



**"Greater energy and greater passion is more extraordinary than greater genius."**

— Lt. General Arjun Ray, (Retd.), PVSM, VSM

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**Dear Friends,**

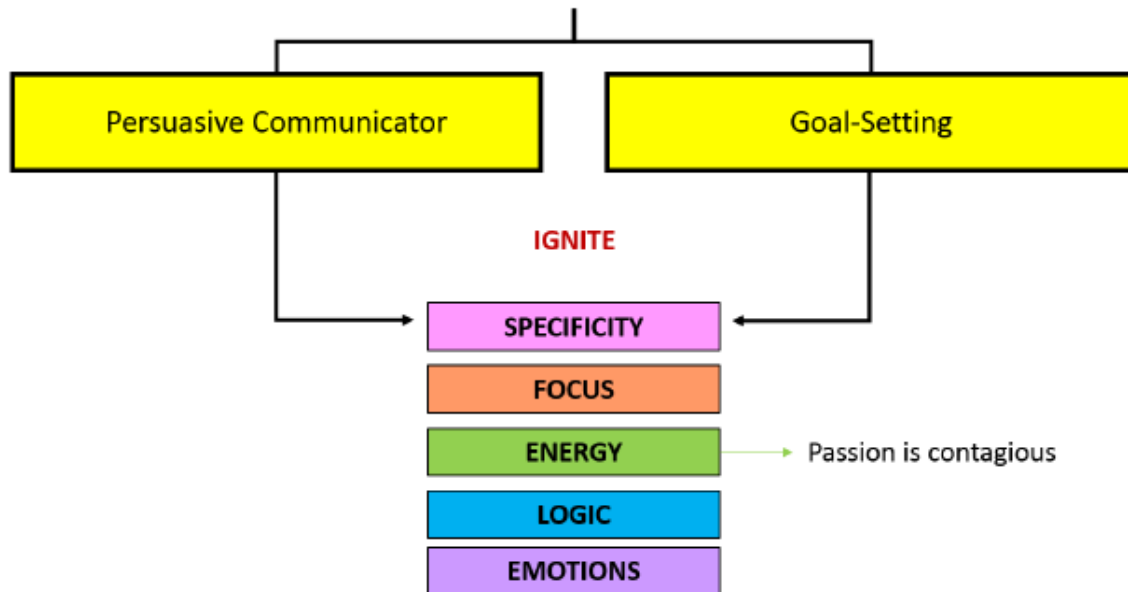
### **On Persuasive Communication**

Those who **think** cannot **act**; and those who **act** cannot **think**...To survive in the **21<sup>st</sup> century**, you need both! When we combine the two, we arrive at innovation. I say this because **Innovation** is the **#1 competency** of the future, a future that has already arrived; a future that is volatile and uncertain. If you are **not innovative**, you have little chances of **survival**.

**Innovation** requires an individual to be equipped with three distinct skill sets:

- Creativity Thinking.
- Design Thinking.
- **Good Thinker**.

To become a **good thinker** in a practical sense, you need 2 attributes



The art of **persuasive communication** is made up of three factors:

- Ethos: Credibility (10%)
- Logos: Logic and Data (25%)
- Pathos: Emotions (65%)

With the twin attributes of Persuasive Communication and Goal-Setting, students can become **good thinkers**, and thereby **innovators in the 21st century**.

With warm regards,

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