GDPR regulations.*
- *WhatsApp groups (or similar Apps) may be useful as well for prompt communication and follow up messages.*



## *Effective Communication at the Centre & Group Level*

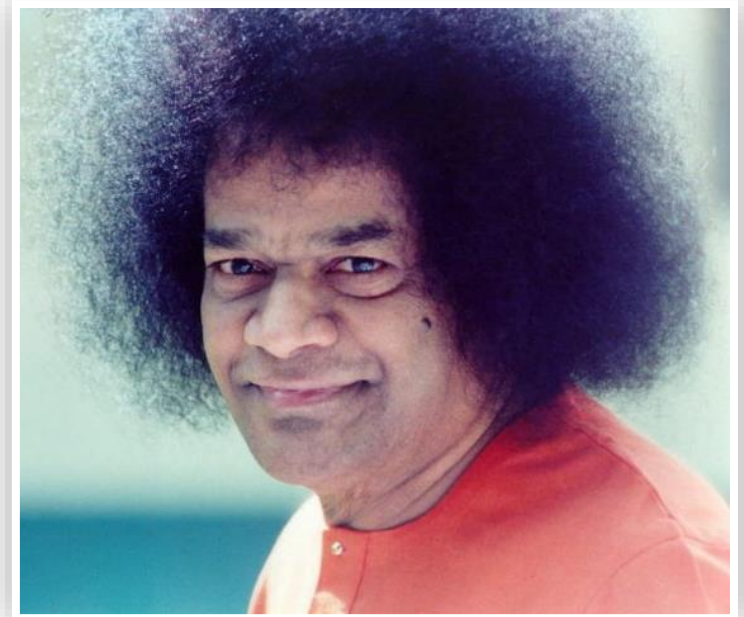
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- *Do all Centres have 'notice boards' in the Centre premises? Do they use them to inform members?*
- *Do all Centre presidents have updated e-mail lists of Centre members and use them to inform devotees/members?*
- *Do Centre presidents have or use WhatsApp or other similar Apps to inform members about activities?*
- *Are members called by phone or contacted in other ways if they do not have emails?*

# *Loving Communication Within the SSIO*

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- The simplest and most powerful communication technique is to recall that we are speaking to the divinity that resides within each and everyone of us.
- This remembrance will ensure that our communication is filled with love, respect, patience, empathy and humility.



# *Useful Tips when Communicating with Others*

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- *Smile!*
- *Praise publicly, make any constructive criticism privately.*
- *E-mail is a good tool to share ideas and information; e-mail is not a good tool to resolve conflicts. When a correction is necessary, it is advisable to speak directly to the individual.*
- *Always be loving in speech and polite in behaviour.*

“You must work joyfully together as a family. Whenever any differences of opinion crop up between you, how can service be done with attention and enthusiasm? You have to reconcile such differences silently and with love; and place service in the forefront of your activities.”

~ *Sathya Sai Baba* (Sathya Sai Speaks, Vol. 15, pg. 32:1981)



# *How to Lead a Meeting*

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- *Seek divine guidance and blessings prior to all meetings.*
- *Ensure that an agenda has been circulated prior to the meeting.*
- *Use uplifting language with inspiring messages.*
- *When chairing meetings, each to have a reasonable opportunity to speak. Respect all opinions as facets of the same diamond.*
- *Let your words be few, fair and felicitous!*



# *Question for reflection...*

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*How can we be exemplars of  
Sathya Sai Baba's teachings when  
communicating within the SSIO?*

*“Love in thought is Truth;  
Love in feeling is Peace,  
Love in action is Right Conduct;  
Love in understanding is Nonviolence.”*

*~ Sathya Sai Baba*



Thus, to achieve loving and effective communication within the SSIO,  
we must think with love, feel with love, speak with love,  
act with love and understand with love!