



Communication solutions with stories for complex, controversial and abstract projects

For example

- large scale cultural change in telecommunication industry
- linguistic project (expo.02 Switzerland)
- story communication for a controversial biotechnology project genetically modified micro organisms
- cultural change in after merger integration printing industry
- external and internal strategy-communication
- feasibility study for a transportation company
- narrative testing for strategy and change projects

Why narratives?

High authenticity and credibility with personal stories and storytelling

Successful combination of strategy, brand management and communication

Large scale communication by means of documentary film and multi media production

Improvement of change processes by means of authentic and credible communication proceedings

Synchronization of the different time lines of change all over a corporation

Commitment and identification of the critical mass with objectives and advance of change processes

Sustainable results linking organizational, social and cultural aspects of change

New and major entrepreneurial projects and the change processes do not arise out of a "Big Bang". Rather they are contained as potentials in the cloud of evolutive progression. Not following this path of evolution, you will loose the hearts and minds of the people involved. Who sets targets only top down generates diverse and often dysfunctional results. If important "perspective-owners" and opinion leaders – parties directly or indirectly affected by the project – are excluded from the communication processes, resistance and zynisme are emerging thus endangering success of the project. About 70 percent of major change initiatives fail. – In the worst case the project has to be stopped.

Narrative solutions for complex, controversial and abstract projects answer to the specific process demands

- the evolutive character of project communication
- the emotional involvement of affected people
- the high quality needs of large scale and public communication
- narrative didactics of presentation and information

Let's make a good story!

To meet these sublime claims authentically and credibly, we focus on – following the old Indian practice of storytelling - "The Good Story". In stories people find identity, timelines, roles, protagonists, themes and contents of efficient change. The good story is the heart of any successful communication.

Tools and services include story management, movie, multimedia and information technology. The "Good Story" serves as the framework due to its high level metaphorical potential for business impact. Here you find the "heroes", "adventures", "cultural values", "patterns of success" and "meaning" for corporate life.



"Let's meet in the space of narratives!"



Michael Loebbert

Ist is a leading expert for narratives applied for change in organizations. He has 20 years of experience in coaching and consulting change management and organizational development. His customers are international corporations, social enterprises and mid size firms in supporting major corporate change initiatives. He published specialist books "Story Management – how to make a good Story out of it" (2003), "The Art of Change – leading organizational Change" (2006) and "Culture decides – the change of cultural patterns in organizations" (2009).



Michael holds a Ph.D. in analytical philosophy and action theory, a master degree in educational science and adult education / organizational learning / action research. He had further training in organizational psychology, business management, systemic management, systemic consulting and coaching. He is partner of Systemic Consulting® Network in Berlin and member of the European Business Ethic Network (EBEN).

Werner Beda Meier

is a gifted storyteller for business needs. With his large cultural background and business experience he is a living source for metaphors and stories enabling change and success. He developed the method of evolutive communication as a systematic and natural approach for achieving results with the different stakeholders and often controversial perspectives in large scale and abstract projects.



Werner Beda has been working for 14 years in the informatics department of a global playing pharmaceutical company in Switzerland. After he has left the company he became an entrepreneur and was in leading positions in different software and consulting companies. Werner Beda has implemented large-scale software solutions; he contributed with high level consulting skills to accelerate the decision finding processes within mission critical tasks covering horizontal as well as vertical solutions across diverse business branches.

N.N.

In our projects we work together with further professional experts and artists, cartoon, film, theatre.