

*Strategy works until the
first shot is fired.*

Carl von Clausewitz



About the author: Dr. Veit Etzold

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 (Allianz), strategy consulting (BCG) and management training (ESMT, IESE), 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.

"Etzold's book teaches the foundations of storytelling in an entertaining manner. It's worth passing on." Harvard Business Manager

"A good story is worth its weight in gold. With Etzold, it's a case of \$tory." Hamburger Abendblatt

"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

STRATEGY + STORY = IMPLEMENTATION



The world has a problem. When it comes to strategy, most companies fail at or struggle to manage the interplay of its planning, communication and implementation. Goals are not clearly defined, the strategy and its effects are not properly explained within the company and, ultimately, there's not enough horsepower to keep the strategy on track.

Planning, Communicating and Implementing STRATEGY will help your company achieve its goals quickly, with precision and with a high degree of success.

The book shows you the best way to plan business goals and strategies with clarity, communicate these effectively and establish them within an organisation with measurable

USP

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.

Target audience

The target audience includes executive boards, deputy strategy officers, division and departmental managers, directors of sales, managers and CEOs of small, medium and large enterprises and start-up founders. It might also include individuals seeking to advance their personal goals, e.g. becoming self-employed or establishing their own business.

Veit Etzold
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“Everyone has a plan until they get punched in the mouth.”

Mike Tyson

PLANNING STRATEGIES

WHERE IS YOUR COMPANY NOW AND WHERE DOES IT WANT TO GO?

The book teaches readers the way in which strategy functions as “the pathway to achieving goals”. At first, planning a strategy when everything is in flux might sound like a contradiction - but good strategy planning combines the short term with the long term. If you don’t know who you are or what you want, you won’t be able to achieve your goals. You’ll learn what makes your company unique, how it is positioned, what untapped opportunities are available to you and what disruptive business models will work best to ensure that your competitors are left far behind.

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. The book explains the origins of strategy and the etymology of the word and looks back on the great strategists of ancient times, the Middle Ages and the Renaissance.

COMMUNICATING STRATEGY

WHAT’S THE CHANGE STORY AND HOW CAN YOU GET YOUR STAFF ON BOARD?

A strategy only works if it can actually be implemented, and this requires that it is communicated successfully. Whether change projects, new innovation initiatives, digitalisation strategies or the sale or acquisition of divisions: change is not always perceived as positive, and needs to be explained in a convincing manner – by managers!

In this sense, strategy is very similar to storytelling: just as a story is the hero’s route to a happy ending when battling a villain, strategy is the pathway to achieving goals in battle with competitors. As such, stories are the best way to explain strategies, and thus the first step towards successfully implementing them. Rounding off this part of the book is a toolkit with real-life scenarios to better support your change initiative.

Just like a hero in a story endeavours to reach a happy ending but is prevented from doing so by the villain, competitors prevent businesses from achieving their goals. In this context, strategy is what allows a company to secure an advantageous position when doing battle with an intelligent opponent.

IMPLEMENTING STRATEGY HOW TO TURN POWER INTO MOTION

We all know of brilliant ideas that have never been realised, since successful implementation is the golden ticket for any strategy. Ultimately, you want a better company, not a folder full of PowerPoints that no one ever looks at. Even the best-laid plans will amount to nothing if they don't implement your strategy successfully.

This section of the book shows which stakeholders you will need to involve and how you should do this in order to ensure that your strategy is implemented optimally. It will address the difference between strategy and operations, discuss the approach of involving all sections of the company and illustrate the art of establishing a strategy across the entire organisation, at all levels of hierarchy. These discussions will be underpinned with examples from military history, such as General von Moltke's "mission tactics", which later became "Mission Command".

Part three explains the criteria and tools managers can use to implement strategies in their organisations. It explains not only how a strategy should be established within an organisation, but also what story should be told in the process.

"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

