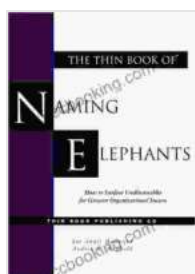


# The Thin Art of Naming Elephants: How to Surface Undiscussables for Greater Impact

In today's complex and rapidly changing business environment, organizations are facing unprecedented challenges. To succeed, they need to be able to adapt quickly and innovate constantly. But all too often, organizations are held back by a culture of silence and secrecy. People are afraid to speak up about the problems they see, and as a result, those problems fester and grow.

In his groundbreaking book, *The Thin Art of Naming Elephants*, organizational consultant and bestselling author Rob Dube reveals a powerful and disruptive process for surfacing and naming the “undiscussables” that hold organizations back from reaching their full potential. With real-world examples and practical exercises, Dube shows leaders how to use the Thin Art of Naming Elephants to create a culture of radical transparency and accountability, drive innovation, and achieve extraordinary results.



## The Thin Book of Naming Elephants; How to Surface Undiscussables for Greater Organizational Success

by Sue Annis Hammond

★★★★☆ 4.5 out of 5

Language : English  
File size : 204 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 120 pages  
Lending : Enabled



## What are the undiscussables?

Undiscussables are the unspoken and often uncomfortable truths that everyone in an organization knows but no one wants to talk about. They can be anything from a toxic work environment to a lack of diversity to a failing product. Undiscussables create a culture of silence and secrecy, which prevents organizations from addressing their problems and moving forward.

## Why is it important to name the undiscussables?

Naming the undiscussables is essential for creating a culture of radical transparency and accountability. When people are able to speak up about the problems they see, those problems can be addressed and solved. This leads to a more innovative and productive workplace, where everyone is working towards the same goals.

## How to name the undiscussables

Naming the undiscussables is not easy, but it is essential for the success of any organization. Dube provides a step-by-step process for naming the undiscussables, which includes:

1. **Identify the undiscussables.** The first step is to identify the undiscussables that are holding your organization back. This can be done by talking to employees, customers, and other stakeholders.
2. **Create a safe space.** Once you have identified the undiscussables, it is important to create a safe space where people can speak up about

them. This means creating a culture of trust and respect, where people feel comfortable sharing their thoughts and ideas.

3. **Use the Thin Art of Naming Elephants.** The Thin Art of Naming Elephants is a process for surfacing and naming the undiscussables in a way that is respectful and productive. It involves using metaphor, analogy, and storytelling to help people understand and accept the undiscussables.
4. **Take action.** Once you have named the undiscussables, it is important to take action to address them. This may involve changing policies, procedures, or behaviors. It is important to be patient and persistent, as it takes time to change a culture.

## **The benefits of naming the undiscussables**

Naming the undiscussables has a number of benefits for organizations, including:

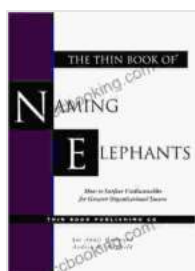
- **Increased transparency and accountability.** When people are able to speak up about the problems they see, those problems can be addressed and solved. This leads to a more transparent and accountable organization, where everyone is working towards the same goals.
- **Increased innovation.** When people are able to share their ideas and thoughts, it can lead to new and innovative solutions to problems. This can help organizations stay ahead of the competition and achieve extraordinary results.
- **Improved employee morale.** When employees feel like they can speak up about their concerns, they are more likely to be engaged and

productive. This leads to a more positive and productive work environment.

The Thin Art of Naming Elephants is a powerful and disruptive process for surfacing and naming the undiscussables that hold organizations back from reaching their full potential. With real-world examples and practical exercises, Dube shows leaders how to use the Thin Art of Naming Elephants to create a culture of radical transparency and accountability, drive innovation, and achieve extraordinary results.

If you are ready to take your organization to the next level, then I encourage you to read *The Thin Art of Naming Elephants*. It is a book that will change the way you think about leadership and organizational culture.

To learn more about *The Thin Art of Naming Elephants*, visit [robdube.com](http://robdube.com).



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