

So glad to have you here!

Hey << First Name >>,

Marinda here, founder of Hello Human.

I did a little happy dance when I saw that you subscribed 😊

First things first:

Would you mind replying "yes" to this email?

A lot of newsletters end up in your spam folder. To make sure that doesn't happen, replying to this email tells your email server that you trust me.

Also, every Hello Human newsletter will include the 🗨️ emoji in the subject line.

This is why it's important:

- That one-word reply helps train your email provider to mark these as safe so you don't miss out.
- It will be easy to identify an email as coming from me when you see the 🗨️ in the subject line.

How I feel about talking for the sake of it:

I really dislike it. We're all sick to death of receiving spam and marketing emails that just want to TAKE, TAKE, TAKE from us. It feels gross and I'm not about that life.

I want you to look forward to receiving these newsletters. That is one of the reasons you'll only hear from me twice a month (after receiving your 3 welcome emails). No need to bloat your inbox with fluff.

So who is this stranger, anyway?

- My name is Marinda van Wyk. Not the most original name, but definitely a unique personality.
- Whether I like it or not, Joburg is in my blood. The weather is good (mostly) and the people are amazing (also mostly).
- I'm here to teach you how not to talk about the weather when you meet someone new 🌤️
- My dog's name is Lucy and she's one of the best things that's ever happened to me.
- I produced a documentary about autism in the workplace because those who communicate differently often get discriminated against. You can watch it [here](#).

What to expect going forward:

Over the next two days, I'll send you one email a day to tell you what Hello Human is (and isn't), and why I started it.

From then on, the newsletters will include:

- Short stories from real people navigating connection in today's disconnected world.
- Communication prompts and practical tips you can use straight away.
- Occasional updates on Hello Human events, workshops, and speaking engagements.
- Commentary on communication-related things I see online.

Thank you for being here, I don't take that for granted.

Until next time,
Marinda

Hello Human Website





What Hello Human Is (And Isn't)

Hello <<First Name>>.

What it is:

Hello Human is a facilitated experience designed to help teams move from transactional to transformational communication.

This can take the form of:

- A strategy session to pinpoint your team's communication challenges.
- A workshop designed to move beyond the obvious without being awkward about it.
- A guided session where your team plays the Hello Human game. Through extensive play-testing, I realised that people need a safe space to BE... Just answering questions doesn't cut it. So, I designed the gameplay to allow space for both introverts and extroverts to show up as their best selves. I'm quite proud of how this plays out around the table (pun intended) 😊
- A keynote talk on real-life connection in an AI-driven, disconnected world.
- Optional story-driven video content, capturing your team's voice and culture in a way that builds internal pride or external trust.

What it's not:

- It's not a generic icebreaker in a box. It's a safe space that helps teams build psychological safety, strengthen internal relationships, and improve communication. That's not something you can get from a deck of question cards.
- Not a card game, per se. It's a guided experience aimed at solving real-world communication issues in teams. The game is just a catalyst to make this a reality.
- And definitely not a space where the louder voices in the room dominate (and let's face it, sometimes walk all over the quiet ones). Quieter people often have great insights and here they're given the opportunity to share them without interruption.

I'm looking forward to telling you why I started Hello Human tomorrow.

Until next time,
Marinda

[Hello Human Website](#)





Why I Started Hello Human

Hey << First Name >>,

It's simple - because I kept finding myself in situations where I could see people struggling to communicate, but I felt powerless to help them:

- I observed my clients' team members walking side-by-side with people they see every day, but still know very little about them. It's astonishing how people around you can become invisible if you don't take the time to see them.
- I started running a monthly networking event nearly five years ago. It drove me crazy that the interactions were so transactional.
- Yesterday, I mentioned that I produced a documentary on autism in the workplace. These individuals communicate differently to the rest of society. It leads to discrimination and bullying and hearing their stories broke my heart.

As humans, we have an inherent distrust of those we don't know. Distance feels safe. It's easier to have our guard up than to take the risk of being known. Opening ourselves up to others means we will be rejected. Not always, but that it will happen, is a fact.

But the truth is, real relationships and strong teams only grow when we're willing to move past the superficial.

Years ago, I came across this quote by Margaret Wheatley that stayed with me:



I had no idea what to do with that, but I couldn't let it go. So, I mulled it over. I let it simmer beneath the surface as I continued my work in corporate photography and video production. Deep down I knew that there is life-changing truth in that statement.

That's when it clicked. We're desperate for real connection. But most of us were never taught how to get there. We've been so conditioned to using pithy one liners, especially online, that our ability to navigate conversations of real value has been stunted.



So I created Hello Human, an experience that helps people connect on a deeper level through better conversations. It started as a card-based interaction tool, but it's grown into something much bigger: a way to help people shift from transactional to transformational relationships.

Today, Hello Human includes:

- Team connection workshops that promote psychological safety and stronger working relationships.
- Keynote talks on real-life connection in an AI-driven, disconnected world.
- Video storytelling that captures the heart of a team, leader, or company culture.
- And yes, interactive sessions using the Hello Human tool, still at the centre of many of these experiences.
- If you ever want to explore how this could work in your team or event, just hit reply.

Until next time,

Marinda

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