



## danibu update

Spring 2017 | update #05

### Welcome

to this issue #05 and thanks to those of you who have provided ideas, feedback and input. Enjoy reading and keep in touch!

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### Career move? Emoji translator!



I rubbed my eyes in disbelief (fake news?) when I saw it lately: A job ad of a

London-based company for an emoji translator - the first such job worldwide. Being a trained linguistic, I was triggered to read on.

Emojis, now available in all colors, cultures and sexes, **had already been available** on Japanese phones in the 1990s, but gained worldwide popularity after 2011, when iPhones (and later Android) started coming with emoji keyboards. Unlike emoticons (punctuation points like :) or :( or  $\backslash(\_)\_/\$ ), emojis are coded pictures. Both emoticons and emojis express emotion in messages a text could not convey - and that's why you can easily get it wrong:

**Waving hand:**

Hello or goodbye in my home country (Germany), but "bye, bye, you're not my friend anymore" in China.

**Tears of joy:**

The most commonly used (and most misinterpreted) emoji worldwide. Is it a person laughing so much he/she's crying? A person laughing at him/herself (self-deprecating)? Or somebody gloating at somebody else?

**Pile of poo:**

The French love it, Arabic-speaking countries hate it.

**Folding hands, palm to palm:**

Sometimes: praying. Or: I am sorry. In the US: High five (i. e. two people slapping their hands together in celebration).

I find emojis an interesting phenomenon as they have a communicative function and incorporate emotional expression into the otherwise gesture-poor digital-speak. Check [this clip](#) before you apply for CEO: Chief Emoji Officer!



## How to make cascades work



For those working in large corporations: Hands up if you sometimes sit in an information gap or are "lost in translation". Missed (or mismatched) messages (from the company top) can make companies fall down, and the root cause often is: Not working information cascades. They either dry up half way ("my line manager did not pass on the information") or happen in one gush. Three things make a good cascade:

### **Stop one-size-fits all**

Good cascades mean good audience segmentation and messages chunked according to audiences

### **Communication-capable line management**

Managers on different levels take their responsibility to explain corporate information to their respective teams

### **Tailor the central storyline to cultural contexts**

Messaging, imagery and tonality must match different businesses, countries or cultures

Upskilling middle managers with communication and cascade techniques is vital for all those who lead. For those of you who want to improve their personal communication and put their effort where it can make the biggest difference: You can still join the [danibu communication bootcamp on 19 April](#), from 10:00 – 18:00 in Haarlem, NL. Seats available.

**Send me info about the Communication bootcamp on 19 April**

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## Social media: A lot happening in China



Communication developments in China go really fast, and if you think social media in China lags behind Western Standards - think again! China has its own social networks and websites, **and they're booming**. No Twitter, but *Weibo*. No YouTube, but *Youku*. No Facebook, but *RenRen*. No Gmail, but *QQ*. No Google, but *Baidu*. No Amazon, but *Alibaba*. Have **you** shopped on this giant internet platform yet?

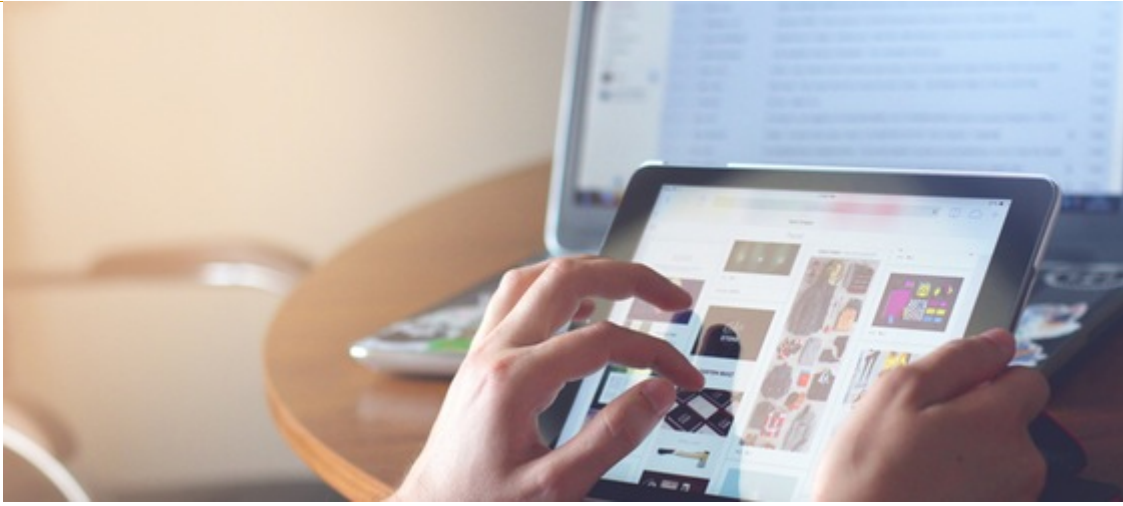
Apps have become the center of all **social activity** there, with one particular messenger app being the most important of all: *WeChat* (the equivalent to our WhatsApp). No Chinese mobile phone without WeChat, used for paying, ordering, banking, chatting, playing and dating. All data is connected, building a so-called 'social credit score', which is based on income, friend network and social behavior of each user.

Yes, the lack of privacy can be an issue (Chinese government can easily collect information about its 1.4bn residents). But social and digital trends also help to adapt legislation, as was the case in a recent animal abuse affair: After public outcry and photos on social media, animal welfare legislation was immediately changed for the good.

So, I have stopped falling into the trap of Western supremacy thinking. Because China is actually leading with a lot of great examples.

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**Did you know? SmallPDF**



Are you sometimes fed up with files too large to email? Are you in need to convert files into small-size pdfs? Then [SmallPDF](#) is the solution. I recently found this highly useful - free! - website. It's a simple online pdf compressor with which you can reduce the size of your documents and images and still maintain good quality.

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## How to create good Powerpoint slides



A key challenge for many for professionals. And yet, not a lot of them actually have a simple recipe to create impactful slides from scratch. For those of you who want to [improve their presentation skills](#) – both personal pitch-making, as well as presentation slides creation - you can still sign up for the [danibu presentation bootcamp](#) on 05 April, 10:00 – 18:00 in Haarlem, NL. Participants learn what a 'stress-free presentation time is like – both off or in the spotlight'.

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[Send me info about the Presentation bootcamp on 05 April](#)



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# danibu

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