

THE 2ND INTERNATIONAL COMMUNICATION CONGRESS
THE GLITTER & GLAMOUR OF INTERNAL COMMUNICATION

24 mei 2018

Masterclass I-Communication

Reina Kolf

COMMUNICATION

PARADOX



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Hello

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Meet Sophia

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FEARLESS:

How to Face your Fears and do your thing

FIERCE:

You don't need to try fitting a certain mold

FABULOUS:

You are functioning at your highest potential

- **I know ME**
- **I know my personal Fears**
- **I do not resist the flows of Life**
- **I will achieve my goals**

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ARE YOU READY FOR THE FUTURE

**Meanin: You are functioning at
your highest potential**

**and you show yourself in your own
self-assured way;**

**and you know what you have to do
to stay at that level**

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IT'S UP TO YOU !!

DO YOU KNOW YOU?

DO YOU RESPECT YOU?

HOW DO YOU TALK TO YOU?

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SELFREFLECTION

SELFimage

SELFknowledge

SELFreflection

SELFacceptance

SELFresponsibility

SELFcriticism

SELFsteering

SELFimprovement

SELFawareness

SELFcompassion

SELFrespect

SELFtrust

SELFASSUREDNESS

THE PROCESS

Becoming Aware

of your qualities, behavioral patterns, assumptions, of what your part is of what is true, looking for your uncertainties, challenges, fears etc....

Being Aware

Is about the NOW, it is not a memory or an expectation You are Aware of who YOU are

Not only knowing, but being.....

authentic YOU

From becoming aware.... to being YOU

Authenticity is the notion of ‘true self’, the quality of being real or genuine, not copied or false.

Authenticity is the daily practice of letting go of who we think we are supposed to be and embracing who we actually are -Brené Brown

**“The mind can make a
heaven out of hell or a
hell out of heaven”**

John Milton

Authenticity Paradox

It is about finding an 'authentic' way to be true to self and adapt for the future.

'ADAPTIVE AUTHENTICITY' : The only way we grow as leaders is by stretching the limits of who we are – doing new things that make us uncomfortable but teach us through direct experience who we want to become

Herminia Ibarra

PARADOX

The human brain's negativity bias, which wires us to give more attention to the negative than to the positive, means feeling bad can become so familiar that it almost feels good

Get over it !

Iyanla Vanzant₄

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**"I CANNOT HEAR WHAT YOU
SAY FOR THE THUNDER OF
WHAT YOU ARE"**

African Proverb



So on multiple levels, we're craving that realness: we want to *be* authentic.

The more we try to be something else—what our parents told us we should be, what our jobs demand us to be, what other people seem to think we should be

the more the desire grows stronger to
just be ourselves

AUTHENTICITY IS IT A FIXED STATE ?

- **People change their view over time**
- **People discover new personality facets as they see more of the world and meet new people**
- **Their environment changes**
- **They become aware of their extended authenticity**

Being constant authentic is the goal

Authenticity

A too-rigid definition of authenticity can get in the way of effective leadership. Here are three examples and the problems they pose.

Being true to yourself.

Which self? We have many selves, depending on the different roles that we play in life. We evolve and even transform ourselves with experience in new roles. How can you be true to a future self that is still uncertain and unformed?

Maintaining strict coherence between what you feel and what you say or do.

You lose credibility and effectiveness as a leader if you disclose everything you think and feel, especially when you are unproven.

Making values-based choices.

When we move into bigger roles, values that were shaped by past experiences can lead us astray. For instance, “tight control over operating details” might produce authentic but wrong-headed behavior in the face of new challenges.

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GET
COMFORTABLE
BEING
UNCOMFORTABLE

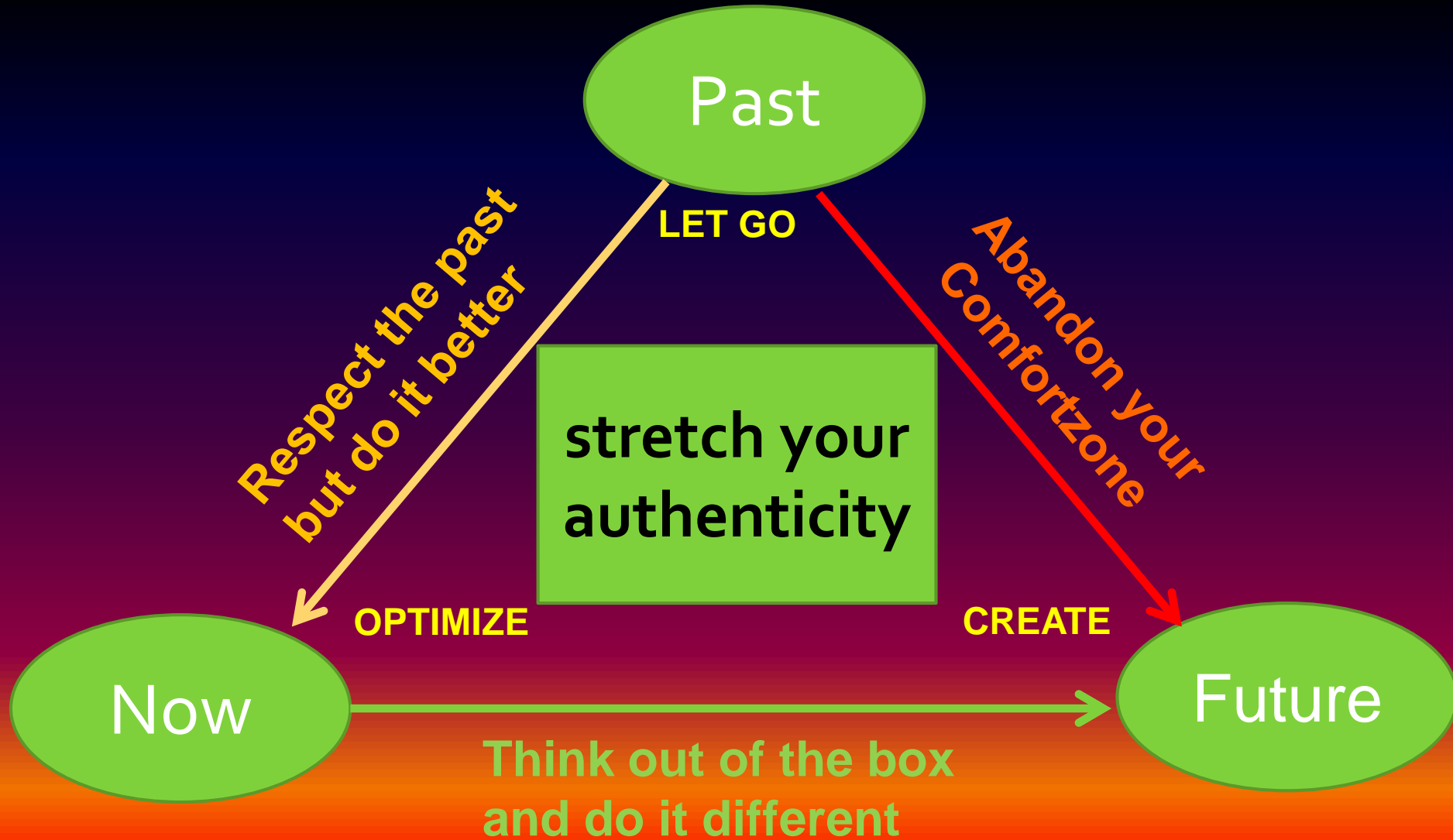
LIMITS OF AUTHENTICITY

**Only those who will
risk going too far
Can possibly find out
how far they can go**

T S Elliot

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WHEN THE MUSIC CHANGES...

...SO DOES THE DANCE

African Proverb

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Value Alignment

- What does it mean to you to have artificial intelligence aligned with your own life goals and aspirations?
- How can it be aligned with you and everyone else in the world at the same time?
- How do we ensure that one person's version of an ideal AI doesn't make your life more difficult?
- How do we go about agreeing on human values, and how can we ensure that AI understands these values?



Meet Sophia

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Will meets Sophia

FLEXIBLE

ALGORITHMS

CHANGE
PARADOX
XODARAP
POW
EOT
TIVE
IDENTICITY
chameleon
S
IT
TY



FEARLES
COMFORT
FIERCE
MAS
INTEGRITY
CREDIBILITY
SELFREFLECTION
sustainable
effectivity
knowledge
VALUES
LOV
IMAGE
HAPPINEZ
GROWTH