



## danibu update

Fall 2017 | update #08

### Welcome

to this danibu update #08 - the *change* issue.

Technology, environment, politics, food, lifestyle, social (media), communication – changes everywhere. Status quo is dead! The only constant things in life are taxes and death!

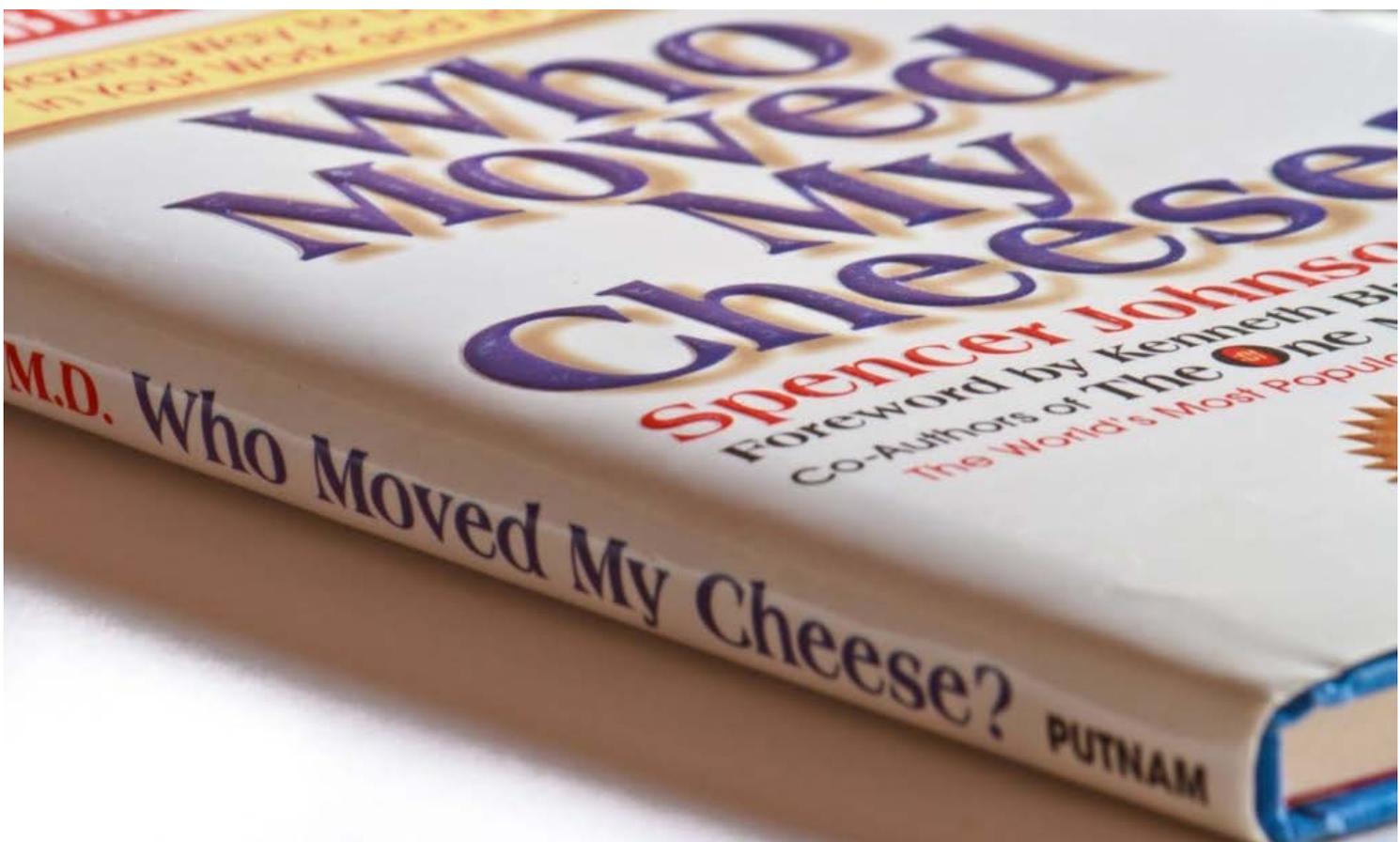
Change communication is turning into one of the hottest areas of consultant work for us communicators. As change becomes the new normal, companies - facing mergers & acquisitions, strategic re-direction, diversification or introduction of new company values - require communication practitioners like danibu, with the specialized skill, know-how and savvy to advance transformation.

Thanks to the wonderful team of TNT (photo), where danibu has been able to support a couple of (change) projects over the past few months.

Enjoy reading this danibu update and be the change you want to see!



## Who moved my cheese?



Have you read Spencer Johnson's [book](#)? One of the best-selling (business) books of the past two decades. For good reasons: An [easy digestible parable](#) about how to master change. If you love both change *and* cheese, this might be a good bedtime lecture. And maybe this [fun video](#), too!

I use the book as an ice breaker during the [danibu communication bootcamps](#) to stir participant discussion around typical behaviours in change. It's actually

pretty normal to cling to (the false security of) our comfort zone. Change inevitably causes pain, and we are programmed to stay clear.

If you want to accelerate your acceptance to change, learn to anticipate common obstacles that get in the way. Fear of failure, facing the unknown, feeling incompetent - all of this can be overcome by being open to change. And with some simple communication tricks can you help yourself and others navigate through it more easily. See you on **15 November** at the next danibu communication bootcamp?

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## Deep shit point



A lot of research has been done on how humans **process change**. Leaders often fail to mentally pick up their team members. The result: Organizational transformation gets delayed, resistance and frustration increase, productivity decreases and morale plummets. Leaders sometimes get too enamored with the concept of change, without knowing what it takes to actually build it.

Building a core competency in change management for more organizational agility means, fundamentally altering how changes are managed and executed. But, most importantly, it means, being aware, that everybody - at their own pace - goes through **4 change phases**:

### 1. Denial

*"No way! You got to be kidding ... This can't be true...."*

### 2. Active resistance

The deep shit point. Frustration and anger kick in: *"Why me?"*

### 3. Curiosity

Openly exploring the new scenario: *"Let's see .... maybe this (change) isn't so*

*bad at all"*

#### 4. Commitment

Accepting the inevitable and re-gaining strength, humor and a stable emotional condition: *"I'm in!"*

In which state are you at the moment? And do you help others around you navigating through their respective phase?

Send me info about the Communication bootcamp on 15 Nov

## Making change fun!



**"I don't want to change. I want all of you to change!"**

The widely-accepted theory of change is that we all have a natural human tendency to resist it. But organizations *must* change in order to thrive in an ever-developing global context. **danibu** tries to deal with change in a productive, non-threatening and fun way.

For example, one client I worked with recently, was trying to position its newly created technical unit as more innovative and more customer-centric. Research

had carved out a low internal perception level. Stakeholders said, they were missing an overall, cohesive program behind the different department activities that were launched - unrelated with that new unit's overall business goal.

So, danibu worked with the team to re-express what they stand for, using cartoons, strips and fun imagery to communicate their value proposition and improve engagement levels. Whilst client artwork can't unfortunately be disclosed through this danibu update, you might want to check out these [fun change comics](#).

[Call or email](#) if you look for creating contagiously engaging campaigns and toolkits that really bring about that change you want to see.

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## 3 cool apps to get rid of (bad) habits



I love change! I always have!

And I always have a lot of things I want to accomplish in the upcoming year. Some are small(er) - improve my tango posture, grow my own herbs -, others are rather big, like preparing three mind-stimulating speeches for different international conferences in 2018.

If you have great intentions, but find yourself disillusioned because change is hard, here's my top 3 techie helpers that boost willpower and implement new behaviours for good:

### Momentum

Create your [personal dashboard](#)! Choose your routine, goal or ritual for the day, and Momentum reminds you of it each time you open a new tab. It eliminates distraction and provides inspiration, focus and productivity.

### Spritz

When Bill Gates and Warren Buffet were asked what superpower they would want to have, they both said: "Being able to read faster!" Superpowers don't

exist – but Spritz comes close. It lets you scan the web page you're on and displays single words in a speed of your choosing. It takes some time to get used to, as our eyes are accustomed to scanning a page from left to right. But with a little bit of patience, you may have just discovered your first superpower! [Test it out for yourself!](#)

### Wunderlist

It seems that our to-do list gets bigger as we speak. Sometimes we don't have the time to write it down or organize it into different categories. Wunderlist solves this problem. This free app allows you to create multiple to-do lists and categorize your different to-do's. For example, I have one for my danibu business, my personal goals and my travel bucket list.

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## Did you know? Slack!



If one software is changing business communication – it's **Slack**.

In survey after survey, employees complained about email and meetings as their biggest productivity drainers. Slack was created (by a **Canadian guy** of my age) to make communication less painful and more fun.

Slack (acronym for Searchable Log of All Conversation and Knowledge) basically is a chat app including different other favorite services and replacing message boards or social media such as Facebook or LinkedIn groups. It allows communities, groups, or teams (usually organized by topics) to join through a specific URL or invitation sent by a team admin or owner.

Slack doesn't have any salespeople. 95% of its new customers are referrals. People hear about how great Slack is - from friends who have it in their offices, or from co-workers who used it at their last job, or from people they follow on Twitter - try the free version inside their teams, then get so hooked on it, that they urge their IT to get it.

"Work hard and go home" is Slack's office motto. And their **success** is bound to continue.



**Send me info about the Presentation bootcamp on 08 Nov**





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