

“Strategy works until the first shot is fired”

Carl von Clausewitz

“People don't buy facts; they buy stories. Veit Etzold demonstrates in a very visual and entertaining manner how managers can use storytelling to steer their 'company ship'.”

Rolf Schmidt-Holtz, CEO of Sony Music Entertainment until 2011

“Storytelling, as presented by Veit Etzold, is an impressive way of pooling analyses into real recommended actions. An essential part of good client relations for business consultants.”

Dr Klaus-Peter Gushurst, member of executive board and head of “Innovations and Markets” at PwC Germany

“With the masses of information inundating managers and staff these days, communicating one's own important messages in a clear, lasting manner is becoming increasingly necessary. Veit Etzold's approach helps managers of all levels apply this management method.”

Roland Polte, HR Director, Dräxlmaier Group

Dr. Veit Etzold, billed by Germany's Radio Bremen as the “German Dan Brown”, is a master at applying the techniques of exciting storytelling to the communication needs of companies and individuals. After a career as a manager in the financial sector, strategy consulting and management training, he made his breakthrough as one of the top thriller authors in Germany in 2012 with his novel “Final Cut”. More Spiegel bestsellers followed. As well as inspiring leaders and entrepreneurs with his keynote lectures, Etzold entertains thousands of crime fiction and thriller fans at frequent book events. His clients include numerous DAX-listed corporations, law firms, banks, insurance groups and strategy consultancies.



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Strategy + Story
= Implementation



Veit Etzold
Planning, Communicating and Implementing
STRATEGY
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Storytelling, Strategy, Leadership, Motivation,
Business Communication, Presentation

In an over-communicated world, companies must remain audible, visible and consequently differentiable. This book considers how the dramatic elements that make good stories can be applied at the corporate level. Good companies, like good stories, need heroes, villains and a heroic tale to inspire their employees and customers.

There are many books on the market containing theoretical essays on the notion of strategy, but very few of them show entrepreneurs how to plan, communicate and implement strategies in real life.

This book has been penned by a real expert with more than 15 years' management experience in industry, banking, media, strategy consulting and start-up consulting. In addition to all this, Dr Veit Etzold is not only Germany's number one speaker and management coach in the fields of strategy & storytelling, but also one of the country's most successful thriller authors – which means he knows how to write a book that's easy and exciting to read.

Planning, Communicating and Implementing STRATEGY shows you the best way to plan business goals and strategies with clarity, communicate these effectively and establish them within an organization with measurable results.

A short excursion into the world of the classics shows you what can learn from Sun Tzu about speed, from Machiavelli about long-term goals and from General Clausewitz about uncertainty. Further, the book contains examples from military history, such as General von Moltke's “mission tactics”, which later became “Mission Command”.