



danibu update

Winter 2018 | update #10

Saludos desde Ecuador e islas Galápagos

I've always made it a priority to immerse myself in new environments and diverse cultures - not only through working with multinationals, but also through traveling abroad whenever I can. This time, to Ecuador and the Galápagos Islands, from where I'm pushing the *sent button* for this danibu update #10.

It's a change of pace over here. Spending the day with wild animals in the Amazonas, experimenting with local foods (ever tried fried guinea pig?), pursuing national sightseeing gems, seeing endemic species (like the Galápagos iguanas and giant turtles of over 1 m high) and learning more about indigenous traditions. All of this, more than anything else, feels like a breathtaking experience and great means of preparation for a new, diverse and intercultural danibu year.

I love all of the projects I've been getting to work on with you. Thanks for always pushing me to be the best I can be with danibu. I look forward to the 2019 adventures we'll tackle together – either through creative projects, consulting assignments or training.

Season's Greetings!

¡Felices fiestas y lo mejor para 2019!



Touch me- hardcopy is in!



I love toolkits, and have designed 100s.
Including the [danibu company brochure](#).

I'm not proficient in using Adobe Photoshop, nor a super qualified graphic designer. In fact, eye-catching materials for your products or brands don't have

to be rocket science. Keep it simple! Even a nice powerpoint template will do. And make it hardcopy, too!

Your brochure may be the first thing you put into a prospective client's hands. It's an integral part of your entire marketing program, so make it stand out: Know your purpose before you start. Limit your fonts. Get your copy right. Put readers first. Use straight-to-the-point statements. Set pen to paper. Keep what works. Use stunning pictures.

Here's the [link](#) to the danibu 2019 edition, if you want to check it out. And if you like it, get the brochure in other people's hands.

Smart technology – Really?



Virtual reality, artificial intelligence or voice technology increasingly have their place in communication initiatives, providing the assistance leaders need to engage employees and boost productivity all around.

To give you an idea of where the techie stuff can go wrong, however, watch this [hilarious movie](#). I laughed my heart out when I found it on internet.

Diversity and Inclusion (D&I)



Donald Trump, Charlottesville, #MeToo, Muslim ban, LGBTQ hate crimes, police brutality, the Women's March, #TimesUp... 2017 was a politically and culturally tumultuous year – and this growing tension in our society influences our (Communication) work.

Boundaries between workplace and political movements are blurring. Employees expect their leaders to speak out on key issues. And this is where D&I comes in handy and trendy:

Inclusion is now a requirement for being a good manager. The real commitment to Diversity and Inclusion - beyond marketing slogans – makes successful D&I programs necessary. Such as the 9-month transformation journey offered by [ExecTrack](#).

I'm honored to be on the teaching faculty, in good company of a range of hipo-women from all walks of life, countries and industries. Together, we share the passion for "correcting the scales", addressing the challenges women experience in striving for success. I look forward to bringing my share to the table in a couple of dedicated Masterclasses on authenticity in communication and competency in presentation.

Did you know? Business Flirting!



Have you heard about Flirtology? It has nothing to do with sexual harassment in the workplace. It's about teaching the art and science of connecting better in business and life. And about consciously using your own charm and body language to establish communication, better business relations and eventually a much better chance in achieving your goals.

I first learnt about **business flirting** through a lecture I attended recently, and some learnings nicely complement the danibu training syllabus:

- Staying comfortable, whilst stepping out of your comfort zone
- Learning to drive colleague interaction effectively and authentically
- Enjoying to talk to strangers
- Discovering new ways of exchanging compliments and courtesies
- Networking with fun
- Gracefully exiting unproductive conversations

Brushing up long-forgotten skills?



I'll finish off with an update on danibu's own account, revealing the full schedule for [2019 danibu trainings](#). The first workshop is slated to take place on 17 – 18 January. Along with the traditional fun, pragmatic and highly-effective training approach, workshops will take place in a new setting as of next year (Crown Business Center in Haarlem, NL).

The [danibu communication and presentation training](#) (in English) is the perfect 1.5 days-opportunity to practice all elements that make your communication more effective and your presentations more inspiring to any audience.

The training is a top-rated must-attend for (novice or seasoned) managers, leaders, team members or entrepreneurs tasked with informing, motivating, bringing about change, presenting or in need of picture-perfect narratives that own the room. See you at one of these [dates](#)?

- 17 – 18 January 2019
- 14 – 15 March 2019
- 16 - 17 May 2019
- 22 – 23 August 2019
- 26 – 27 September 2019
- 24 – 25 October 2019
- 21 – 22 November 2019





Expert in communication training, public speaking, project and interim management – with a twist of Argentine Tango

Our mailing address is:
danibu Gouwweteringkade 24 Haarlem, 2033 NS Netherlands

This danibu update wants to reach you like it's coming from a friend: Catching up and sharing news. Please shout if you have suggestions or rather want to [exit](#) the distribution list.

You are receiving this update as part of the danibu community and because you have been in personal or LinkedIn contact with danibu.

Copyright © 2018 danibu. All rights reserved.

