



danibu update

Summer 2020 - update #15

The Remote issue

It's been a strange few months ... The world navigating through a new reality: Coronavirus pandemic. Public life has come to a standstill.

I've been bravely practicing social distancing: A full-fletch home-office setup, staying inside, and cancelling F2F activities (and danibu trainings) from March 'til May. What an extraordinary real-life experiment this is!

Professionally, most of us are working from home with an indefinite timeline of when we'll be returning to offices. This is a time of uncharted territory and business challenge. But also an opportunity for establishing great communication practices. For example, I've been positively surprised to find myself scheduling at least 1 video conference appointment daily, and topics are discussed effectively and efficiently. Empathy and discipline all around. My inbox is less spammed. And - I receive spontaneous communications that go on for an hour or more - something I haven't done since I started off as a communicator 25 years ago.

And then this satisfying feeling after checking off the 'never get to-things': Producing materials for future assignments in the danibu pipeline. Coaching others (remotely) for 'better presentations online'. Stimulating networking between fellow freelancers. Discovering local creatives to consider for cooperation at an appropriate time in the future. Or gardening. Or stress-baking. Always works!

Whatever your personal case or Corona sanity guide - stay safe, remote and enjoy reading this Summer issue of the danibu update!



How to run your online meetings more successful



2020 - Welcome to a planet in quarantine (aka Corona pandemic). Around the world, live meetings are out, digital is in. Whether you use Skype, Zoom, GoToMeeting, Cisco Webex, Google Hangouts or Facetime (to name, but a few), the principles for online meeting success remain amazingly consistent when you follow a few basic steps.

Getting the *Zoom suit* is one of them. Hilarious! [See for yourself!](#)

In the past few months, people have asked me to share tips on how to run good online meetings. It turns out I have quite some [experience](#) with that, so here's my list of take-aways. No particular order. They work.

Continue reading [here ...](#)

Gestures matter (even more so) online



Effective communication isn't just about what you say; it's how you say it.

The **little lady in the above picture** is the perfect example. Who needs to speak Italian to get the point she's making ...?

Your body language communicates more than your words - especially in online meetings. Gestures can decide whether you keep or lose an audience, and whether you close a deal or not:

- Don't just share your camera – actively make eye contact. When you look at your meeting participants, only partially look away from your camera. I know this sounds difficult, but keep looking at your lens, too. It helps others to see your eyes. Smile into the camera, and your smile will even reach your eyes (including when you're wearing a face mask).
- Don't slouch. Sit well-anchored, feet flat on the ground. Others shouldn't be able to tell if you are sitting or standing. Individuals with open

gestures are perceived more positively and are more persuasive than those with closed gestures (hands hidden or held close to the body). But don't go overboard with gestures - it makes you look hectic. Try to relax.

- Avoid unconscious movements like fidgeting, running your hands through your hair or scratching an itch - it makes you look nervous.

Body language savvy is key to developing positive business relationships and presenting your idea in a video meeting with impact. It's all about small things, and there are dozens of more tips to share.

If you want to practice your next online session beforehand and find out which gestures work best for you, [contact danibu](#) for a free 20-minute consult.

Ready for online close-up?

Coffee on the bench



In my previous life – the one I was living until three months ago - I'd always been a credentialed advocate of networking. I think, clients stick with brands and people they love and trust. Compassion and loyalty pay off - in difficult

times and beyond.

And then you-know-what happened.

"How can I show empathy? Give a hug? Manage stakeholders? Hear when the personal situation of friends or business partners has dramatically changed?" I worried in shutdown week 1.

In week 2, I pledged to take action. I came up with an innovative way to socialize and stick to the 1.5-meter society:

Coffee on the bench.

Once or twice a week, I invite people from my business and social networks for a coffee chat just outside my house. We live alongside a little canal, with an invitingly long bench next to it. A picturesque scenery for great canal bank chats - with good coffee and pastry I prepare inside the house and bring outside on a large tray.

It felt a bit odd at first - keeping the 1.5 m (I measured!) in between us, both of us sitting at the very ends of the bench. But once I got started, I realized how fun and satisfying it is to maintain connections in the new not-so-normal.

I'll be proceeding with this at-home networking strategy - with 1.5m caution and care -, engaging with my professional and personal contacts. As time goes by, I've actually come to appreciate that - in times like these - my *coffee on the bench* routine actually helps solidify relationships.

So, if you have one of those 'all dressed up and nowhere to go' days - **drop me a note** - it's always coffee o'clock time on the bench somewhere.

What's up in the danibu community?



First - physical - post-quarantine danibu Training

In June, the first physical danibu workshop for a (deliberately kept very small) number of professionals took place. With a 1.5 m safety distance in between and lots of hand sanitizers, participants practiced how to be better communicators and presenters.

Interested to join one of the [public danibu trainings](#) in 2020? [Email danibu](#).

Click [here](#) if you look for a [company training](#) for your team by danibu, and we'll arrange a fully tailored in-company session, dedicated to your team and needs, at your preferred location, time and duration.

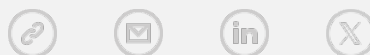
Did you know? Remote working



Covid-19 hit most companies when their organizational culture still showed a top-down working style: Stylish top management corner offices, employees required to punch in and out for work, and pay checks tied to attendance (rather than performance).

Actually, The Netherlands, was the first country to revolutionize work and communication practices long before Covid-19 and the concept of **the 6-Foot-office**. They invented the so-called *new way of working*. Creative agencies and tech start-ups were the early adopters.

Continue reading about how they replaced *Presenteeism* by activity-based working.



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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