

# NecessaryBridges



A book by Rashid N. Kapadia

***“Engineers, indeed all STEM\* professionals, cannot speak”***

***“Engineers (& STEM professionals) cannot communicate”***

***“Engineers’ presentations are boring”***

For too long the author has overheard comments of this nature. Being an engineer and project manager for decades—who *unashamedly prides himself on being an ambassador for both his professions*—and a public speaking and storytelling aficionado, he acknowledges a shortcoming that must be tackled.

Necessary Bridges has been created primarily to persuade project managers, engineers, IT professionals—and all STEM\* professionals—to make a 100% commitment to acquiring expertise in public speaking and storytelling.

Why?

Because public speaking and storytelling expertise = communication and leadership prowess.

Because public speaking and storytelling prowess = enhanced EI and enriched human connection.

Necessary Bridges is both an easy read and a long-term study course. It evangelizes public speaking and storytelling. It provides guidelines and tools. It points to multiple external resources. It requires the reader to create a project charter and complete a wide range of exercises.

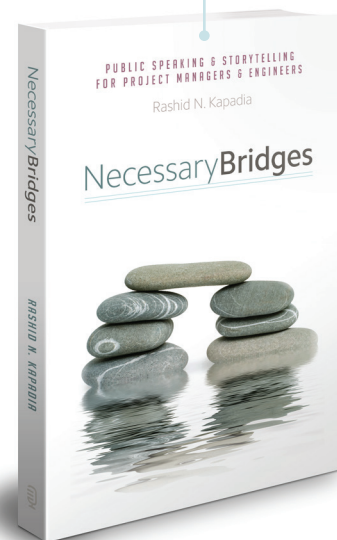
It advocates long-term planning. It encourages hard “time-and-money” commitments. It encourages syntopical reading. It urges the reader to seek out mentors.

Necessary Bridges unapologetically evangelizes lofty vision and soaring rhetoric that is firmly grounded in pragmatism and reality. It contains insights from emerging science. It—once and for all—debunks the nonsense that the fear of public speaking (glossophobia) is greater than the fear of death. It investigates the origins of glossophobia and offers numerous approaches to manage it.

Necessary Bridges advocates boldness when participating in public speaking. It lauds excellent life habits. It studies ways to acquire expertise and offers a practical approach to get there.

Necessary Bridges divides public speaking and storytelling into orthodox and unorthodox competencies, and encourages mastery in both. It suggests that public speaking and storytelling skills are “connection” and “flow” enablers.

\*STEM: Science, Technology, Engineering, Mathematics.



# NecessaryBridges

PUBLIC SPEAKING & STORYTELLING FOR PROJECT MANAGERS & ENGINEERS

Excellence in engineering and project management can open a vast number of doors—in *early career*

Expertise in public speaking and story telling can open more elusive doors —*right away, and in late career*

Engineers, I.T. Professionals and Project Managers: Whether you are commencing a career, savoring stunning success, or plateauing, within these pages you will find ideas, incentives and inspiration to pragmatically progress your career—and find fulfillment in the process. You will become comfortable and skilled working with soaring vision and lofty rhetoric, while remaining firmly grounded in pragmatism.

By studying *Necessary Bridges*, you will:

- ▶ Learn the “why” and “how” of public speaking and storytelling
- ▶ Be persuaded to become a better communicator and leader by making a 100% commitment to acquiring expertise in public speaking and storytelling
- ▶ Create a project charter for a multi-year self-development project “Become an Expert Public Speaker and Storyteller”
- ▶ Assign explicit time and money commitments towards the project and seek out mentors
- ▶ Systematically articulate all you know about yourself and complete an icebreaker speech project
- ▶ Get tools, guidelines and resources to become a confident, motivated and inspirational presenter
- ▶ Understand the roots of glossophobia (fear of public speaking) and learn how to manage it
- ▶ Take steps towards becoming a master orator through a wide range of exercises.

Additionally *Necessary Bridges* will ask that you:

- ▶ Become a life-long ambassador for the forever forward facing professions of engineering and project management
- ▶ Evangelize public speaking and storytelling to young professionals and students of engineering and project management—across the globe

As an engineer & project manager for decades and a public speaking & storytelling aficionado in recent years, Rashid N. Kapadia has made it a life mission to bridge these two estranged worlds.

[www.NecessaryBridges.com](http://www.NecessaryBridges.com)

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Rashid N. Kapadia

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*“Necessary Bridges is an excellent, dare I say indispensable, book for anyone who is or aspires to be a project manager, engineer, accountant or scientist. Kapadia is a gifted writer as well as speaker. His goal is to enable and ennoble those who aspire to succeed in the STEM based vocations. This book is a specific how-to, owners manual for speaking success. I enjoyed every page and learned a great deal. It is the best book I have ever read on the subject. P.S. I have been speaking professionally for over 20 years.”* — Tim Durkin, Healthcare Leadership Expert