

# NARRATIVE ORGANIZATIONAL DEVELOPMENT

Training course with university certificate



USING STORYTELLING, STORYLISTENING AND OTHER  
NARRATIVE METHODS TO DEVELOP, CHANGE AND  
MAKE A COMPANY FUTURE PROOF

[www.narratives-management.de](http://www.narratives-management.de)

„If... social communities are communities of resonance, ... they are, above all, narrative communities, which have a common repertoire of stories that generates resonance and guides their actions.“

Hartmut Rosa, Sociologist

## **NARRATIVE ORGANIZATIONAL DEVELOPMENT USING NARRATIVE METHODS TO UNDERSTAND, CHANGE AND DEVELOP ORGANIZATIONS.**



### **TRAINING ON A SCIENTIFIC BASIS**

Based on the findings of brain research, narrative psychology, system theory as well as organizational and social research, this training course provides participants with the perspectives and methods necessary to transform companies into narrative organizations.

The focus is always on maintaining the future viability of companies. After all, only an organization in resonance with its employees, partners, customers, and markets can react quickly, agilely and successfully to changes.

Knowing the stories and narratives told in these „resonance rooms“, being able to lift the knowledge hidden within and put it to use - these are central prerequisites for an organization that aims to become narratively intelligent, resonant and as a result future

### **NARRATIVE WORK IS THE PREREQUISITE FOR AGILITY, TRANSFORMATION, INNOVATIVE POWER AND FAST RESPONSE**

#### **TARGET GROUP**

Consultants for organizations and management, organizational developers (internal and external), HR professionals, managers.

#### **PRACTICAL TRAINING WITH AN UNIVERSITY CERTIFICATE**

The training will consist of 11 mandatory digital zoom sessions (4 - 6 hours each). Its successful completion is confirmed by a certificate from the Media University Stuttgart.

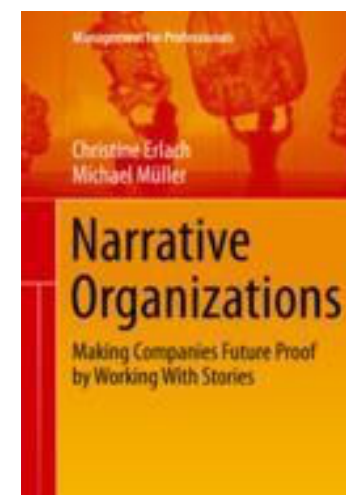
as a „storylab“: all contents are taught in a practical way and can immediately be integrated into the participants' concrete field of work.

The book by Christine Erlach and Michael Müller on narrative work in companies:

**„Narrative Organizations. Making Companies Future Proof by Working With Stories.“**

Available on Springer.com:

<https://www.springerprofessional.de/narrative-organizations/18220484>



Organizations are narrative systems: Narratives (i.e. imprints and thought processes in the form of stories) are underlying many communicational acts as well as the way employees and managers think and behave. Therefore, if you really want to understand an organization and create lasting changes, you need to be aware of the stories circulating in the company and be able to work with them. This is the key to planning effective interventions and working on an organization's identity, internal and external communication, the creation of meaning, the leadership culture, employee motivation and change processes.

### **NARRATIVE ORGANIZATIONAL DEVELOPMENT – A CONSULTING FIELD WITH A FUTURE**

For about 15 years, companies have been exploring storytelling for their communication. More recently, they have made another discovery: the importance of stories for organizational development and for a company's viability and survival. Nobel Prize winner Robert Shiller, for example, studies „narrative economics“ (as per the title of his book from 2020) and economic sociologist Jens Beckert, Director of the Max Planck Institute for the Study of Societies, emphasises the importance of future stories for the competitiveness of companies. .



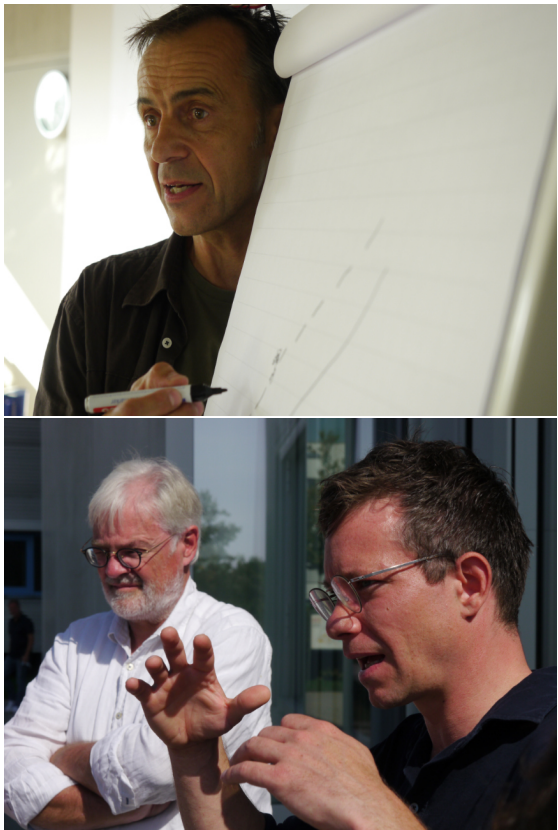
# BASICS OF NARRATIVE ORGANIZATIONAL DEVELOPMENT

The course consists of 11 mandatory digital sessions (4-6 hours each). Its successful completion is confirmed by the certificate „Basics of Narrative Organizational Development“ issued by the Stuttgart Media University. **To obtain the certificate, the 8 core sessions as well as 3 optional sessions must be attended.**

This training course imparts the background, basic knowledge and tools for narrative work. In order to provide insight into the narrative dimension of companies, the influence of narrative structures, stories and the use of narratives will be explained and deepened by individual and group exercises. Meaning, values, knowledge, identity as well as communication are the main fields of narrative work. Using a hands-on approach, we will introduce participants to the application of Storytelling, Storylistening, Storydoing and Story-Co-Creation.

## CORE SESSIONS ALL SESSIONS MANDATORY

- Session 1: Entering the narrative world (check-in)
- Session 2: Roles in narrative organizational development
- Session 3: Story-Listening
- Session 4: Narrative Timelines between Landscape of Action & Landscape of Identity
- Session 5: Narrative Visions and Strategies
- Session 6: Story-Co-Creation
- Session 7: Story-Doing
- Session 8: Closing & celebration



## OPTIONAL SESSIONS 3 OF 6 SESSIONS MANDATORY:

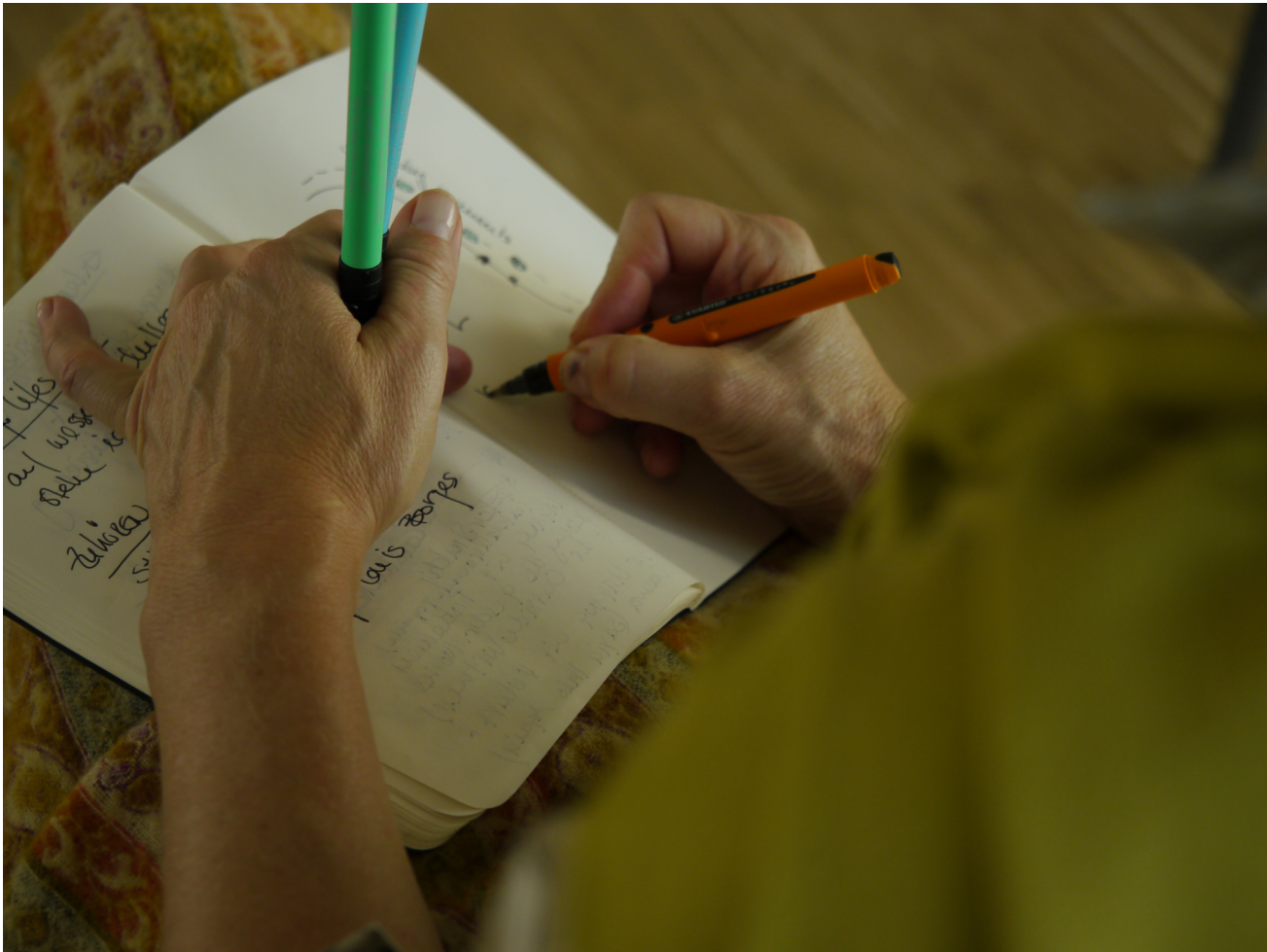
- EXAMPLES:
- CHANGE IN THE STORYTELLING ORGANIZATION
  - NARRATIVE COACHING
  - NARRATIVE TOOLBOX



ALL OPTIONAL SESSIONS WITH DATE:  
<https://www.beyondstorytelling.com/narrative-organizational-development>

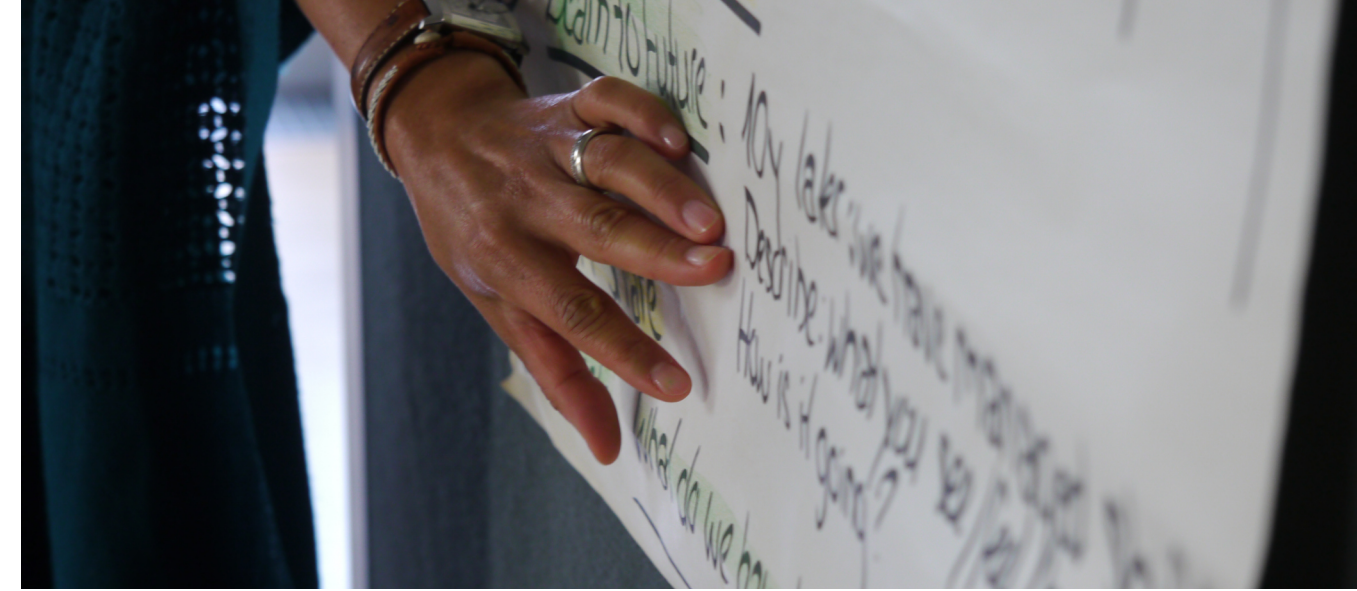
## Certificate of Media University Stuttgart: “Basics of Narrative Organizational Development”

*To receive the full certificate “Narrative Organizational Development”, there will be a Masterclass by Christine Erlach & Michael Müller. Contact us for more information.*





# THE FACILITATORS



## DIPL. PSYCH. CHRISTINE



Christine Erlach is among the pioneers of narrative work in companies across the German-speaking countries. As the founder of the consulting company NARRATA Consult, she has been using narrative methods in organizations since the 1990s to lift and utilise hidden treasures of knowledge, values and attitudes. She is an expert for knowledge transfer from Leaving Experts, experienced consultant and coach in corporate transformation processes, trainer for narrative methodological competence and storytelling. From the very first hour of storytelling, she has contributed to its popularity in the German-speak-

## DIPL. PSYCH. JACQUES



Jacques Chlopczyk is an organizational psychologist, systemic advisor, coach and facilitator. He supports organizations, teams and individuals in change processes. As co-initiator of the Beyond Storytelling Conference and network, he works on further development and networking of narrative approaches in organizations. He is a teaching systemic consultant and publishes on aspects of participatory organizational development, systemic consulting and narrative approaches in working with organi-

## PROF. DR. MICHAEL

With both theoretical and practical know-how, Michael Müller has been one of the leading experts in the field of narrative methods in management for many years. For more than two decades he has been consulting companies and other organizations on communication, organizational development, and change processes. He is a trained systemic consultant and has researched narrative methods in numerous publications. At the Media University Stuttgart he leads the „Institute for Applied Narratology (IANA)“.



## MAG. WOLFGANG

Wolfgang Tonninger studied philosophy and literature. He writes about the interfaces of culture, nature and technology. He is a video producer, systemic coach and storyworker. He lives the balancing act between creation and corporate development - with a focus on soft factors. Furthermore, Tonninger is the founder of „ALMBLITZ - stories that change“, a platform focusing on narrative organizational development, corporate culture and creative work with stories, and a member of the ACC, the Austrian umbrella organisation for certified coaches.



# THE MEDIA UNIVERSITY STUTT GART



## THE MEDIA UNIVERSITY STUTT GART

The “Hochschule der Medien” is a state university (supported by the state of Baden-Württemberg) and trains specialists in all aspects of media.

The university covers all areas of media – including print, web, design, business administration, library science, advertising, media content, packaging technology, computer science, information science, journalism, publishing and electronic media.

About 30 accredited Bachelor’s and Master’s degree programmes represent these competences.. Almost 5000 students are currently enrolled at the university.

The “**HdM Transfer- und Weiterbildungsgesellschaft GmbH**” offers a wide range of projects, conferences, studies as well as certified further education for media-related activities in all areas of business and the public sector.

As a subsidiary of the “Friends and Sponsors Association” of the Media University, it draws on the expertise of university professors and lecturers from business and the media industry who support our advanced training, projects and studies.



## THE COOPERATION PARTNERS



### NARRATA Consult

The scientific consulting network has been working with narrative methods since the 1990s to explore and harness the knowledge, values, experiences and attitudes of employees, project teams and organisational units. NARRATA Consult has its roots in the management of knowledge. However, with the founders Christine Erlach and Karin Thier the network has been expanding its field of activity to narrative work in transformation processes as well as branding and recruiting in the last 20 years. NARRATA Consult is one of the first consulting companies in Germany contributing to the success of Storytelling with projects in companies, supervising master theses, writing publications, and conducting further education courses.

[www.narrata.de](http://www.narrata.de)

### BEYOND STORYTELLING PARTNERS

#### BST PARTNERS

is a group of experts helping individuals, teams and organizations to find, explore and tell the stories that are important to them. The members of BST Partners are Marketing experts, presenters, event-specialists, creatives, coaches and change-consulters. BST Partners was founded in 2016 with the goal to further develop the theory and practice of narrative methods in organizations. Today, BST Partners is active in many sectors. They support change projects in organizations, develop brands and marketing strategies as well as digital learning and knowledge management. Every year BST Partners hosts a Beyond-Storytelling-Conference.

[www.beyondstorytelling.com](http://www.beyondstorytelling.com)

### Institute for applied Narratology (IANA) at the Media University

The Institute for applied narratology is looking at itself as an interdisciplinary platform of teaching, research and communication for applied narration theory and practice. As a part of the Media University Stuttgart, IANA mainly focuses on narration in the media. However, the interdisciplinarity allows the institute to also work with the application of narration and narrative methods in distinct sectors such as consulting and therapy, companies, organizational development and organizational communication in order to encourage the discourse between research and practice.

[www.narrationsforschung.de](http://www.narrationsforschung.de)







## PARTICIPATION INFORMATION

### Participation fees (+19% VAT)

Price for the whole training (11 sessions):

~~2.490 € regular~~ / 1.990 € Corona-price / 1.290 € scholarship\*

*\*We offer a limited number of sponsored tickets. Please contact us, if you cannot afford the Corona-price.*

Price for a singular session (out of the options):

249 € regular / 129 € scholarship

Additional singular sessions can be booked at:

<https://www.beyondstorytelling.com/narrative-organizational-development>

### Management

Dipl.-Psych. Christine Erlach, Prof. Dr. Michael Müller

### Organiser

HdM Transfer- und Weiterbildungsgesellschaft mbH  
(in cooperation with the Institute for Applied Narratology (IANA),  
NARRATA Consult, BST Partners)

### Registration

[www.narratives-management.de](http://www.narratives-management.de)

### Contact

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Institut für angewandte Narrationsforschung  
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[www.narrationsforschung.de](http://www.narrationsforschung.de)

Find all Dates at: [www.narratives-management.de](http://www.narratives-management.de)