



## danibu update

Summer 2019 - update #12

### The Canada issue

Hi there from the second largest country in the world: Canada!

I left for Vancouver a couple of weeks ago to speak at the **IABC world conference**, the largest convention for communicators. The conference theme, *Think Forward*, describes the knowledge, (new) tools and disruptive ideas we, Communicators, need to be equipped with for what's ahead. And so, my 2.5 hours (!) speech tied right into that field: "*Think forward, Think conversation!*"



With a unique event location that's as diverse and vibrant as Vancouver, I couldn't have started my 1.5-month immersion into Canadian (business and private) culture in a better way! Ideas, innovations and great coffee - all in one place!



Well, I'm off now for a 4500-km Camper road trip, checking bear spotting, whale watching and other (outdoor) activities off my Canadian bucket list! Enjoy this CANADA-issue of the danibu update and cheers from the Rockies!



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**Communicating with "Canucks"**





Canada – like my own *Heimat* Germany - is a so-called “low context” country when it comes to communication: What’s said is what is meant, with only little implied context. *Canucks* (affectionate slang term for Canadians) love clarity and precision, which is **good to know when interacting with them**.

Unlike in Germany, however, Canadians are less direct whenever it can be avoided. Interesting fact: Canadians say "sorry" more often than any other nation. That’s why they’re reputed to be the friendliest and politest people in the world. Stereotype or not, but you’ll have to try hard to meet a rude Canadian.

Saying sorry in Canada, however, is merely an expression of sympathy - not an admission of guilt or fault. This misconception has led to misunderstandings – especially in business situations, when directness is necessary, or in court, when “I’m sorry” was falsely interpreted as “I’m guilty”. Therefore, an apology act was passed in 2009, making apologies inadmissible in court.

When it comes to presentations, Canadians love “Power Seminars”. They prefer short and punchy presentations over ‘death by Powerpoint’. Turns out, being allotted a 2.5-hour slot at the IABC conference was an exceptional treat for me ...

Do’s and Don’ts and etiquette rules enhance intercultural communication competency. But they’re not an end in itself. I’ve experienced intuition,

empathy and a good portion of humor as the best behavioral door-openers into Canadian (and any culture's) hearts.

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## The world according to Canada



Maps aren't just 'a flat picture of the world'; they shape the way we see it. That makes world maps a good example of what we consider "to be correct" and of what we communicate as "truth".

North is up, right? Only by convention. Here in Canada, they purposefully reverse the typical (Eurocentric) way world maps are drawn, and 'their correct' version shows their own country in the center. The different world map concepts are a good reminder about how we see countries in proportion to one another. Different world maps are a good test of our own clichés and assumptions - and can be quite cynical at times (see below) ...

## Canadian Map of the World, Eh?! 🍁



## Top 10 things to know about Canada

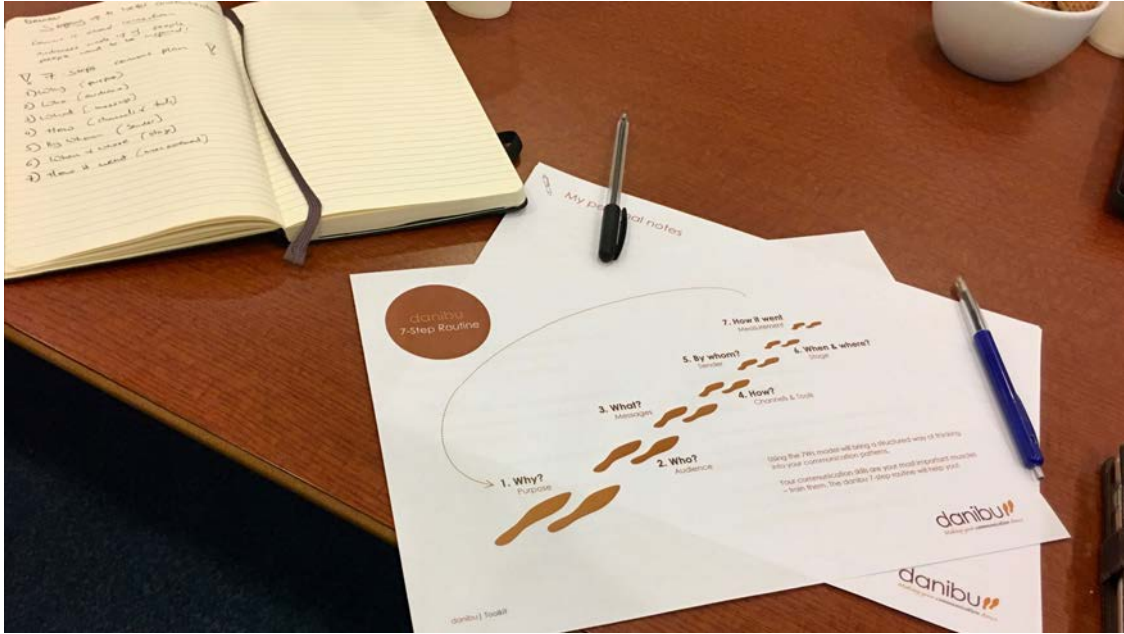


Canada knows extreme weather conditions. With a record of minus 63°C recorded, there can be roughly the same temperature as on the surface of Mars! And there's more surprising Canada stuff. Check it out [here!](#)

Happy with your communication and



## presentation style yet?



Mark your calendars!

The upcoming **danibu workshop** to “become better at communicating and presenting” is scheduled for **Friday, 27 September 2019 from 09:30 – 17:30** at **Crown Business Center**.

The 1-day retreat from ‘ordinary business life’ will teach you

1. to write messages that stick
2. to design (Powerpoint) slides that are remembered
3. acting techniques that ensure greater stage presence in public speaking

Spend a day with international managers from across industries and become better at structuring and signposting what you have to say.



[Send me information](#)

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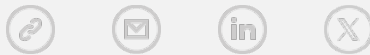
## Did you know? Green vocabulary



*Flying shame, slow travel, train bragging, climate grief ...* These are just a few new buzzwords the growing Climate change activist movement has prompted lately.

Triggered by a Swedish-born anti-flying movement (*flygskam*), concerns about the world's climate are spreading across the world - which creates a whole new vocabulary of *green words*. The climate-conscious sentiment is bound to grow, and will change the way we communicate about sustainability in general.

Although Canadians don't necessarily need any (green) words for some topics at all ...



# danibu

*Making your communication dance*

danibu is the communication consultancy and creative production company that gets everybody in step with one another. danibu partners with clients across industries and markets to improve communication footprints and to create unique work for leading businesses and brands.

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