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# THE CONNECTION PHENOMENON



THE  
ART OF DOING  
WHAT YOU  
NEED NOT  
WHAT YOU  
WANT



MATTHIAS JACKEL

**THE CONNECTION  
PHENOMENON**

**MATTHIAS JACKEL**

The Connection Phenomenon  
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## Dedication

*To my wonderful wife, Alexandra 'Akeesha' and my great kids, Jasmin, Julia, Anouk-Aimée and Louis, my amazing family and to my deep friends. You are my biggest inspirations and my ardent supporters, who help me to walk my way. I love you all.*



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# Prelude



For me, writing this book was a five-year process and many huge hurdles had to be overcome.

A good book is literally supposed to speak to you. But if I showed up right here, right now, as a speaker in front of you or your team, the first eight-ten minutes wouldn't even involve any speaking!

Instead, the first few minutes would provide a tangible experience. Rhythmic instruments would be provided to the audience and we'd get the music started in an interactive live act.

Most people would respond with surprise, especially the critics and sceptics among the lot. But eventually, everyone would be amazed and joyful, their experience taking them to a place that they never believed possible.

This is what happens even before the first "hello" is spoken.

What I do with my clients and audiences is always experience-based. In this book, unfortunately, it is impossible to have you make music with me.



So I'm writing about an experience you cannot experience yourself at this point in time.

I also had to wrap my head around what I experienced during all these events. Conclusions came to mind but there was a mismatch between what I saw in our projects and my own business and personal life. It took me years to understand that even the best conclusions mean nothing if they are not put into practice. Let me tell you how I resolved this issue.

Everyone has a story about their relationship with music. You may remember how you "learned" music. I personally feel that rehearsing the flute in pre-school classes damaged my brain. Playing the triangle in the school orchestra was quite stressful. And the teacher who presented the pandeiro as a tambourine was so boring because he had no clue how wonderful that instrument was. I also remember how the piano teacher damaged my soul when he shouted at me because of a wrong note.

Your early experiences with music lessons might not have been positive either. Music is one of the most intense explorations young people can make. It's up to the teacher to foster a curious mind for a wonderful world or create misleading mindsets by reducing music to a monotonous practice. Some are also guilty of telling students that they have no talent, are not musical or not rhythmical, all of which is nonsense.

Voltaire said, "Music, as it stands today, has been reduced to performing complex composition, but

what becomes only complex won't please anyone in the long run."

And Issac Stern once said, "The greatest crime a musician can do is to play notes instead of making music."

I had not heard these statements when I was younger. So in my mind, music became synonymous with embarrassment, labour, effort, struggle and stress. And unless you are a professional musician with a spiritual attitude like Miles Davis, chances are you also feel the same way.

Now imagine that you come into a room and are faced with a challenge. Given your past, your mind insists that you are not a musician. And then, you sit down on the chair with a drum or some other rhythm instrument in your hands. You may think to yourself: "Why on earth do I have to do that?"

The fact that it turns into a major success anyway is because we're not trying to do what people used to do previously when it came to making music. We don't treat it as performance art.

The second, more important, reason why it succeeds is because of the positive vibe between the participants that gets injected into the group. It may not be conscious in the beginning but it slowly becomes apparent.

We don't name this new vibe right away as the impact of it would require some reflection, but this book is certainly intended to unfold further details about it

later on. Initially, people are thrilled by the sheer fun and energy created. That is the wave we surf during the events.

But how come a serious-looking man approaches me backstage during a professional sales motivation kick-off event, asking if he can give me a hug? This is because the events create a sensation beyond mere entertainment. This is a feeling that makes the vast majority of them join into the drumming for the duration of 30 minutes or several days, depending on the length of the event. Eventually, they leave the room with some sort of change in their mindset.

Understanding the deeper reason for that changing mindset may become the start of a transformative process affecting both, you and your organization. People change. And this leads to change within the organizations or companies where they work.

But how can people possibly change?

There are actually three ways of learning. The first way is via rational thought, which is probably the most noble way. The second way involves copying others, which may be the easiest way. Lastly, you can also learn from experience.

People say that learning by experience hurts the most. But to me, it seems like the only effective way of learning. Because when you experience things, you have feelings. And your old emotions are unfolded too. This is the basis of any kind of lasting knowledge. And this is why we set our audiences to playing a rhythm instrument!

Over the course of the last few years, my teams have seen so many people perform together. And not a single event has ever failed!

As a result, I started thinking to myself that there must be a basic human desire that we serve i.e., the desire to be connected.

As a matter of fact, if I were to bring the whole book down to one line, then I would point out that we human beings want to feel connected. We are a social species and this makes us hardwired for connecting with others.

However, the way we've grown up—our culture and the economy around us—doesn't support that connectivity. Instead, it treats us as objects, rating us and comparing us with each other. Our worth lies in the way we look, our status, our know-how, our achievements and our possessions. We are all affected by this type of behaviour in our social lives as well as in business. No one is free from its effects, including myself. At the end, we are human beings conditioned by the way we grew up to become “human doings.”

So when people come into our sessions, they experience something live that they are missing in their day-to-day lives. They can interact with other human beings without experiencing the usual barriers and judgements. They can contribute to the group as individuals and grow together.

But undergoing that experience doesn't mean that life becomes different the minute after. Old habits cannot

be changed in 45 minutes; you need further reflection and practice to make this happen.

In 2004, I partnered with the worldwide Drum Cafe organization and opened the offices for Switzerland, Austria and Germany. Drum Cafe has become more of a movement than a “normal” company. It was started in Cape Town not long after Nelson Mandela became president of South Africa in 1994. This was a time of ambivalence and a period of joy, fear and hope during which many people anticipated bloodshed and war.

With 11 official languages, cultural differences and a minority which had held power for decades, South Africa needed to undergo a radical change. Under the guidance of President Mandela, bloodshed and war were averted and South Africa was transformed rapidly and profoundly into a “rainbow nation” which brought together cultures, races and communities under a unified banner.

The Drum Cafe took Madiba<sup>1</sup>'s philosophy as the core of its approach and during South Africa's time of transition, it brought the message of cohesion and unity to hundreds of companies across South Africa. The Drum Cafe facilitated communication and cooperation between black and white, male and female, old and young. It learnt to bridge the gap between the old and the new and to foster understanding and friendship between employees from vastly different cultural backgrounds.

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*1 In South Africa, "Madiba" is an affectionate nickname for President Nelson Mandela.*

Today, Drum Cafe is running almost 300 events with 100,000 participants every month throughout the world. When Shakira was performing at the opening of the World Soccer Championship in South Africa, many drummers performing with her came from Drum Cafe. When South Africa was presented in the China Olympic games, the drummers on the field came from Drum Cafe. The concept even transformed to a production named *Drumstruck* that ran massively successful off-Broadway shows in New York as well as shows in Japan. At this point of time, *Drumstruck* still tours the world.

In 2014, I added my HR and people development experience to the services and founded andante communications GmbH (Ltd.) which was transformed into the Drum Cafe Academy in 2018, taking the experience of interactive Drum Cafe events to the next level, helping clients to understand why it works and what they can take out of it.

The core of the experience laid out in this book comes from personally having led close to a million people in drumming events. That became the university of my life. It became a massive empirical study about togetherness.

Now that we're talking about empiricism, there's a well-known problem in the empirical world called the problem of correlation. This means that if you try to find out the effect of something on a human being, you still have to deal with other effects layered over your study. Human beings don't stop living to become

a part of a scientific study. They remain in their lives, so outside effects must be taken into account in the study.

For example, you might postulate that a kid playing the piano is developing a better brain compared to a kid that does not play the piano. The problem is that a kid that is growing up in a family that can provide piano lessons probably has more benefits available to him or her. This kid will have a lot more advantages compared to a kid that is growing up in a family where there is no time or money to fund piano lessons.

In actual fact, you never know exactly whether that piano-playing kid is “cleverer” because of the piano he or she learned, or because of all the additional family advantages that paved the way for an enhanced brain capacity.

In the case of drumming, the issue of correlation can be completely shelved because of the sheer number of people and the variety of clients that I worked with. These ranged from kids to adults, from people working in the factory belt to clerks, from administrative staff to mid-level and top-level managers, from CEOs to country leaders, from people in jail to celebrities and from joyful people to those hit by disasters. I have worked with people across all industries and across many cultures, ethnicities and countries.

There was no difference between them because they were all seeking the same thing. Those people were

looking to get into contact with each other; they were seeking kindness and love.

This is what I do. From entertainment events and keynotes to workshops and trainings, I facilitate a development process by applying the Drum Cafe interactive concept and sharing my experience as well as existing world wisdom.

This book is meant to tell you the story of connectedness. It will also tell you how I lost that feeling of connectedness in my previous career. It will go into how connectedness happened in the last 14 years to the participants of our events and how it helped me reconnect. What does connectedness mean to businesses and the people working in it? How does our brain connect and how do you connect mindfully with people all around the world? How do you connect with other human beings, find balance and, finally, connect to yourself?

There are forces and reasons working against a more connected world, but you can overcome them and become a connection ambassador. This will benefit you and others.

Making music together offers incredible potential. It's an amazing way to discover yourself and life.

Of course, I'm excited to have you read the book and get inspired. As this is an individual endeavour, please don't expect a new leadership cookbook filled with management dogma. Instead, it is meant to provide you with thoughts and tools to start looking at what



you *need* deeply inside instead of what you *want* superficially.

Human beings often want. For example, you *want* things to progress. But you *need* sleep. You never *want* sleep. But there is no progress without proper sleep. While we strive for the things we want, there are a lot of things that we're in need of to become complete and independent as individuals. You need to understand that principle on a greater scale. This is especially true today, when families, communities, businesses and the world are in need of leaders.

If this idea doesn't resonate with you and you stop reading this book, then at least consider one thing: seek what you desire. There is nothing wrong with any path, but it's important to remain connected with yourself and other human beings.

You can also visit <http://drumcafe.matthias-jackel.com> (and switch to English) to see how we can use music to connect people practically.



*“Music expresses that which cannot be said  
and on which it is impossible to be silent.”*

**– Victor Hugo**



## *Chapter 1 (C)*

# **Losing Connection**



Around the fifth month in the womb, your hearing system has developed quite a bit. You start hearing the constant beat of your mother's heart. And never again will you be as connected to anything or anybody in life.

In contrast to Western culture, Yoga, Buddhism, Daoism and Zen nurture the body as a central part of all experience and development. The body is the bridge to the now. To understand all the positivity that comes with that approach, just visualize a second prenatal experience back in the belly of your mother. Every movement that you made was within the confines of a physical and tangible border. You felt the walls of your mother's womb; when you reached out, you touched something. You tasted the amniotic fluid. Every experience that you went through was perceived in your brain as a bodily experience. But all you did was stay connected to your body.

And then, you were born. With the cutting of the

umbilical cord, you experienced your first unconscious yet dramatic separation while making your way into this world.

However, in the first couple of months, you still feel very connected to your parents and your surroundings, if everything goes normally. Nature makes sure that while you're so vulnerable, people around you take care of you, love you and pamper you.

For example, nature gives you big eyes compared to the size of your head. They capture attention and make people protect you. It gives you an angel's smile. The kind of a smile that a baby smiles after a couple of weeks touches you deeply while giving you endless sleepless nights. All my kids used to smile in that way.

Nature gives a baby these and many more advantages to make sure that, in the first months of life, it can literally do whatever it wants. We still treat the baby with unconditional love, because we're connected to its soul so intensively. When a little toddler starts crawling or walking on the ground, we would never shout, "You can do that better! I've seen other kids at the age of six or seven months and they crawl much faster than you, fool! So now get your f-ing butt moving!"

Except under pathological circumstances, it is impossible to imagine such behaviour.

After a while, when the ego comes in and we expect more from the kids, a disconnectedness develops and becomes wider and broader over time. We move away

from connectedness and start expecting performance.

At this point, the child is expected to do something. Many families start judging their kids once the babies start speaking or walking upright. In fact, this judgment begins when the babies are supposed to start speaking or walking. “When did Peter, the son of our neighbours, start speaking his first words?” we ask ourselves. “And look at Mary over there. Gosh, she can already walk. Is everything fine at our end?” In this way, comparison begins right at the beginning of our lives.

Then you go to school. A classic school is an institution built to prepare a mass audience to behave well in an industrial economy, by using an educational system that has been developed in the last century. There is no doubt that if we restarted the school system from scratch, it would look different.

In actual fact, we have schools available where a set of specialists focuses purely on the potential of a human being, finding their one talent and nurturing it while managing their disabilities without focusing on them.

You find this kind of environment in special needs schools. But it would be interesting to see how this world would develop if every schoolkid enjoyed the same level of focus on his or her individuality.

Instead, we put kids in classes, create focus lessons, introduce marks, start at a time in the morning when most kids cannot perform well due to their biological clocks, judge their performance and compare and

separate kids into different groups meant to follow different careers at an age when no one can possibly forecast what this person will develop into.

In addition to the physical disconnection comes the cultural disconnection, as a result of which we prioritize success, achievement and results over developing potential, humanity and wisdom. It's fair to say that I failed in the school system during my younger days.

I grew up in a family that was very open-minded and free-thinking. My father was a very successful musician. My mother was the unquestioned head of the home—straight-talking and emotional, but a human-sized heart of a person!

My dad was a famous jazz trumpet player, as a result of which I met a lot of great people and great musicians who were in and out of our house. My parents tell me that I once fell asleep, lying within the basedrum of the drumset, while the famous drummer Charlie Antolini was playing in a long-lasting jam session. At the age of nine or so, I even met Jerry Lewis backstage. At that time, I could perfectly imitate most of his sketches. But I just stood straight in front of him with my mouth shut until his body guard grunted, "Time's over." What a shame I couldn't speak English yet! Maybe even at that young age, I felt that I shouldn't move if I'm not good enough.

I started making music and, for some reason, I always compared myself to my father. My father

was amazingly great and when he played with other upcoming musicians, he would make them fly on stage! His attitude and behaviour absolutely pushed these people to a level they had never reached before. When they played with him, they only had to push themselves one step further, and he made that possible.

But he was not the perfect person to work with when you were a beginner. He was a lovely person, but there was too much of a gap between what I could do as a musician and where he was musically. Giving me lessons or playing music together did not work out well.

He kept telling me the story of how he got into music and the amount of rehearsing he had done. If I wanted to go on stage and become a musician, then I had better rehearse a lot too. There is no way you can get into the public eye without knowing what you're doing. My father taught me this and I understood it perfectly.

Years later, I realised how destructive this way of thinking was for me. I realised that this is what we have done with music in our culture generally; we have emphasized excellence. If you want to make music, you need to be good! That's how most of the public looks at music.

People believe that you have to learn music and do it properly if you want to be allowed to go live and play along with other musicians.

This is actually quite a bizarre thing when you think about it.

We love drawing and painting and it would be absurd not to draw and paint just because there was a Picasso or a Van Gogh out there. Or think about soccer (football in other areas of the world). Just recently, many people switched on the TV and enjoyed watching famous teams with great soccer players in the 2018 World Championship. But naturally, when the game is over, people still go out on the streets and play soccer just for fun.

No one would ever avoid playing soccer just because there is a soccer star named Messi. People just play it.

But this is not the case with music. People believe that music is made for achieving excellence and not just for fun.

But when music was created thousands of years ago, it was not for the sake of endless rehearsal and the development of excellence. When prehistoric people came home from hunting and gathering and sat around a fire, they didn't assign an individual to present a musical performance. They didn't grunt, "Hey you! Get those two stones over there and entertain me! Make me happy!"

That concept of consuming and "please make me happy because my day was so bad" is something we developed only recently. It's an act of compensation. I come home and I want my surroundings to distract me from bad thoughts and improve my mood. I switch

the TV on to save my day.

In those early days, it worked completely differently. Those people gathered around the fire and made music *together* to connect and feel each other, to see who actually survived the day. That's what music is for. And that's what we should be doing too.

I wasn't aware of that idea when I was young. I would have been happy if I had understood it earlier, because it would have completely changed the way I approached making music. Instead, I took up the challenge to become good in music. But no matter how good I became, I was always compared to my father. Being a teenager who wants to make his own way, it was not motivating to get on stage and be introduced as the son of Conny Jackel.

I was not old enough or established enough to stand that, so I made a decision not to pursue music as a profession. But I was still struggling with school for the reasons mentioned before.

My parents were kind enough to do a little bit of intelligence testing with me, and it turned out that I had a fairly high score. So my lack of success was not due to a lack of intelligence. Instead, I wasn't able to succeed at school because I was struggling with myself. I couldn't figure out what I was supposed to do.

So I stopped going to school and started an apprenticeship. I learned about electric installations such as bulbs and switches in people's houses. I did



that for three years and, in hindsight, it gave me a lot of experience in the way people cooperate in a service-oriented business. It also made me understand that learning is meant to be applied to real life. I understood that mathematics is not just theoretical but can be used practically. Also, it gave me a bit of a timeout when it came to music.

I went back to school after my apprenticeship and started what should have become a rather successful management career.

I graduated from a professional high school, then started studying electronic engineering and data processing. I joined a company as a working student doing basic research for GUI (graphic user interface) software development.

I moved to the United States, worked with SUN Microsystems to understand their new X Windows library and returned to Germany to develop the new version of the GUI of our computer-aided design software—CALAY Systems. I'll never forget those creative early days of my career.

Then my company was sold to Siemens, as a result of which I came into contact with the culture and processes of a large (and, in those early days, typically German) worldwide corporation. I became a confirmed project manager; later on, I helped others develop the skills for project management.

I moved away from Siemens to become a software manager at the US company ScanData, specializing in

high-speed scanning and the processing of paper-based receipts. The next step was moving to EDS to become the manager of an IT infrastructure support team. After that, I moved forward to Aspect Communications where I took on the role of application consulting manager. Aspect Communications was a US company making high-end call centre telecommunications hardware and software. I was running the team of application programming specialists who helped companies configure the software to their call centre business.

While running that team of consulting specialists, I also built up a training centre providing customized and open courses to our clients. We started with €50,000 in training revenue and increased business by 1,000% over the course of just two years.

After those early days in software development, which truly was a passion of mine, I became what is often called a job-hopper. While gaining so much experience in different industries and management roles, I finally realised that what I actually liked most was not doing the tasks itself, but getting the right people together in a team to do the tasks.

Whenever I took over a new role and set up teams and projects, I literally made myself redundant. It made me come to the conclusion that, instead of running teams and operations myself, I had to look for a role that would incorporate my nature. This idea led into a job with the consulting firm, Perot Systems, where I became the people development manager for Europe.

My job was primarily to recruit people for the various projects we had.

This was my career trajectory, in the course of which I gained a lot of knowledge. I'm glad to have gained so much work experience because it gave me a lot of insight into business and management, which is an important part of my personal portfolio. But the reason I tell you all this is a different one because my initial business experience also led me into running Drum Cafe and everything else that I'm going to tell you in this book.

I was earning quite a lot of money. During that business career, I also got married and had two beautiful children. Whenever someone asked me about my life, I responded that it was brilliant—look at what I've achieved, look at what management position I've climbed up to.

There I was, at 28, wearing a suit with a gold watch that I had just bought. I had a BMW that actually looked far too big for me. If I look back at pictures of those days, it makes me laugh. I was not myself. I was the perfect incarnation of a “successful manager.”

But I was also frequently ill. I had severe back problems every now and then, and I was not really into my family.

I was successful because I had turned into an opportunistic performer. But I was absolutely disconnected.

And I didn't know it. If someone had asked me if

everything was all right, I would have argued any concerns away. The illness that I had, the back problems that appeared, the private challenges that came up, well, that's the way it is, that's the way it works. So I tricked myself, and I set achievement over being.

I lost my connection to my inner wisdom and the people around me, but I was very successful in the material world.

It is now important to me to be able to point out that I was not able to recognize how unhealthy the situation was. The hamster wheel truly looks like a job ladder when you look at it from the inside. And given how busy I was, I would have been in there forever.

The change had to come from the outside. And it occurred when my first wife separated from me in 2002.

Remember how we learn best? By experience!

Thinking might be the most noble path towards learning, but it requires a great deal of practice. And even then, thinking does not necessarily lead you straight into subconscious issues. Even if you get to that point with thinking, it requires a lot of courage to put any changes into practice.

Given that thinking is difficult to put into practice, most real change comes from outside pressure, instead of inside awareness. It seems as though this whole planet needs to be attacked by aliens before it recognizes how amazingly ridiculous our childish

fighters are!

When I got my wake-up call, everything I took for granted was now in question.

I had to rethink. Driven by the implications of a separation, I was open enough to reconsider music and what I could do with it. Could I play music to enjoy myself, calm myself and get back into balance? Or would I continue *not* to make music because I thought I was not good enough? I decided on the former and started making music. I built my first small audio studio where I could record music.

This was the turnaround that helped me to reincorporate music into my life. It led me into creating a novel version of recruiting, using music. It led me to become a partner at Drum Cafe, to found the Drum Cafe Academy and to earn my living with a business that allowed me to make music with hundreds of thousands of strangers.

In the 16 years since those days of unexpected change, I can count the number of times I have been ill with the fingers of just one hand! And I can count the number of times I had problems with my back with even less than that.

The experiences of one person may not be enough to conclude that there's a causal connection between the way you run your life and your state of health. But it made me think about the bonds of the early days and understand how they get eroded with success and possessions. And it made me realise that possessions

always possess you. We can't connect with possessions, only with human beings.

Take the example of the house that you live in. Many people in the world buy a house to live in and then they think, "Well, I've invested so much money. This is it. I love my house. I want to be here." But if that house starts to possess you and makes you feel like you're never going to move out until you die, then it might become a golden cage one day. It might get to the point where you would rather separate from your partner and save the house instead of keeping your partner and getting rid of your house for a better quality of life.

It's the same thing with success. The more successful you are, the more you have to lose.

Freeing your mind is difficult if the mind is bonded to objects and status.

The one thing that I want to make you understand is the possible loss of connection while seeking success. We, as human beings, are hardwired for togetherness; that is what we're born for. But the culture we live in nowadays is built to disconnect.

We need to take into consideration that the ego and cultural conditioning work against connectedness. There is a great opportunity in recognizing the meaning of music and reshaping our relationship to music. It can help us experience connectedness, making us aware and helping us reconnect with people.

Barenboim once said, “In many ways, music is the best school for life, really. And yet, at the same time, it is a perfect means of escape from the world.”

To him, the duality of music makes it a paradox. To me, it’s only logical because to really understand life, you need to look at it from a distance, not from inside.

It helps to understand that by making music together, we feel connected and escape normal day-to-day activities. Plus, we also have a great way to understand what is happening between us.

You may say, “But that’s the way the world works. We just have to deliver. There’s no reward for being kind to each other and group-thinking. We are judged individually, so we have to perform.”

It’s true that the world used to be that way, and it still may be true. But the world is also changing.

One amazing gift that I received from attending thousands of corporate events is that I got to listen to so many famous speakers. And there was a commonality between their speeches about what is happening in this world. The world is undergoing massive change. People talk about globalisation, digitisation, the internet of things, automation, industry 4.0 and the volatile, uncertain, complex and ambiguous (VUCA) world nowadays. That world is here. And it’s getting more demanding.

Some critics say that change was always happening, maybe on an even bigger scale than today. Take Germany as an example. If someone was born in 1900

and lived a long lifespan, then this person experienced several changes in political systems as Germany went from being an empire to a republic to a dictatorship and finally, to a democracy, while undergoing two truly disruptive world wars.

The monetary system changed six times, starting with the Mark and ending with the Euro. I don't even want to start with all the massive technological achievements in transport, industry, communication and media as the list would become too long.

So what's the difference between the last century and this one? The earlier change was massive but extremely concrete and coherent. People were all in the same boat, facing changes of global magnitude together.

Today, we are faced with diverse challenges at all levels, an occurrence which is changing our businesses and personal lives at a speed and a level that never existed before. With all the freedom and choice of today's changing systems come a completely new level of responsibility and pressure on the individual. The things that worked in the last century will not work in the future. The skills required to deal with the future are different from those we used in previous centuries. We need to open up our toolbox and acknowledge and appreciate what we have learned so far but also consider more.

The best way to experience, the best way to achieve and the best way to go through hard times is by doing



it with other people whom you feel connected with. This sets the groundwork for the social intelligence required in the future.

Think about how connected you are today—to yourself, your body, your partner, your kids, your family, your friends, your neighbours, the community you live in and the world.

Listen carefully to your initial thoughts.

Don't limit your assessment to your professional links i.e., your colleagues, your team or the people you report to. These are important as well, but, at this time, it is more important to have a holistic view. Often, our focus is only on business connections. Once that becomes a strong area, it is likely that you will get out of balance in terms of connectedness to yourself and your social life.

You may think about whether you are taking ownership of your life and your responsibility to get that right.

You may assess your health by recalling the average frequency with which you pick up a cold, any back problems, headaches, blood pressure fluctuations or problems with being overweight. Your body always tells you a story. If these things are present, then there is a story behind them.

You may also apply these ideas of health assessment to the organization that you lead.

When I ask people to evaluate their level of

connectedness, I instantly hear them say, “But there are things that must be done alone. Connectedness is not everything. There are things that are only achievable if I separate myself and focus.”

Yes, there are.

There is a nice African saying that provides a lot of guidance about what to do when: “If you want to go somewhere fast, you had better go alone and run. If you want to go far in life and complete a long-lasting journey, you had better go together with other people.”

That is the balance that we all need to seek.

Sooner or later in this world, we are all told that we need to become successful. But what you need is to remain connected.

The rhythm of that heartbeat in the belly of your mum is the first thing that you heard in life. It is no wonder that a rhythm can reunite you.

It is no wonder that the rhythm of making music reunited me with myself. And it is no wonder I use the Drum Cafe rhythmic experience to help my clients transform from a company to a community.



How can we change for the better? To change for the better, we need to change our behavior. So the question then becomes: how can we change our behavior? The answer: by a change of experience! The more unexpected the experience, the more we are able to generate massive change.

In this must-read book, Matthias Jackel shares his experience from thousands of interactive drumming events and workshops with almost a million participants joining in unintentionally. His events were mostly booked as a surprise by organizations, groups and companies for their teams. No matter how sceptical the audience was, the event always turned out to be an amazing success for a deeper reason which will be revealed within these pages.

The event served a basic human need and became a point of reference to the audience which started associating it with a feeling of connectedness. This in turn brought about an increased standard of living in their communities. Matthias Jackel understands that music was not created by human beings merely so that they could excel at it.

It was created to unite us in feeling something as a community. It changed the author. It changed many audiences. It invites the reader to change, too.

## ABOUT AUTHOR

**Matthias Jackel** is married with three daughters and one son. Born in 1966 to the family of a famous jazz musician, he began playing piano at age 7 and drumming at 14. At 16, he started working as an electrician, then studied engineering and dropped music at the age of 20.



He gained business experience in various industries and markets, working as a software manager, IT manager, consultant and, finally, the European people development manager in a US consulting firm.

Despite business success, he found himself falling short as a person. He literally turned from a human being to a human doing. He returned to music at the age of 35 and ended up making music with over 800,000 people in his own 7-digit business by 2017.

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