

DR. VEIT ETZOLD

Strategy > Storytelling > Transformation

EXPERT AND SPEAKER ON STRATEGY AND STORYTELLING



To Tell is to Sell – Storytelling for Managers

Storytelling Seminar with Dr. Veit Etzold, MBA

OBJECTIVES OF THE PROGRAMME

- Goal** Empower executives to communicate changes in the company proactively, to send out consistent messages and to arouse enthusiasm in their staff for change and innovation. Encourage employees to become 'agents of change' by helping them understand changes in strategy.
- Duration** One day
- Target group** Teams of executives from various fields who want to communicate changes in the enterprise to their fellow members of staff or want to sell high-margin and/or non-tangible products.
- Outcome** The outcome of the seminar is a concise text (plus images and props) which helps the leading executives to anchor the respective change situation in the minds of staff members in a vivid, lasting and comprehensible way. This enables them to see their active roles in the story instead of feeling like pawns in an organisation chart.
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Why Storytelling?

What managers can learn about communication from bestselling authors and Hollywood movies

- Business executives spend 80% of their time on communication. However, most of it does not stick in the mind of the audience. Why is this? Because we have forgotten the art of telling good stories. Something we are all capable of, because human beings are natural storytellers.
- There is practically no better way to explain a strategy and to communicate than to tell a story. Why is that? Because strategy is the path to the goal in the battle with the competition. The story follows the hero's path to the happy ending in his battle with the "villain".
- This one-day seminar familiarizes the executive teams with the core elements of storytelling. It demonstrates how the success factors employed by bestselling authors can be applied to tell your own story and to explain complex matters simply. The main focus of the workshop is on practical application and practicing of storytelling.

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The three success factors of a good story

Factor 1: Man as a storyteller – why stories are more effective and convincing

Man has been in the habit of thinking in images and stories since time immemorial. In contrast, the clinical and sterile PowerPoint-style of communication has only been prevalent for around 30 years and is therefore not granted entry by the “doorkeeper” or “bouncer” in our brain. That is why most of the audience nod off to sleep during presentations, whereas they read Dan Brown up to three o’clock in the morning even when they have to get up early the next day. The reason is that reports are in themselves boring whereas stories are interesting. This is why gossip and rumours travel further and reach more listeners than memos and fact-heavy in-house emails. Or to put it another way: if you have no story to tell, someone else will tell your story.

Factor 2: The first impression counts – the magic of the beginning

“You never get a second chance to make a first impression” is how the saying goes in management and especially in human resources. But this does not seem to apply to corporate communications. The opening sentence of an image brochure or a mission statement is often so boring, interchangeable and vacuous that these pathetic efforts can safely be dismissed as non-prescription sleeping pills. But those who do not arouse interest at the start of the story will lose out for good.

Factor 3: Hero and villain – drama and urgency in a story

The hero and villain appear in all good stories, but rarely feature in corporate communications. Every story needs a hero. And every hero needs a villain. No Adam and Eve without the Devil, no Luke Skywalker without Darth Vader, no Superman without Lex Luthor.

Yet in business, communications frequently take place as though no hostile threats were on the horizon. The members of staff know better, leading them to indulge in gossip (and pointing at bad guys), and sometimes to cynicism. Good storytelling helps companies to openly address dangers that confront them without lapsing into cynicism. And it can offer a solution – the happy ending!



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Typical agenda for a one-day storytelling seminar

Block I: People As Storytellers

- Participants present their current communication challenges
- Why stories are exciting and facts are boring
- “Message and Messenger” – tell your story: how did you come to join your company and why are you the right person for the position you hold?

Block II: The Magic Of Beginnings

- Why the beginning has to be convincing and how to write the “jacket blurb” for your story

Block III: Adding Drama To The Story

- The hero and the villain: how to position oneself as the hero and deliverer of the “happy ending”
- “Situation, complication, solution” – developing the climax of the story and the call-to-action

Block IV: the story album

- How to find a good story in different subject areas
- Which story, movie or scene fits you best? Which story, movie or scene do you identify with?
- Formulating the overall story for your communication challenge

This agenda is naturally only an example. We will gladly adjust the agenda to suit your individual needs.

Lecturer Dr. Veit Etzold, MBA

Dr. Veit Etzold is a **speaker, consultant and lecturer** for **strategy and storytelling** for international companies and the **author of bestselling thrillers**. His latest thrillers **“Final Cut”, “Seelenangst/Agony”** and **“Todeswächter/Guardian of Death”** were listed in the bestseller chart of the magazine **Der Spiegel** for several weeks and were translated into seven languages. His book **“Storytelling for Managers”** was “Career Book of the Year 2013”.



Dr. Etzold has worked for **Allianz Group, the Boston Consulting Group, Booz & Company** and **ESMT, European School of Management and Technology**. He is also the author of diverse prize-winning case studies for MBA programmes.

Dr. Etzold studied in London and Munich, completing a doctorate in media sciences on the subject of the film “Matrix”. He holds an MBA from the **IESE Business School**.

The focus is always on the practical applications of stories: Publications on storytelling by Veit Etzold

Essay:
„Storytelling in Consulting“
Harvard Business Review
(Germany)



Book:
“Storytelling for Managers”,
Wiley, 2013



Essay:
“Jaws in Space”,
European Financial Review



The equity business needs stories, too:

Buyers and investors pay more for a company if they buy the story!

Because to tell is to sell!

Equity Storytelling by Veit Etzold, together with Thomas Ramage (Brand Eins, The Economist) shows you how to increase the value of your company with the right equity story)

Essay: European Financial Review "To Tell is to Sell", June 2014 (English)



Equity Storytelling – To tell is to sell
By Veit Etzold and Thomas Ramage

Insurers pay more for a company, when they buy its story. In their book Equity Storytelling, management consultants Veit Etzold and Thomas Ramage demonstrate how a good story can boost the value of your business.

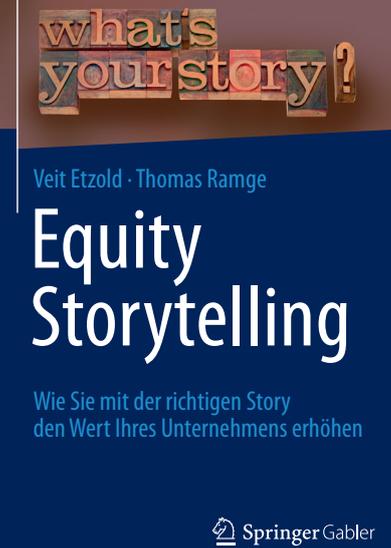
Why is that? The simple answer is because we live in a story-driven world. Every grandparent knows that a good story never gets old. It's happy, straight to the heart. After every morning, the figures in the USA tell each other the stories they have just experienced. And time is officially allowed for that because the storytelling exercise is modern knowledge management with age-old roots. Things were the same with the years since the first story was told in the Stone Age. Just that the protagonists in the stories, mammals and other beasts, were rather different.

Man is born storyteller, a fact that can be proved by brain research. In the brain there is a kind of house, a doorman which filters out unwanted information. It is known as the amygdala. The amygdala has a pretty demanding job. In no other context are stories more valuable than with venture capital, private equity, mergers and acquisitions and stock market flotations.

The value proposition of equity storytelling can be summed up in three sentences:

www.angelsandinvestors.com

Book: "Equity Storytelling", Springer Gabler, 2014 (German)



what's your story?

Veit Etzold · Thomas Ramage

Equity Storytelling

Wie Sie mit der richtigen Story den Wert Ihres Unternehmens erhöhen

Springer Gabler

Other management publications by Veit Etzold in the Business Strategy Series

Strategy Stories and Metaphors, 2008

Metaphors in strategy
Veit Etzold and Ted Buswick

Metaphors in strategy

How metaphors work

Global presence

St. Paul as a Powerseller, 2009

St Paul as sales strategist: an essay commemorating the years of St Paul, 2008/2009
Veit M. Etzold

Business strategies know that there is no need to ask the right questions about their own business. But there is a danger in the ideas that otherwise may never occur to them: strategy metaphors contain discipline that all the glances have no alternative for an individual company, but imply questions that could be valuable for it. And so the danger becomes a virtue.

Global presence

Manager Types According to Shakespeare, 2011

Power plays: what Shakespeare can teach on leadership
Veit Etzold

Introduction

The world as a stage

Shakespeare as a metaphor

Knowing how to write captivating stories: Thrillers by Veit Etzold have been translated into more than seven languages and have sold over 300.000 copies.

“Final Cut”,
Spiegel bestseller,
May 2012



“Seelenangst/Agony”,
Spiegel bestseller,
August 2013

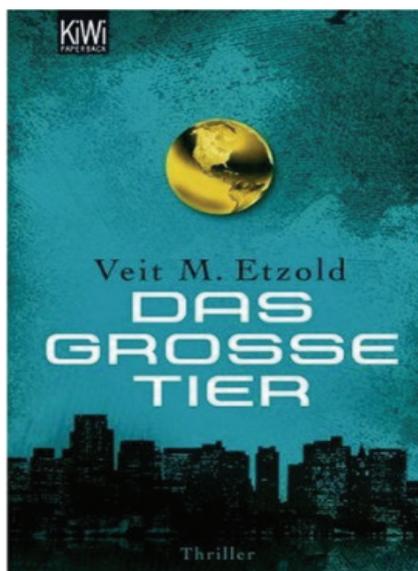


“Todeswächter/Guardian
of Death”, Spiegel bestseller,
August 2014



More thrillers, 2010-2013

“Das Grosse Tier/
The Great Beast”,
2010, finance thriller



“Spiel des Lebens/
Game of Life”,
2012, all-ages thriller



“Spiel der Angst/
Game of Fear”,
2013, all-ages thriller



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