



BEYOND STORYTELLING

THE CONFERENCE ON NARRATIVE WORK AND STORYTELLING IN ORGANIZATIONS

HEIDELBERG
MAY 19 + 20, 2017

Location: DEZERNAT 16
Emil-Maier-Strasse 16, 69115 Heidelberg

BEYOND STORYTELLING FOCUSES NARRATIVE APPROACHES AND WORKING WITH STORIES IN:

DIVERSITY & CONFLICT MANAGEMENT
ORGANIZATIONAL DEVELOPMENT & CULTURAL CHANGE
LEVERAGING FORMAL & INFORMAL LEARNING
NEW LEADERSHIP & MANAGEMENT PARADIGMS
ACCELERATION OF KNOWLEDGE TRANSFER
PEOPLE ENGAGEMENT, COMMUNITY BUILDING &
SENSEMAKING IN GROUPS
COMMUNICATION & BRAND MANAGEMENT

KEY NOTE SPEAKERS:



MARY ALICE ARTHUR

Story Activist

Get Soaring



PETRA SAMMER

Partner | Chief Creative Officer

Ketchum Pleon



MICHAEL MÜLLER

Researcher, Lecturer, Consultant

Mueller & Kurfer

TARGET GROUPS:

People in leadership roles, Coaches and organizational development experts, Marketing and Communication professionals, Human Resources, Knowledge and e-learning experts

INGREDIENTS

KEY NOTES

Inspiring voices will share their visions and ideas in working with stories in organizations and beyond. The key notes provide inspiration, a shared language and serve as a kickstarter to spark conversation and exploration.

LEARNING JOURNEY

The learning journey forms the backbone of BEYOND STORYTELLING and guides you through the conference. In short plenary sessions, we will experience the power of narrative and storytelling tools in a large group.

OPEN SPACE

On Saturday, we will share, collect and harvest our experiences in working with stories. While structured in the methods used, the contents of these sessions will be open to the input of all participants to explore specific questions, share experiences and deepen the networking..

WORKSHOPS

In the workshops we explore practical methods and frameworks to work with narratives approaches in different fields. Experienced practitioners will provide insights into their toolboxes and assignments, providing a rich and deep field of experience for you to dive into. The workshop will run in parallel sessions. 6 workshops on Friday, 6 on Saturday.

PROGRAM FLOW 09:30 - 18:00

WELCOME COFFEE

09:30

OPENING

10:00

OPENING - JACQUES CHLOPCZYK

LEARNING JOURNEY PART 1 - STEPHANIE BACHMAIR

KEY NOTE - MICHAEL MÜLLER

LEARNING JOURNEY PART 2 - STEPHANIE BACHMAIR

LUNCH

12:30

WORKSHOPS IN PARALLEL SESSIONS

14:00

-ENTERING THE TACIT DIMENSION OF KNOWLEDGE
NARRATIVE METHODS IN KNOWLEDGE TRANSFER
CHRISTINE ERLACH  

-HEROES AND HEROINES: A DEEP DIVE IN THEIR JOURNEYS
UTE CLEMENT  

-NEW MODELS FOR STORYTELLING - WHAT'S NEXT?
ARNO ASCHAUER 

-STRUKTUR UND DRAMATURGIE IN
VERÄNDERUNGSPROZESSEN: DAS HELDENPRINZIP®
NINA TROBISCH 

-CLIMBING MOUNTAINS. MOVING MOUNTAINS - CULTURE
CHANGE FROM A NARRATIVE PERSPECTIVE
WOLFGANG TONNINGER  

-RE-AUTHORING LEADERSHIP
CHENÉ SWART 

DAY 1 - FRIDAY

MAY 19TH 2017

NETWORKING AND REFRESHMENT BREAK

16:00

OPEN FORUM

16:30

KEY NOTE - MARY ALICE ARTHUR

LEARNING JOURNEY PART 3 - STEPHANIE BACHMAIR

KICK-OFF OPEN SPACE - CHRISTINE ERLACH

PARTY

AFTER 19:30



DAY 2 - SATURDAY

MAY 20TH 2017

PROGRAM FLOW 09:00 - 17:00

OPENING

09:00

KEY NOTE - PETRA SAMMER

LEARNING JOURNEY PART 4 - STEPHANIE BACHMAIR

OPEN SPACE

10:00

OPEN SPACE - CHRISTINE ERLACH

HARVESTING - JACQUES CHLOPCZYK & CHRISTINE ERLACH

LUNCH

12:30

WORKSHOPS IN PARALLEL SESSIONS

14:00

-LET'S DE-CONSTRUCT GENDER - DOES GENDER DIVERSITY NEED DIFFERENT LEADERSHIP NARRATIVES?
ANGELICA MARTE & MICHAEL J. MÜLLER  

-CHANGE-PROZESSE UND DAS „UNTERNEHMEN IM KOPF“ EXPLORING THE “COMPANY IN THE MIND”
MICHAEL MÜLLER 

-TRANSFORMATIONEN VON ORGANISATIONEN UND KULTUREN / THE PROJECT OF CULTURAL TRANSFORMATION: ON ORGANISATIONAL REORGANISATION
HANS GEISSLINGER & STEFANOS PAVLAKIS 

-LET'S MAKE “LOV-E & CAR-E-OSITY” A BLENDED MODEL FOR ORGANIZATIONAL LEARNING
YANNIS ANGELIS 

-THE BIGGER PICTURE - POWER OF VISUAL STORYTELLING IN INTERCULTURAL COMMUNICATION
JOANNA SELL  

-NARRATIVE BRAND MANAGEMENT & STRATEGIC STORY CONCEPTION
MARCO RUCKENBROD  

NETWORKING AND REFRESHMENT BREAK

16:00

CLOSING

16:15

LEARNING JOURNEY PART 5 – STEPHANIE BACHMAIR

CLOSING & FAREWELL

UNTIL 17:00



**EARLY BIRD TICKETS NOW ON SALE
FOR € 650 + VAT
UNTIL MARCH 31, 2017**

REGISTER NOW

<http://www.beyondstorytelling.com/registration3>



Need more information?
info@beyondstorytelling.com

