

DBA Studio

We ♥ what we do

RETHINK

CONTENT



PHOTO BY JANNE WOLTERBEEK

04 NOMAD BY HEART

In November last year I came to Nice. My old Amour. Since that day I've met so many new people, made new friends, truly reconnected with old friends and started up my new initiative DBA.

16 PUM SENIOR EXPERTS

PUM proved once more that senior mentorship and expert advice are two must haves to get a sustainable growth in your business. In Nicaragua, Amsterdam or Melbourne.

03 RETHINK WHAT YOU LOVE TO DO

The idea of DBA is to help you identify what you love about your work and open possibilities from there.

09 A DAY IN BARCELONA

We sadly had a delay due to technical problems with an engine. When I arrived in Barcelona I had to do a meeting in ten minutes.

19 FOUR MASTER MOVES

How to get abundance in your working life

10 THE VALUES OF YOUR TRIBE

All entrepreneurs have something in common: "My personality is reflected in my company."

18 HOW TO FOCUS?

Eliminate and reduce problems. Raise and create solutions. A practical guide to apply immediately.

08 WAKE UP SLOWLY

Wake up slowly, imagine your day, meditate and don't forget to smile!

02 PEOPLE TO FOLLOW

Tell us who inspires you.

13 FACEBOOK LIVE KICK

The rise of digital nomads has just begun. A lifestyle that replaces the traditional career path in the corporate world.

12 NICE NOMADS IN NICE

We love to hang out together, make no mistake. This is FUN!

PEOPLE TO FOLLOW

JEFF WALKER – Author of the New York Times Bestseller "Launch". He's also the creator of the Product Launch Formula.

MARTIN LINDSTROM – Martin is a Danish author and Time magazine Influential 100 Honoree.

GARY VAYNERCHUK – Youtuber vlogging his daily entrepreneurial journey and answering your business questions.

MICHAEL HYATT – Leadership mentor and author.

KIMRA LUNA – Freedom Hacker who lives her life in accordance to her own free spirit.

SIMON SINEK – The author of four books including the 2009 best seller Start With Why

SIR KENNETH ROBINSON – International advisor on education in the arts to government, non-profits, education and arts bodies.

This is a selection of inspiring online sources in the DBA Studio. [Tell us yours!](#)

RETHINK WHAT YOU LOVE TO DO

DO YOU



OR ♥ WHAT YOU DO?

Meeting all kinds of people from all over the world makes me realize that we search more and more for our own morals and personal values in our working life.

Just having a job that pays the bills is not enough to have the impact we are looking for. We are all connected by this mentality.

Running our own show seems the right way to realize personal goals and ambitions we have. So one can be true to personal values and get an overall sense of purpose. Our personal values have a great influence on our decisions in life and choice of work.

When we earn our income it is not always easy to stay on the track we envisioned ourselves. There is a risk we struggle with the part of business that provides us food on the table versus our inner values and ambitions. Questioning if we are doing the right thing.

The idea of DBA is to help you identify what you love about your work and open possibilities from there.

Wim Kiezenberg



NOMAD BY HEART

In November last year I came to Nice. My old Amour. Since that day I've met so many new people, made new friends, truly reconnected with old friends and started up my new initiative DBA. So this is a story on how everything is always magically wonderful? Well, actually it is not. It was a bumpy journey. It is one year now and I promised myself to write this blog when my first year is over. So here it comes....

My working life has always been important to me. I work hard, put my heart in it. It has never been about making money. Even when I did, made a lot of money. And yes lost it all. Nothing is permanent or for sure in life.

The first 15 years of working were at IBM, what an university for me. Man, I learned a lot. The lessons started when I had to go to Vienna when I was 23. It never stopped. Wim, you go to an international meeting and present how IBM in the Netherlands is doing this project as the whole of Europe comes together to meet.

I remember it, still do. Never ever been so nervous to go and do a speech. Felt lonely, scared and thrilled at the same moment. I am an introvert so I don't show, but believe me I was terrified. The meeting started with a couple of other French, Italian and Spanish rookies who did their presentations.

As English is not easy for them, their presentations were difficult for them.

That somehow made me more relaxed, I can do this.... So. I did. Have no further recollection of it, guess it was the tension that got me in hyper mode and even shut my (normally very sharp) memory on important things (...) down.

What did I learn that day? You can doubt, overthink, avoid or procrastinate the things you fear. It will get you nowhere, not as an employee and most certainly not as an entrepreneur. As Nike claimed: Just Do It! Everything you fear fades away when you actually do it. You grow and develop. Fear is a bad advisor.

Been very lucky. Could work in the Personal Computer division. What a big lesson on how to build a brand and a business from scratch. IBM just invented the PC. We knew nothing. Had no market, no experience, no e-book, no 8 rules how to, no benchmark. Wild west in a big unknown territory. I loved it. I learned that innovation and exploration is one of my life long areas of interest. We introduced PC-privat projects to large accounts. We introduced home banking to consumers. Lucky to be there.

Lucky as in those days we could even instant message real time with any IBM-er in the world. Yes I was already online in the 80-ties!

It makes me one of the oldest digital nomads in the world. So now you know where the connected world, apps like Whatsapp or Messenger really come from. It is actually very old ☐

I ended my days at IBM as a Business Development Manager. Had a great time and in the millennium year 2000 it was time to go. I left with a golden handshake as they call it. Why? because I wanted to In my private life I lost both of my parents at the end of the 90-ties after years of taking care of them. They were both not healthy to say the least. I was suddenly an orphan?, a strange feeling when you take care of people you love and suddenly you don't anymore. Time for a change! So I quit. Also because I could see that the PC division was at the end of its days. Two years later the Chinese Lenovo bought the entire PC business. End of story. I was lucky.

My entrepreneurial journey started. What an university again, but this time the lessons where about me! I found out that you really need to develop yourself to succeed as an entrepreneur. Had to learn how to sell (without the IBM badge that opened any door), how to promote, how to manage employees, how to do taxes, how to....well you know. All the stuff you need to do when you work for yourself. I've a business economy grade, that helped. Can't imagine how much and how fast an entrepreneur must learn to run a business without it. All the rules, in the Netherlands, are just wow....one can hardly keep up. But one does what one has to do.

After years of consultancy I wanted to work in a team again. I remember I realized that I am more social than I thought I was. I needed people around me, just like in the PC Cowboy days at IBM.

WIM KIEZENBERG

DBA FOUNDER

So I stumbled by accident, the kind that is no coincidence, upon a advertisement agency that also did graphic and web design. They asked me to help them as their cashflow was negative. So, I jumped in. Everyone around me said I shouldn't because the books showed this company could not be saved. It was a ball. We managed to get the spirit back up again, restructured and went on. Until the financial crisis hit the Netherlands. The company was financed by a local bank. On one day they told me: *We are impressed by the positive development since the restructuring, Well done. However we have decide to eliminate all risks from our outstanding loans.*

That's a phrase to be read like: we just declared your company bankrupt because we immediately block all your accounts. You can not do one transaction anymore. Can't pay the rent, can't pay your employees anymore. So, there you are. Bye bye dream.

As in being me, I just could not settle for it. Two weeks later I took the best professionals from this company with me and started a new one. We had a blast in the beginning. Won every client we laid our eyes on. What an energy. Cowboy days were here again! Wonderful time we had.

Until...the economic crisis hit us. Suddenly I lost 65% of the monthly revenue. Month over month.

It was like the whole small business market collapsed. On me, at least that is how I felt it. I took a risk there. Worked for six months for nothing, to be able to pay my employees. Worked like an idiot to save it. And failed. It went wrong.

Another phase closed. Lessons learned. Time to give up? Hell no! I went on with one top designer. We formed a duo and kept on believing in making a difference and create value. However bad things come in threes. She became seriously ill, had to stop working and we had no idea if she would even recover.

For me, this was one out of three too much. I just could not handle it right. Made every mistake possible. It completely burned out. Lost all my financial reserves in the process. Had no reserve anymore. Not financially, not emotionally and not physically. Lost my house in the End. Homeless.

I took me three years to get back on my feet again. My first year in Nice has been the best since many years for me.

I decided to come to Nice as I needed to leave it all behind me. Not to run away from my responsibilities, no! I needed a new perspective, literally. A wide new fresh view on my life. So so happy I did it! Now I build my own abundance again. Like I always did. In a new way, in a new form. And I love it. Put all my lessons in it. As one of my favorite teachers in life, Johan Cruyff once said:

Every disadvantage has an advantage.

“

We all need highly effective roadmaps to guide our businesses in our rapidly changing and evolving world.

Meet Olivier Francheteau. DBA member. As a child he changed all the posters in his bedroom every month. He already understood there was more to decoration, more to explore. His passion had begun.

What do you enjoy? In a typical workweek, what do you look forward to doing?

I enjoy every day because there is no routine and no repetition. I like Mondays to organize the 6 followings days (social networks, new blog posts, meetings, projects, private viewings. I really enjoy a project that runs a few months. Take time to decorate and grasp the opportunity to really get to know my client. Working on a project is like being pregnant ! At the end I am relieved and happy to finally see my baby. To have a creative job and to work for myself make me feel so good, a lot of excitement and energy every day.

How do you relate to others in your network?

By being myself and showing my unique value. It works! For instance, I became a BNI member in March this year and now they have chosen me as their president.



PHOTO BY MARION ROUDIL

Nobody before me has become a president so fast because I got so involved since the beginning. Magnetic once again I suppose. Besides that you have to help people, to show them they can count on you, it helps to relate.

How's your interior decoration today getting you closer to what you want for yourself?

Starting up was difficult, I thought I was ready and I was a bit naive... But I had to do it, I had to create my own company. Two years ago, it was time to do so. Time to face reality, to do what I really want.

A big challenge! To live my dream and to show the man I've become. And I have absolutely no regret "...non rien de rien, non je ne regrette rien..." as Edith Piaf sang.

I am 47 now, never felt so happy before. There is a perfect connection between what I am and what I love to do.

Anything else that comes to mind you like to share?

Wake up slowly, imagine your day, meditate and don't forget to smile!

A DAY IN BARCELONA

In the morning we sadly had a delay due to technical problems with an engine. Besides the two hours it took, I was impressed by the friendly communications by Vueling As well as in person and by SMS. Very good job done Vueling!

When I arrived in Barcelona I had to do a meeting with Sid van de Bosch in ten minutes, due to the delay. As he was leaving Barcelona the same morning by plane it was my first meeting ever with someone in a row of people boarding a plane. There's Nomad life for you! Nevertheless it was interesting as we were discussing an interesting start-up called Mesaio. Do remember that name.

After I met Sensi. I know her for a couple of months now. I've had the pleasure of mentoring her from Buenos Aires to Upstate New York. And now we met live in Barcelona. What a pleasure to work and meet people this way! She's heading for Tulum, Mexico now where she will be exploring the idea of connecting local indigenous craftsmanship products to the online world. Helping people this way is, when you ask me, one of these impressive life choices one can make. Respect!



ESPACIO88

She invited me at MedioDesign. What a super friendly people and I am impressed by their craftsmanship. The studio is located in an old industrial revolution building. There are a lot of them and now being re-used by mostly creative businesses. You can feel the vibe there is something going on there.

One of the most impressive ones is turned into a event & co-working space I have not seen before: Espacio88 great architecture. As there is a van parked inside you can always get a coffee to explore this place. I can recommend it.

Sensi and I went to see Theo, the founder of a local digital Nomad community: Codino. He looked just like a friend of mine in the Netherlands! Sometimes you wonder...how.... After a Corona we agreed that I will send him more information what my DBA community and Nice Nomads is about. I would love to do workshops in Barcelona and I even get more excited by the idea that I will grasp that opportunity to bring the best of the DBA tribe along with me!

Barcelona was good to me. Hope to see her soon.



PHOTO : THE ORIGIN OF JOB INTERVIEWS

BBC ONE – YOUTUBE

THE VALUES OF YOUR TRIBE

All entrepreneurs have something in common, in one statement:

“My personality is reflected in my company.”

There has been done research on their companies and therefore made much clear reference to the standards, values, motivations, personal preferences, needs and aspirations of these entrepreneurs as regards entrepreneurship, their organization and their way of doing business.

The research done by a Dutch firm Motivaction (*), confirmed what we actually already know: The SME does not exist. It is a group of various types of entrepreneurs who are different in entrepreneurship, have different ambitions and they all have their own way of doing business.

Even within the same branches, within the same occupations, these differences are clearly visible.

Go to WimKiezenberg.com for the full story.

Mentality groups

With this research Motivaction has been able to define six mentality groups within Dutch SMEs, which have been incorporated into a useful model. This Business Locus model makes an alternative and more explanatory segmentation of the SMEs possible, in a way that has been common in the consumer market for years. With the great advantage that we can target groups within SMEs with much more impact.

I personally have no indication that the people I work with internationally differ in types. Holland often functions as a good test market for the rest of Europe. There is however an extensive European research by Motivation. For now, let us focus on this model as I've been using it for many years and it simply gets you thinking in a different way about your business. It provides the right focus on how and even more with whom you can build your tribe with.

As no human is the same, neither are two entrepreneurs equal. There is however, one set of characteristics that most have in common.

Independence. The need for (more) autonomy is one of the most important reasons for virtually every entrepreneur. They want to decide what they are doing, do not like to have a boss, take all decisions themselves and have the freedom to determine their working hours. Many entrepreneurs work outside office hours and the dividing line between work and private is often thin.

Strong personality. People who choose entrepreneurship generally have a strong personality. They have the need to do things their own way and to be successful in it. Their personality reflects very clearly in their company and in the way of doing business. In addition, entrepreneurs often have a greater need to show the world what they can do, than people who are employed.

Variety is the spice in life.

Entrepreneurs attach a great importance to variety in their work and personal development. One seeks it mainly within their core business, the other in the versatility of entrepreneurship. They take risks, which are inseparably linked to business. Many entrepreneurs even derive a sense of pride (and sometimes also status) in taking risks. Especially when things go well.

Despite these similarities, entrepreneurs are very different. There are many differences as defined in six types of entrepreneurs. The idea here is to help you identify what type of entrepreneur you are. So you can easily find your types of clients that you resonate with you.

Okay you might say, but how does it help me? The better you resonate with your type, the more engagement you will get and the more the emotional experience level with your brand grows. And yes the more success and sales you will get. The basics for a business model that creates abundance.

NICE NOMADS IN NICE

I've the pleasure of working together with a community called: Nice Nomads. Besides the fact that they truly are nice people, the Nice stands for the their hometown in the Cote d'Azur.

It started out with doing my workshops – Rethinking the way Freelancers work– and it grew into a social and work relationship that has several important lessons in it for me:

Any self-employed needs a social structure that traditionally is facilitated by an employer. Local communities like Nice Nomads fill the gap one can experience. Especially when you are an expat. From business opportunities to finding the right local carpenter. The network can provide it seamless.

The level of innovation in local communities is one that surprises me. I see a lot of innovation coming from 'the bottom up' We all read about it, but experiencing it first hand makes my life more fun! One can target services on the countless local communities to seed-launch a product to get market validation. What an easy and pleasurable way of testing your product before it hits the marketplace. Being an advocate for seed-launches I can truly recommend to try this one out.

Besides this we love to hang out together, make no mistake. This is FUN!

WORKSHOPS



Nice Nomads hosts DBA workshops.

Every single time I get blown away by the energy and creativity in these workshops.

One of the groups consisted of a sales representative, database expert, nomad, digital strategist, commodity trader, architect, happiness coach, biologist, translator, short rental servicer, astrologer, Reiki master and a personal assistant. What an amazing divers group that came to rethink and (re)find their true passion. In an active peer-to-peer setting we found that our true individual passion is what connects us all. Inner values came to mind like: help, create, connect, organize, be free, IRL, love and independence. We took the first step towards a business model that creates abundance.

Tip: Where ever you are in the world, get connected to local tribes. Share your value and it will inspire and help you to build your own business.

FACEBOOK LIVE KICK



Mitchell hosts a daily live show with his guests.

Which work outcomes make you most proud?

The ability to actually change peoples lives. I know it sounds cliché and a lot of people say this...but it genuinely gives me a satisfied feeling if someone messages me that my FB live session change their life.

What are you learning that you'll use in the future?

You need to be consistent in everything you do to become succesful. Don't expect success to come overnight. The reality is that behind every success there is a lot of hard work and hustle. If you work hard and don't give up, you will achieve your goal.

Meet Mitchell. According to Mitchell Weijerman, the founder of the Digital Nomad Accelerator, the rise of digital nomads has just begun. A lifestyle that replaces the traditional career path in the corporate world. Innovation in our working lives is driven bottom-up. Nomads design their ideal business models and lifestyle all at once, themselves. Improved technology, a changing labour market and inexpensive flights fuel that growth.

It is estimated that almost half of the U.S. workforce works freelance. A recent study predicts that the majority of the U.S. will be freelancers by 2027(*). This global labour market landslide inspires nomads like Mitchell to achieve an independent way of life for them and their tribes.

What do you enjoy? In a typical work week, what do you look forward to doing?

The thing I enjoy doing most is live video sessions in my Facebook community. There is just something really great about being able to hangout with people from all around the world and sharing my knowledge with them. It's always an adrenaline kick when I hit that live button and my face is shown to almost 18K people around the world. That's actually the fun part of it!

MASTERCLASS



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ARTWORK BY **PETAR KRUIT**

PUM SENIOR EXPERTS

PUM Netherlands senior experts is a volunteer organisation committed to the sustainable development of small and medium-size enterprises in developing countries and emerging markets.

By doing so, they impact positively on the economy, society and the environment. Local entrepreneurs are keen to work with them and enlarge their chain of knowledge.

**KOOS KRUIT
IN NICARAGUA**

The first step was take the owner out of his hacienda or better said safe zone. His community had not seen him for a long time and the delight of seeing him on the site of the company, made even this man smile again. Visibility is must have. You need to show your face. For your employees, your network and customers. Without visibility you simply lose trust.

Whether you are in Nicaragua, in Amsterdam or Melbourne. The subject of innovation always brings up the blocks and reasons why it can not be done.

And that's exactly what you want when you give a seminar. The discussion, the engagement and active participation.

Another topic in the seminar was a SWOT. Define the strong and weak in your company. And the opportunities and threats outside your company.

Many well structured strategies can be based on a high level SWOT with senior experts. A method that any entrepreneur can benefit from. A quick scan was done during the seminar.

It also challenges the personal development of entrepreneurs to actually participate and discuss this in a group setting.

This seminar was followed by two weeks of on-site visits at 6 companies and 2 cooperations. To see the actual locations and discuss the SWOT outcomes on a deeper level. It all resulted in the selection of 7 new PUM projects. Followed on by the support and guidance of several PUM experts. One of these companies grew from 20 to 200+ employees.

PUM proved once more that senior mentorship and expert advice are two must haves to get a sustainable growth in your business. In Nicaragua, Amsterdam or Melbourne.

The man was caught by problems from the past. That can happen, as we are all human. The victory over them starts with acknowledgement of them, in the sense that they are in the past. And should remain there.

Koos advised the entrepreneur to write it down, what was blocking him. Fold the paper and throw it away as hard as he could. Let it go! These simple but very important actions intend to change the process, alter the habit that comes from negativity in the past. Wrap it up and leave it behind you. Not easy, we all know that. But you need to start right now by taking small steps to change the mindset.

SEMINARIO DE INNOVACION EMPRESARIAL EN MANAGUA

A two day seminar was organized with Universidad Thomas More, CPML (centro de produccion mas limpia) and PUM.

The different types of innovation were discussed with a broad group of entrepreneurs. Innovation in product development, process enhancement, in services, technical development, marketplaces et cetera.



PUM's senior expert and country coordinator, Koos Kruit, came to visit the DBA community. That's not really a coincidence as Koos is the mentor of Wim, the founder of DBA. We all need mentorship to grow and develop.

Koos has many stories to share, but for now we zoom in on his trips to Nicaragua.

Isla de Ometepe

How do you handle a local entrepreneur who's technically bankrupt and burned-out? That's not easy to say the least.

Koos had to insist that PUM was not able or prepared to help this company out, when the owner would not see him. The man burned-out and did not want to leave the family hacienda for weeks. After a last call the man agreed upon meeting him.

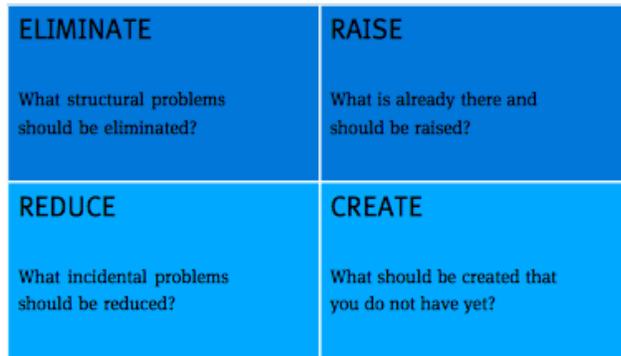
HOW TO FOCUS?

**Eliminate and reduce problems.
Raise and create solutions.
A practical guide to apply immediately.**

I guess this question is not be answered so easily. It depends on where you are in life, in business and on your current conditions. There are a lot of personal circumstances that are of influence. However let's give it a shot if we can find a route, a roadmap to rethink reality in a way we can get the right focus.

Luckily there are some bright minds out there. The ones that provide structure when things get cloudy. To see the bigger picture and zoom out to calm us down, get control and to allows us to have a better view on the same reality.

Most multiple problems I have experienced were often caused by just one or two deeper problems. And they can take a lot of focus away. We can use a grid to get clarity. This grid comes from the creators of the Blue Ocean strategy framework and applies to business modeling. But with a bit of creativity we can make it work in our daily lives, in our own life in business. Here's your exercise....Good luck!



SHIFT YOUR FOCUS

FOCUS GRID BY WIM KIEZENBERG

Identify the problems you want to eliminate.

These kind of problems are the structural ones. Take a real hard look at them. And try not to get high on your emotions, but try to figure out what the deeper problem behind these recurring problems is. Do not do this alone. Talk to your friends, peers. Write them down.

Identify the problems you want to reduce.

These are the kind of problems that daily life gives to us. You can not eliminate them because they are caused externally. The problems that you seem to attract. Write them down.

Identify what you want to raise.

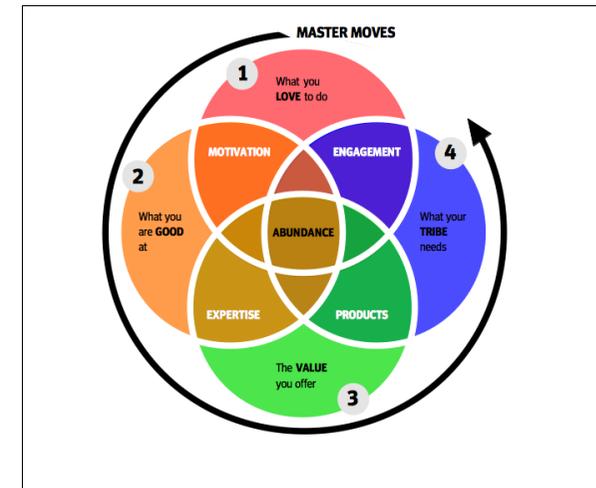
The things you *do* want and are already there. The stuff that is so valuable to you, but not in the volume or amount you would like to experience them. Maybe you want to travel more? It can be anything. Identify them. Write it down.

Identify what you want to create.

Creating something means it is not there yet. But you want to create it. It needs to be added into your life to get a feeling of abundance. The desires you have and dream about. You know the ones! Write them down.

FOUR MASTER MOVES

I've studied many successful online entrepreneurs. To figure out how people like Jeff Walker, Bill Baren, Ryan Levesque or Eelco de Boer get so many e-mail followers. How young leading millennials get huge following in their Facebook groups. How their business models are structured. How their digital marketing is done. What tools

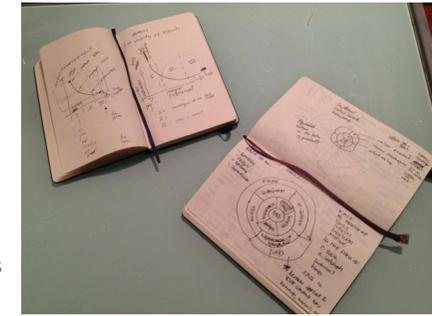


are out there to support it. How all of them implement their sales funnels and get conversion. I took me months and months to figure it out. Filled two Moleskins with notes on it. And I did find the system, behind their systems and molded it into four master moves.

I love to share the highlights of what I've learned packaged as the four Master Moves all the online guru's, leaders or whatever you want to call them, do to create abundance.

MASTER MOVE I – what you LOVE to do

Jeff Walker started out as an advisor for stock trading. Along the way he developed a system to introduce new services in his e-mail list, that grew his audience. This system is now his core product: launch formula. That's what he actually loves to do. See? The ultimate growth hack is: do what you love to do. That's the first move.



TWO MOLESKINS FILLED WITH NOTES

MASTER MOVE II – what you are GOOD at

Define exactly what you are good at. We tend to focus on what is weak and look at people who are better. The trick is to see your own talent. Use it.

MASTER MOVE III – what VALUE you offer

Your product is not why people buy, it is what they buy. Create tons of value around your product. Design your why.

MASTER MOVE IV – what your TRIBE needs

Communities are formed on shared values, motives and lifestyle. Not on a service or product. You need to understand that. Very important.

Join the Master Class to learn how to do this in your business. Follow DBA Studio and keep an eye on your e-mail inbox.

THANK YOU

To all of you who inspire me.
To Landan Lloyd for the ♥ icon from Noun.
To Petar Kruit for his artwork.
To Nice Nomads for the workshops.
To my dearest mentoring clients.
To the interviewed DBA members.
To you who engage with me.

You all create abundance.

SOURCES

[DBA Facebook group](#)

[WimKiezenberg.com](#)

Talk with
people who make
you see the world
differently.