

SPEAK OBLIGINGLY/ LOVING COMMUNICATION IN THE SSSIO

The purpose of this document is to provide an outline of the study circle, which was developed, based on the theme “Effective and loving communication in the SSSIO” and the sub-topics listed below. The study circle will begin with an inspiring Sai story/experience and also include hands on activities wherever applicable.

- Media/IT Information Collection from Grassroots
- Distribution of Information to Sathya Sai devotees
- Media Interactions with External Groups
- Communication Techniques

I. Objectives

At the end of the study circle the participants will be able to-

- Discuss ways to communicate with love based on Sathya Sai Baba’s teachings, including a special emphasis on how we can do this with our email communication.
- Explore different ways we can show respect for other persons viewpoint
- Learn simple methods to communicate with others in a loving manner when we have different viewpoints.
- List different way to communicate our activities to the SSSIO membership and public
- Share the proper ways to document our activities so it is suitable for sharing with the SSSIO membership and public.

II. Questions for reflection/self-assessment

1. Do you collect information regarding activities at the grassroots level? If yes, how?
2. How do you share information about Swami and SSSIO with your family, friends, Sai center members, colleagues and general public?
3. What is your preferred form of communication? A. in person B. on the phone c. zoom/Face-time D. Social Media E. Texting/Viber/WhatsApp F. Distributing information via our many websites

III. Sathya Sai Speaks

1. “Install God in your heart. Contemplate on Him and undertake good deeds. Consider every activity as God’s work and act accordingly. Merely feeding the poor and distributing clothes to the needy do not constitute seva (selfless service). Along with this, one has to cultivate love, which is eternal. Right from dawn to dusk all our actions should be suffused with love. Start the day with Love, Fill the day with Love, Spend the day with Love, End the day with Love. This is the way to God. There are very few who publicise this message. It is not enough if you call yourself a messenger; you have to spread the divine message. Fortunate are those who pay heed to God’s words. Whether people listen or not, discharge your duty of spreading His message. Many people call themselves devotees without understanding the meaning and significance of the term devotion. Devotion does not mean performing rites and rituals. True devotion lies in obeying the command of the Lord and spreading His message.” [SSS 31:35, 25 December 1998]

2. “That is why I tell you often “You cannot always oblige, but you can always speak obligingly.” Say what you have to say without harshness. Speak softly so that only the person for whom your words are intended may hear you. Such soft speech should be developed. Good vision, good listening, and good speech lead to good thoughts.” [SSS 32:13, 28 April, 1999]

3. "Sometimes, it is natural for you to have adjustment and understanding. First you must understand each other. After that, adjustment will be easy. First understanding. Second adjustment. Ninety percent of people try adjustment first. This is wrong way around. First understanding." Vision of Sai, pp 129-130 – [speaking to a group and not a public discourse].
4. "Man is beset with joys and sorrows and has to bear with them as with heat and cold. To live in the world completely free from troubles is not possible. Recognizing the difference between good and bad, you have to lead a balanced life. Students sorely need such understanding and capacity for adjustment. Once they develop right understanding, adjustment will be easy to accomplish." [SSS 24:18, 1 June 1991]
5. "If your tongue slips, you fracture someone's faith or joy. That fracture can never be set right; that wound will fester forever. Therefore use the tongue with great care. The softer you talk, the less you talk, the more sweetly you talk, the better for you and the world. [SSS 5:2, 29 March, 1965]
6. "You must also give importance to the appropriateness of the speech that flows through the action. Never do anything that will cause others trouble. ' My Dear Students', Vol 3, Ch 3, June 30, 1996
7. "The Supreme duty is refraining from causing harm to anyone. This truth is proclaimed in the scriptures in the exhortation: "Speak the truth. Speak what is pleasing (Sathyam bruyaath; priyam bruyaath.)" Thus, pleasing speech is declared as a supreme duty." [SSS 31:03, 5 February, 1998]
8. "If speaking truth will cause grief or pain, keep silent." [SSS 7: 46, 20 December, 1967]

IV. Discussion questions

1. What communication method works best when we have different viewpoints?
2. What are practical applications of "You cannot always oblige, but you can always speak obligingly"?
3. How to improve the collection of information about Sathya Sai activities at the grass roots level that will be shared with the public?
4. How to use the modern media (Internet/social media) to share Swami's message?

V. Actionable goals

- To be developed by participants based on their discussions.