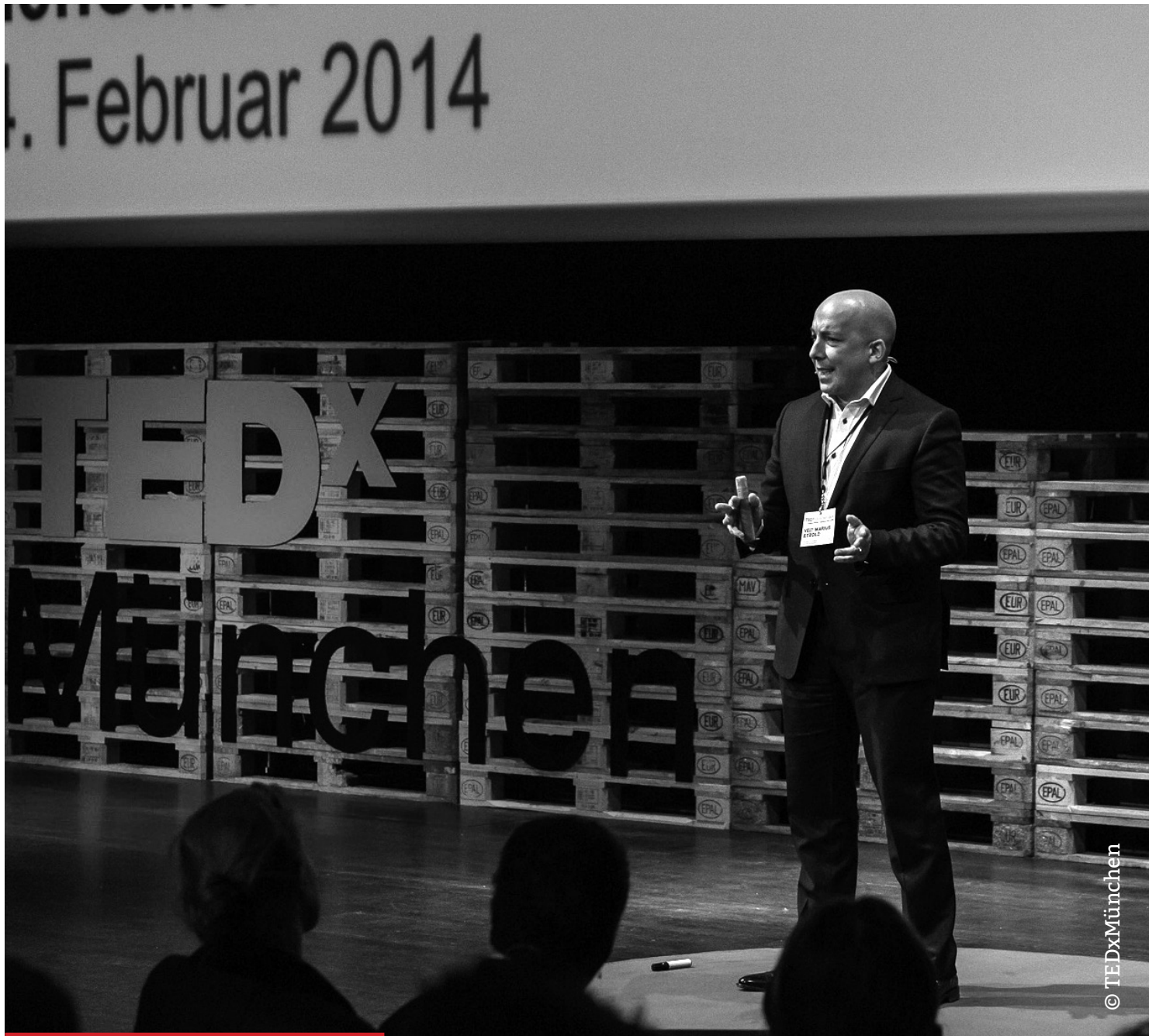


# DR. VEIT ETZOLD

Strategy > Storytelling > Transformation

EXPERT AND SPEAKER STRATEGY AND STORYTELLING



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The right goal –  
The right story –  
The right way

# STRATEGY + STORY = IMPLEMENTATION

*Strategy is the way to achieve your goals  
in combat against the competition.*

*A story is the way the hero reaches a happy end  
in combat against the villain.*

*That's why a story is the best way to explain  
a strategy. And thus it is the first step towards  
its successful implementation.*

Dr Veit Etzold – Expert for Strategy and Storytelling

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## **Dr. Veit Etzold**

**15 years' management experience**

in multinational corporations and consulting companies

**16 books published in seven countries**

with a total circulation of more than 300.000 copies

Dr. Veit Etzold has many years' experience working for various large companies, start-ups, in management consulting (Boston Consulting Group), as well as in management training (European School of Management and Technology, ESMT). He is also a successful author of non-fiction books and thrillers, a contributor at Harvard Business Manager and a sought-after keynote speaker. Dr Etzold holds a PhD in media studies and an MBA from the IESE Business School.

# Keynote topics

## **Strategy, Impact, Implementation:**

The world has a problem. Most companies are failing or struggling in three aspects of their strategy: the strategy itself, its story and its implementation. The reason is that nowadays leaders are not defining clear goals, not communicating how the company has to put the strategy into effect and, ultimately, not seeing the impact of their ideas. In brief, the strategy is unclear and so is its impact and implementation. And that makes it one of the biggest challenges that today's managers are facing.

In his keynote, Veit Etzold shows managers how to combine these three subjects to develop a holistic corporate image and enables them to present their 'change story' in a way that can not only be easily understood by everyone but also sustainably implemented. Etzold shows how a strategy can come off the drawing board in the executive floor of a Frankfurt skyscraper and be found again on the last shelf of the assembly line of an Indonesian packing station and still be the exact same story.

The keynote shows the best ways to develop clear corporate goals and strategies, how to communicate them sustainably and how to anchor them effectively in the company.

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## **Strategy and Storytelling:**

Every strategy needs the right story. Just as the strategy defines the path to the goal, the story defines the way from the beginning to the happy end. If you can tell stories you have a clear advantage when it comes to complex turnarounds, change initiatives or the sale of high-priced products and services.

Stories are simple, attract attention and stick in the audience's mind. Furthermore, everyone is a storyteller. Ever since ancient times, people have told stories describing the 'best practices' that helped them secure their survival. That's why the bouncer at the door of your brain lets stories in immediately, while PowerPoint-style fact-heavy communication must wait outside.

The keynote conveys how leaders can use storytelling to sell their strategy, their products or their ideas better, more effectively and more easily. (Based on Veit Etzold's book 'Der weiße Hai im Weltraum – Storytelling for Managers', 'Jaws in Space – Storytelling for Managers')

## **This keynote presentation is also available focused on the following points**

- **Storytelling in Sales**
- **Equity Storytelling** – How to raise your company value with the right story. (Based on Veit Etzold's book, with co-author Thomas Ramge, 'Equity Storytelling')

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## **Strategy and the Story of a Crisis:**

The financial crisis: how it started – and why it is not over yet.

The financial and economic crisis has held the world in its firm grip for years. How did it come to be? What were the real origins? Why can't politicians find a solution? And what should we prepare for? Can we hope for a happy end or is the worst still to come? The uncertainty is aggravated by the failure of politicians to give citizens clear and understandable explanations for the crisis, the advantages or disadvantages of a monetary union or how their rescue programmes are meant to work.

This presentation tells the whole story – starting with the origins of the crisis and showing whether we can expect a happy end and what we need to do to reach it. (Based on the book by Daniel Stelter, Veit Etzold & co-authors: 'The Trillion Debt Bomb')

# Publications by Veit Etzold

**Der weiße Hai im Weltraum,  
Jaws in Space – Storytelling for Managers,**  
Wiley VCH Verlag, September 2013

## Reviews:

- Top 10 career books of the year in Hamburger Abendblatt 2013
- 'A good story is a gold mine. Etzold's is called *Story*', Hamburger Abendblatt, 01.11.2013
- 'Etzold teaches the basics of storytelling in an entertaining way. It's a story worth passing on.', Harvard Business Manager, December 2013
- Featured by Managementbuch.de in the 'Communication' category

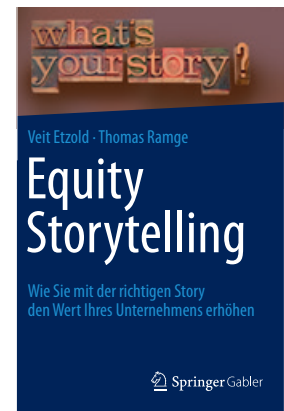


**Equity Storytelling – Think, Tell, Sell: How to raise your company value with the right story.** Based on 'Equity Storytelling', by Veit Etzold and Thomas Ramge. (Economist, Brand Eins), Springer Gabler, February 2014

**Die Billionen Schuldenbombe, The Trillion Debt Bomb – How the crisis started and why it is not over yet,** with Daniel Stelter, Ralf Berger, Dirk Schilder, Wiley VCH Verlag, April 2013

## Reviews:

- 'The book explains in simple words the complex causes of the financial crisis', Neue Zürcher Zeitung, 24.06.2013



## Essays by Dr. Veit Etzold:

- 'What convinces customers?', Harvard Business Manager, October 2013
- 'Jaws in Space – Why storytelling is important', European Financial Review, August 2013

## Thrillers

Communicating strategy also means being able to speak and write engagingly. Veit Etzold's thrillers, such as 'Final Cut' and 'Seelenangst (Agony)', have all been on the Spiegel bestseller list for weeks and have been translated into several European languages. Filming will start in 2014/2015.

**SPIEGEL**  
Bestseller





# Keynote Speaker Dr. Veit Etzold

**Strategy:** Dr. Veit Etzold worked for many years at the Boston Consulting Group and its Strategy Institute as a consultant in the field of banking and insurance. He holds a PhD in media studies and an MBA from the IESE Business School.

**Storytelling:** Dr. Etzold is the author of several books about communication and storytelling, which were published by Wiley and for the Harvard Business Manager. The effectiveness of his language is also demonstrated in bestselling thrillers such as 'Final Cut' and 'Agony', all of which have stormed the Spiegel bestseller list and have been translated into more than six languages.

**Transformation:** Dr. Etzold has worked as a manager in media management (Bertelsmann), start-ups, banking (Dresdner Bank, Allianz) and in management consultancies (BCG, Booz & Company). He provides advice to numerous companies in Germany and around the world on the formulation and implementation of strategies and is a sought-after keynote speaker.

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**Clients:**

Allianz  ASHRIDGE  BAIN & COMPANY  BCG  THE BOSTON CONSULTING GROUP

BertelsmannStiftung  BERTELSMANN  booz&co. 

 COMMUNICATION NETWORK CONSULTING Dräxlmaier  Dresdner Bank Die Beraterbank EnBW 

LEAD  MERCATOR CAPACITY BUILDING CENTER FOR LEADERSHIP & ADVOCACY McKinsey&Company  METRO partake  BUSINESS INNOVATION VORWEG GEHEN 

 Stiftung Mercator  TÜVRheinland® Genau. Richtig.  WIRTSCHAFTSRAT Deutschland Stiftung 12°  Deutsche Unternehmer für Klimaschutz

**Lectureships:**

esmt  **ESMT** European School of Management and Technology, Berlin

 **IESE** Business School University of Navarra **IESE** Business School, Barcelona

 **HHL** LEIPZIG GRADUATE SCHOOL OF MANAGEMENT **HHL** Leipzig Graduate School of Management, Leipzig

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