



Big thanks to Rob Grundel for allowing us to share our process with you. Rob is a workshop facilitator, musician, presentation trainer and former agile software developer from Australia in London, and he brings all of that together to help businesses transform. You can find him on [Twitter](#), [LinkedIn](#), and the [WWW](#). We spoke for about 6 hours before we arrived at this strategy.

For more about Mighty Jungle, there's [our website](#). And...

- [How to do account planning](#)
- [How to explain an idea](#)
- [How to build insight muscles](#) (video)

Love, Mark Pollard ([Instagram](#), [Twitter](#))

A link back to the article that referenced this story is here:

[Writing propositions is all about the writing](#)

Storytime

Below you'll find a short story about your brand.

The story isn't for the public (although some phrases might be useful).

It isn't a manifesto (manifestos need more crafting).

It simply lays out the key idea for the brand and how we arrived there... intellectually.

I'm using "change" and "change initiatives" in the broadest way for transformation, and "business" for business or organisation



“Come doused in mud, soaked in bleach.”

Kurt Cobain

SOMEKIND

Imagine a three-legged race. Now, instead of pairs, imagine each team consists of ten people. And then imagine these ten people running a marathon (not a sprint) in which they must invent their own route and finish line, and they won't know they've won until they've won and even then the race might go on. Bound at the ankle, this team of ten has to claw its way somewhere and it has to do it fast. People are watching.

That's what change initiatives feel like (and we haven't yet told our three-legged marathon runners about the blindfolds they'll wear). So at a time when business decisions are taking longer than ever¹ and Fortune 500 companies are disappearing at warpspeed² (Beam me up, Scotty!), it's no wonder most change initiatives fail³. The panic for businesses to change has led more to the performance of change rather than change that performs.

And that's fair enough. After all, change makes people feel threatened; having to change makes many feel exposed. People spend years turning off themselves in corporate environments, leaving themselves at home, keeping their heads down and hearts out. It's safer that way.

Management consultants play to this, selling in heavy left-brained processes based on the logic that logic always wins. Then they drop a deck, an invoice, and run. The depth of their word count masks the shallowness of their care for humans and how the power of empathy, vulnerability, and emotion - the very things that change provokes in people - can't simply be left outside at the corporate campus canteen, and that the power of these things makes humans work and humans make the change work. When you halve the human involved in the change, you get half-hearted change initiatives.

Binding together a group of people through a spreadsheet, an email, or a meeting room doesn't magically make a team. To conjure a team, you start by drawing out the individuals - you make them feel safe and invite them to bring all of themselves to the team. “There you are”, you'll say. Then you help the team understand each other because unless people understand who they are together a process is meaningless. The individual clicks then the team clicks, then they grow, and then they fly.

This is what Somekind does. Somekind exists to help companies with full-hearted change. Somekind enters the room, senses the full-ness of the people in it, draws out as much of them as possible, and helps them toward collaborative, creative, meaningful outcomes. Somekind helps people fully form so their businesses can transform.

All of a sudden, there you are. Now here comes the change.

¹ HBR article

² <https://www.weforum.org/agenda/2016/01/digital-disruption-has-only-just-begun/>

³ <http://www.gallup.com/businessjournal/162707/change-initiatives-fail-don.aspx>



In short

Culture

The panic for businesses to change leads to the performance of change
rather than change that performs

Competition

Logic peddlers who leave out the human from the change
(When you halve the human involved in the change, you get half-hearted change initiatives)

Consumer

They've learned to turn off parts of themselves to succeed
but they can't succeed at change without all of themselves

Company belief

You aren't a full team until you're a full individual

The problem Somekind solves
Half-hearted change

Brand promise
Full-hearted change

Brand platform

Change As You Are

Whether it's story-telling or business transformation, Somekind helps people take the full-ness of who they are out into the world and make a bigger impact. "Change As You Are" is meant to scare (because the word "change" does that) and counter-intuitively affirm. It's a powerful statement of Somekind's truest belief - that change happens best when people are allowed to be their full selves.

Sample content themes

1. How to know your change initiative is half-hearted
2. Finding yourself at work (There You Are)
3. Teamwork for teams that want to understand each other (Getting To Know You)
4. How unrelated life experiences have helped companies (Relate The Unrelated)
5. How not to put change initiatives on auto-pilot (Keep Forming)
6. How not to leave the audience out of it (Let Me In)
7. Salvaging change initiatives (Interventions)