

Last month I was asked to conduct a Brand Workshop. “Gladly,” I said. “Would you mind if I survey the participants ahead of time to better understand the environment?” “Of course,” replied the Board President who had hired me.

So the survey went out and the comments came in. And that’s when I realized that for this day-long workshop to be successful, I had to introduce the group to Charlie, my pink gorilla.



We’ve all been in an uncomfortable meeting where the unspoken issues loom large and almost push us out the door. Some say, “There’s a pink elephant in the room” – that one topic that everyone knows is there, and no one is willing to bite the bullet and talk about it. Charlie is the same idea – gorillas can be 800 pounds and a pink one – how can you NOT talk about that?!

All organizations have these disruptive and unspoken issues. In the above example, no productive and lasting work could be done on the superficial brand (the identity, marketing messages, etc.) without first addressing – with Charlie’s help – the unspoken and hurtful issues brought up through the participants’ survey comments.

Through education, discussion and an innovative, yet effective facilitation and communication technique, we were able to clear the air, talk about those unspoken and festering issues, move towards resolution, and align the Board of Directors, manager, and staff around a common vision – all so they could move on to more important things...like running the business, serving their clients and making more sales.

To learn more about releasing the pink gorillas in your organization, and subsequently harnessing the resulting powerful benefits, contact Christy Erbeck at 224-558-7004 or christy@metamorphicconsulting.com.