

Storytelling

from ancient entertainment





to a key competence

in the digital aera

A group of people is gathered around a bonfire at night. The sky is dark and filled with stars. The bonfire is made of sticks and is glowing. The people are silhouetted against the light of the fire. The overall mood is warm and communal.

onto story

office for transformation & storytelling

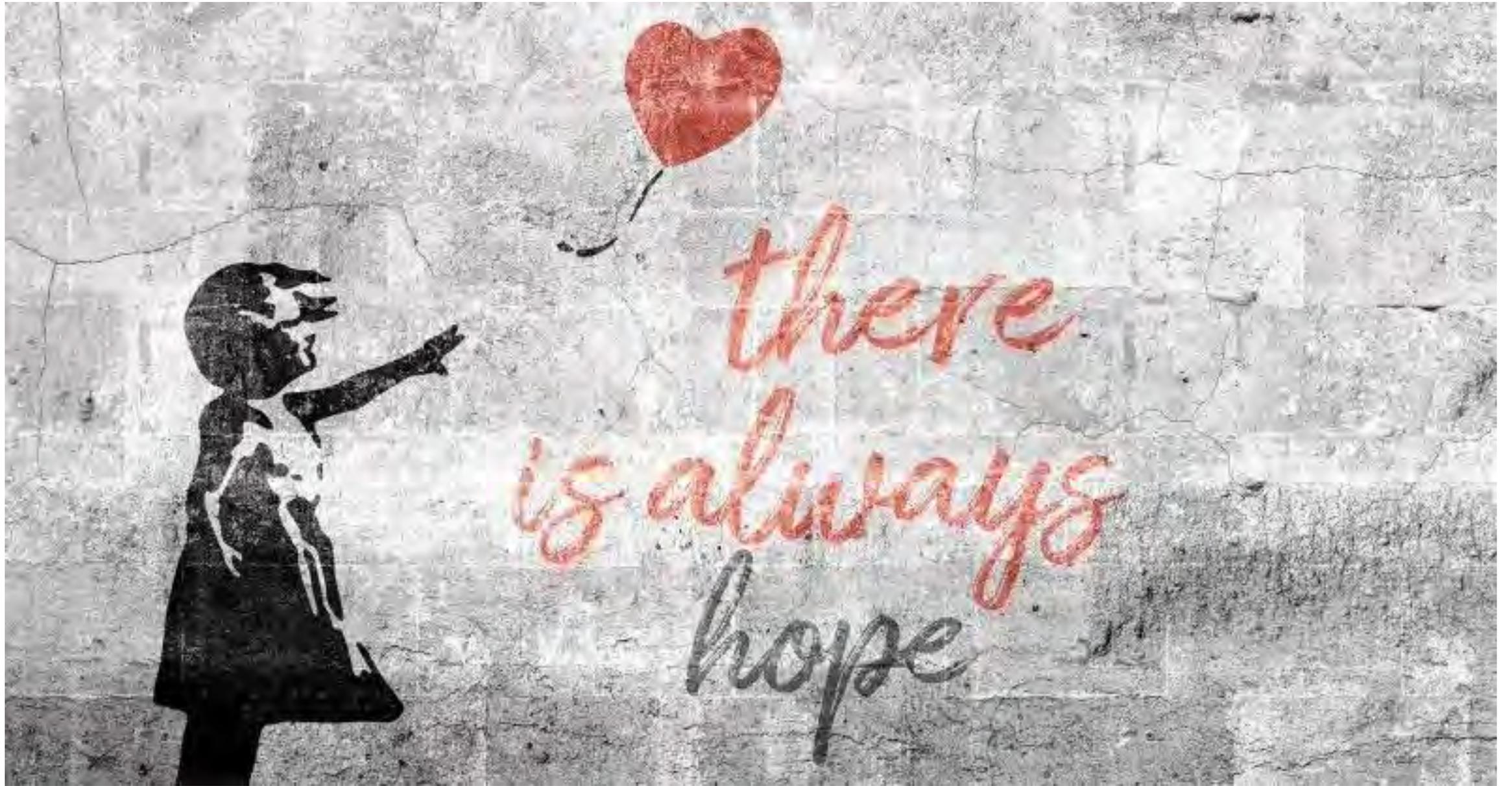
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Die Wirkung von Stories









Grundstruktur einer Geschichte



Grundstruktur einer Geschichte

In Unternehmen

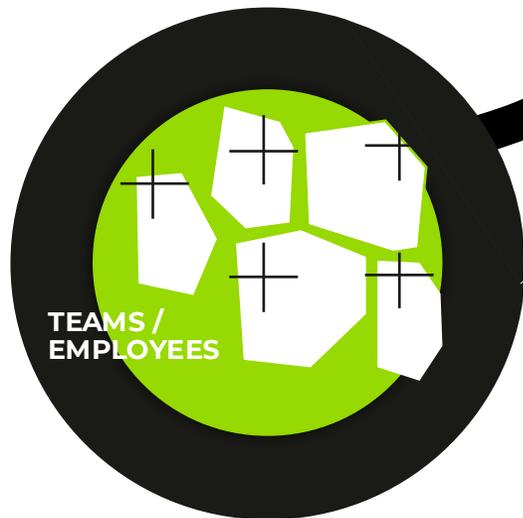


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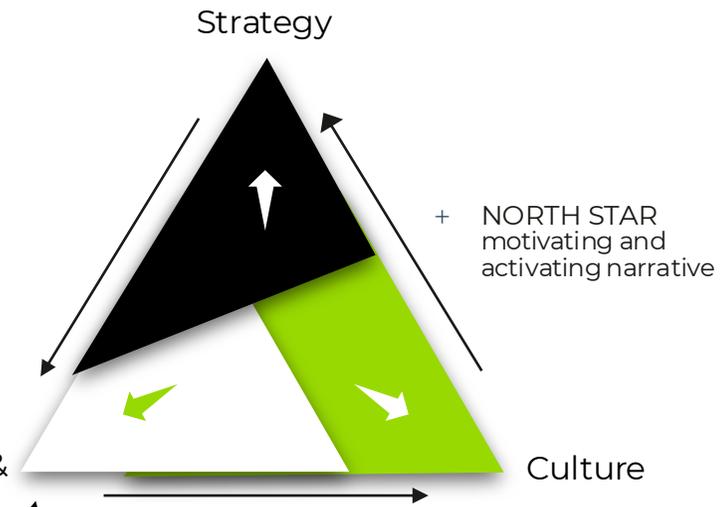
Held vs Collaborativ

solving understandable problems

1 THE STORY
Something is destroying our world and ONLY the hero can save all of us.



Structure & Process



**Today, we often solve
the problems we understand** (complicated problems),
but not the ones we actually have (complex problems).

Lene Rachel Anderson, Club of Rome

*Or how should the hero alone drive a
transformation (AI, learning
organization, ...), reflect on democracy
or solve the climate crisis?*

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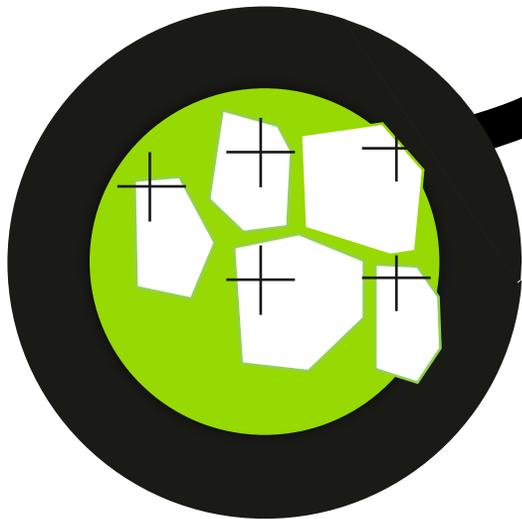
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solving communal, understandable problems

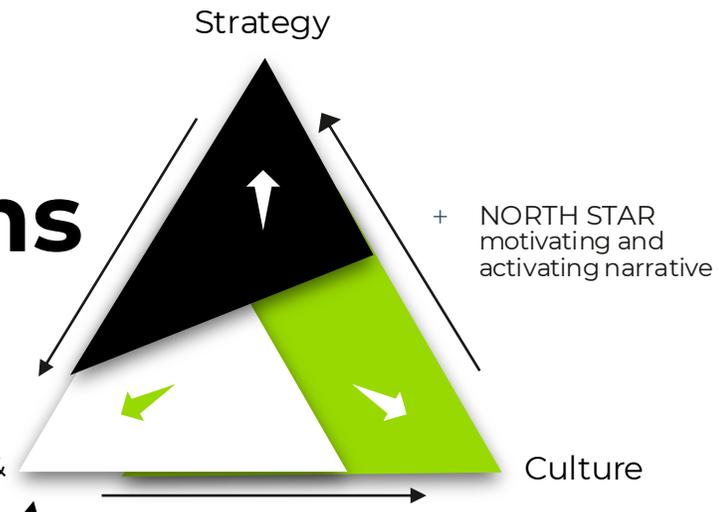
1

THE STORY

Something is destroying our communal world, our family and the heroine, together with her friends, can save us.



Structure &
Process



1

STRATEGIC STORYTELLING

telling the narrative & storyline giving orientation & direction of conduct (Haltung) - target

STORY-DRIVEN TRANSFORMATION PROCESS

2

COLLABORATIVE STORYTELLING

translate into activating formats, constantly trigger & weave all storylines into a strong rope

3

VALUE-DRIVEN DATA ANALYSES

permanent feedback, seismograph of current understanding & action allows for iterative adjustments

Strategy

+ **NORTH STAR**
motivating and activating narrative

Structure & Process

Culture

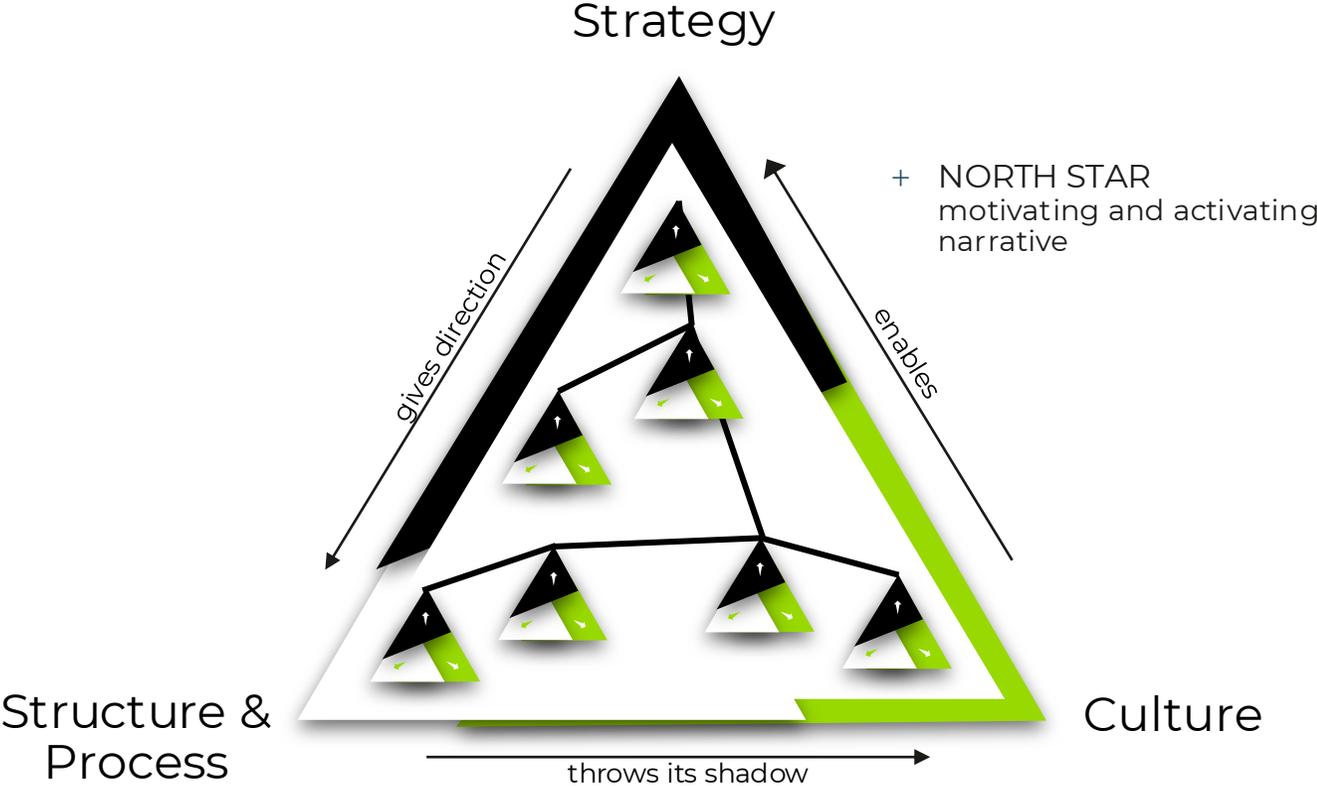
+ **TEAMS / EMPLOYEES**

*Based on a structure by Martin Kornberger.
Developed and extended by onto[story] GmbH*

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Nordstern & strategisches Storytelling

Northstar & Sub-North Stars



TRANS- FORMATION

TELLING

ACTING

UNDER-
STANDING

DIALOGUE

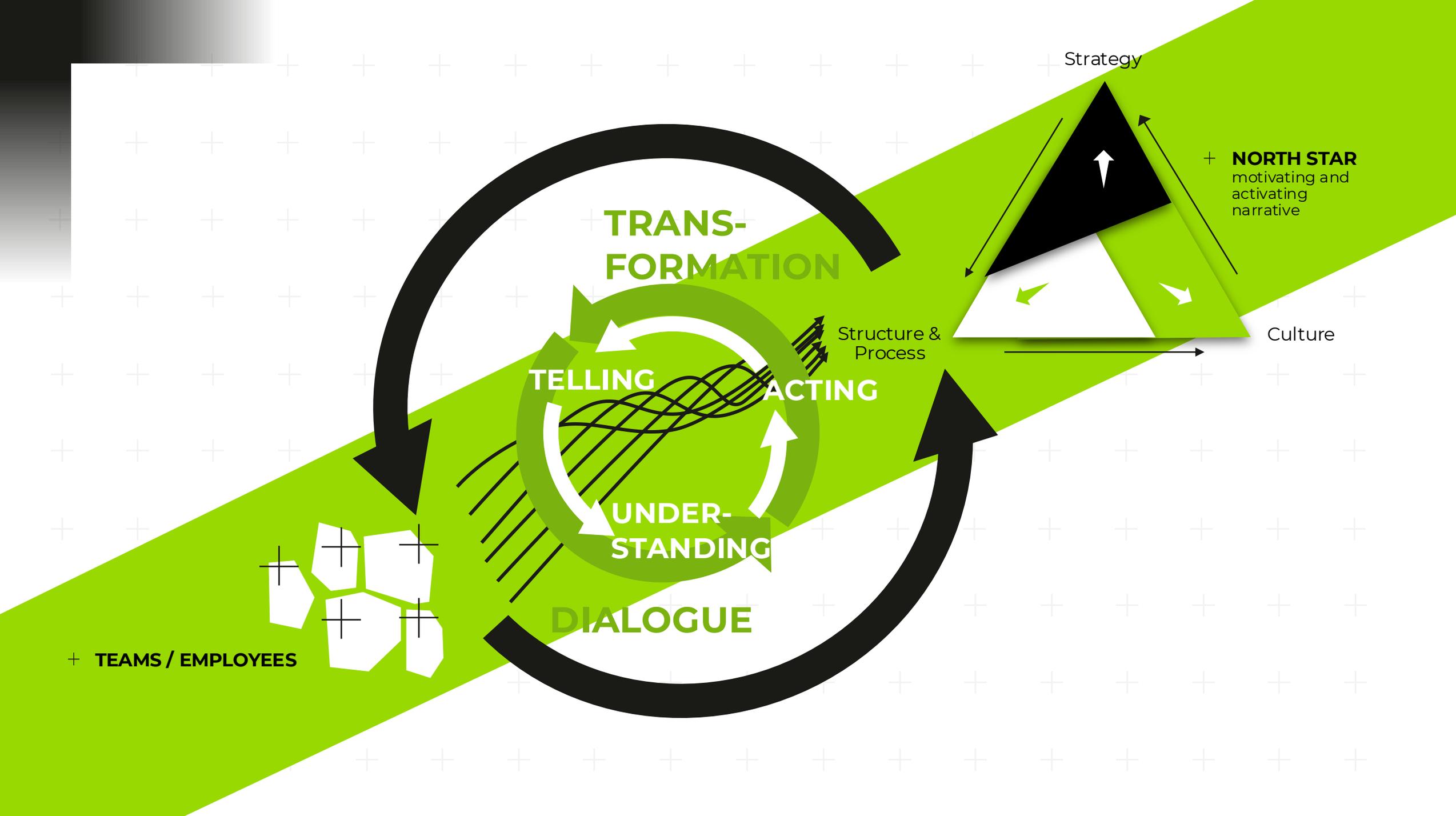
Structure &
Process

Strategy

Culture

+ **NORTH STAR**
motivating and
activating
narrative

+ **TEAMS / EMPLOYEES**



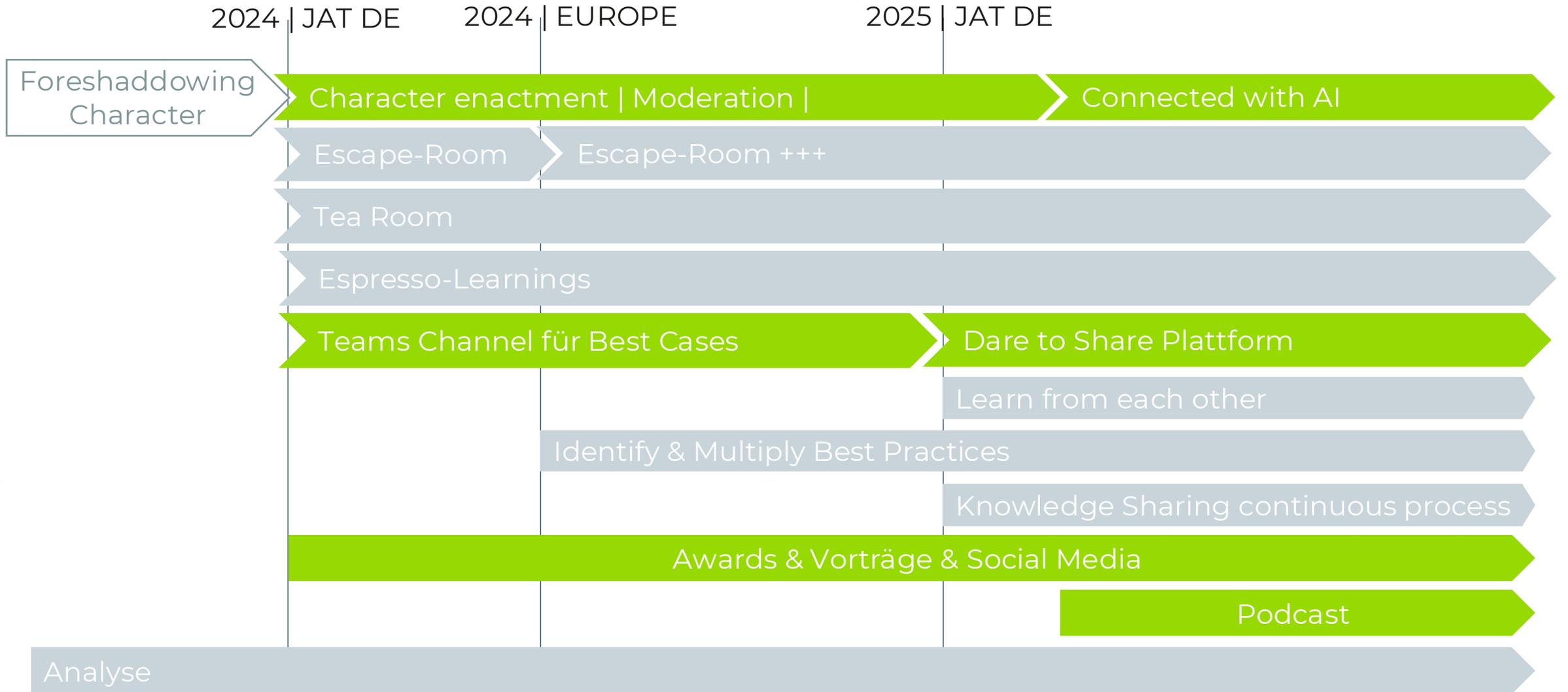


transforming + +

+ onto **story**



Storyline | mit ihren Formaten



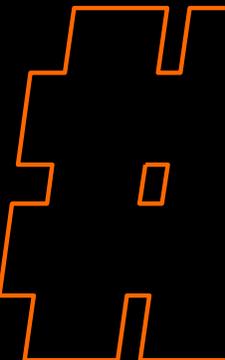


GERMANY NEEDS VISION.

GERMANY NEEDS CHANGE.

GERMANY NEEDS ACTION.

#IMPACT NOW



Wir sind eine Bewegung!

#ImpactNOW ist eine *Bewegung*, auf den Weg gebracht von vielen hochkarätigen Frauen aus der Wirtschaft, Macherinnen mit Haltung, um Deutschlands Zukunft zu gestalten.

Wir sammeln, kopieren und skalieren wirkungsvolle Ideen ("WirkZeug") für Wirtschaft und Gesellschaft, damit Deutschland vielfältig, freiheitlich und ökonomisch erfolgreich wieder Impact auf der Weltbühne hat.

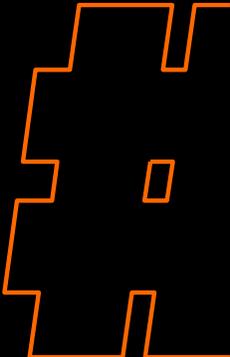
**Vom *Netzwerk* zur *Wirkung*.
Von der Vision zur Umsetzung.
Vom Reden zum Machen.**

Für Deutschland, für Europa, für die Welt.

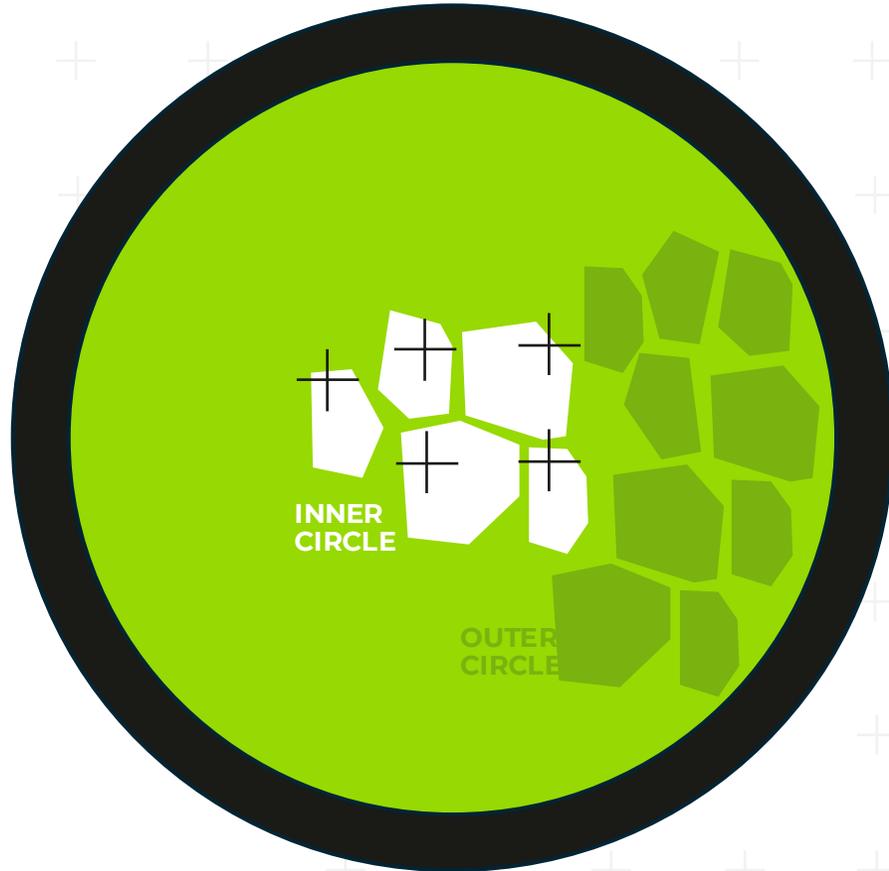


#IMPACT NOW

**WE SHAPE OUR COUNTRY,
OUR FUTURE. STEP BY STEP
– TOGETHER.**



Die ersten Storyteller bestimmen



+ **STORYTELLER: INNERER KREIS**

+ Stellen **Momentum** her.

+ **Erzählen** die Storyline:

+ Weben die Story-Stränge aktiv zusammen.

+ Hören dem Dialog zu.

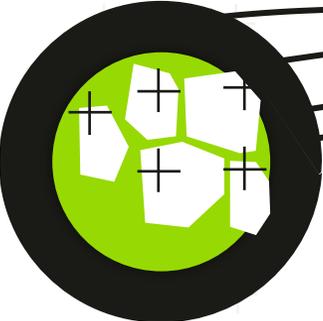
+ Aktivieren den Prozess.

+ Müssen alle notwendigen Perspektiven verstehen und dafür einstehen.

+ **STORYTELLER: ÄUSSERER KREIS**

+ Erweitern Wissen und Perspektiven.

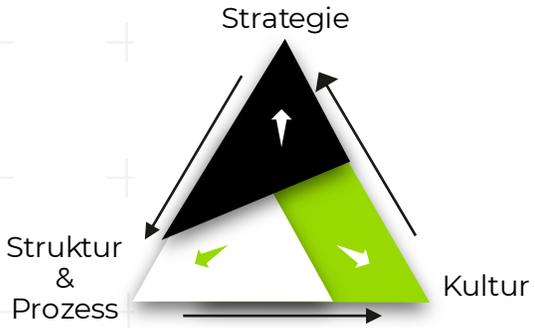
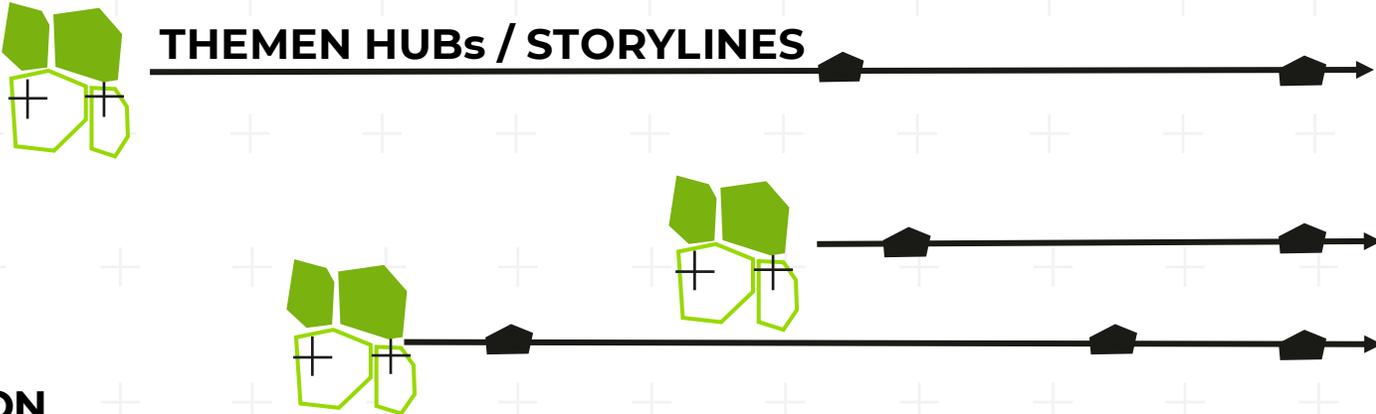
Der Prozess



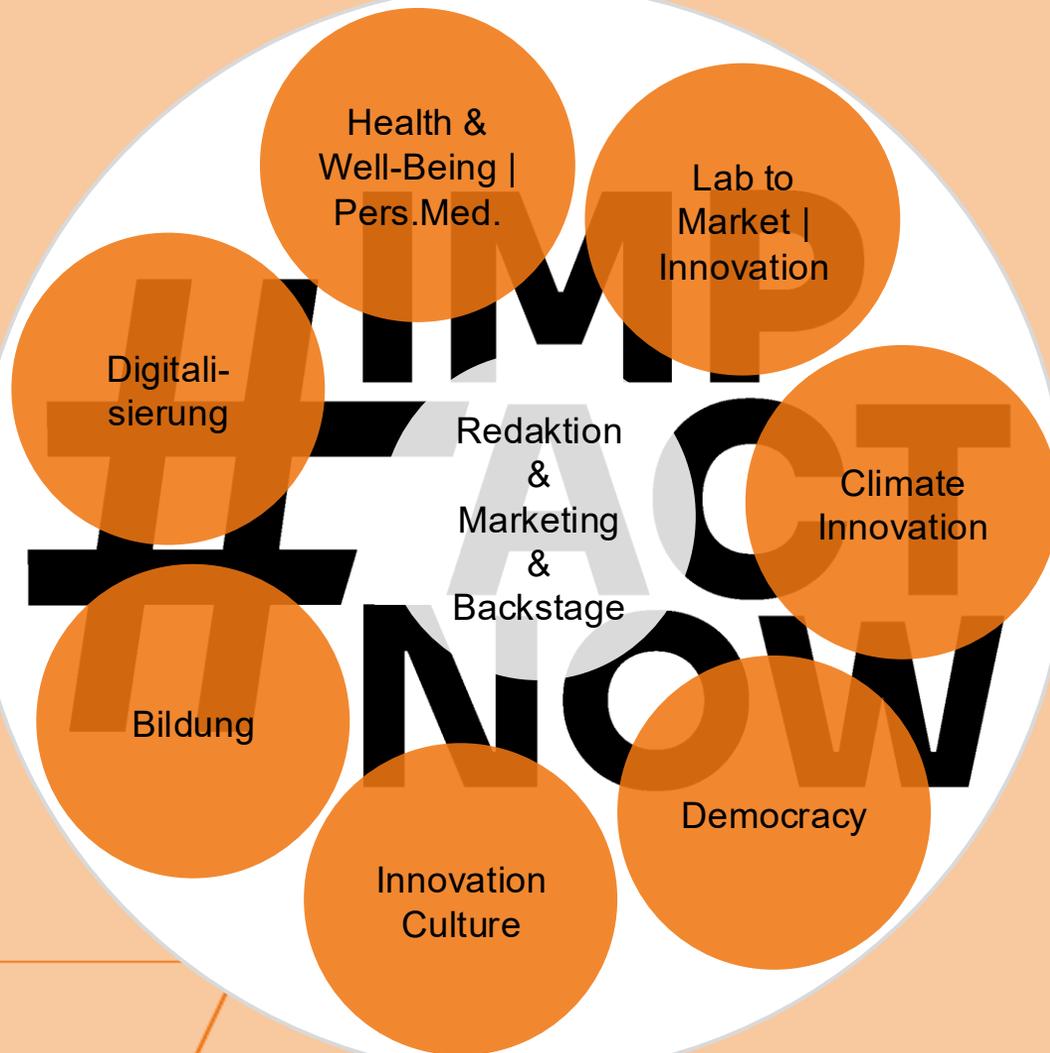
DIALOG
Collaboratives Narrativ



TRANSFORMATION
Wie kommen wir da hin?



Wie skalieren wir:



Schallverstärker:

Podcasts
Vorträge
LinkedIn
Konferenzen
Formate
... die Welt



some examples of
activating formats

Innovation-Hub

Podcast

Idea-Platform

VR-culture exploration

Escape-Room



Gamification defines
human triggers

Podcast

Innovation-Hub



Idea-Platform

VR-culture exploration

Escape-Room

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Strategy

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Structure & Process

Culture

+ **TEAMS / EMPLOYEES**

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Workshop

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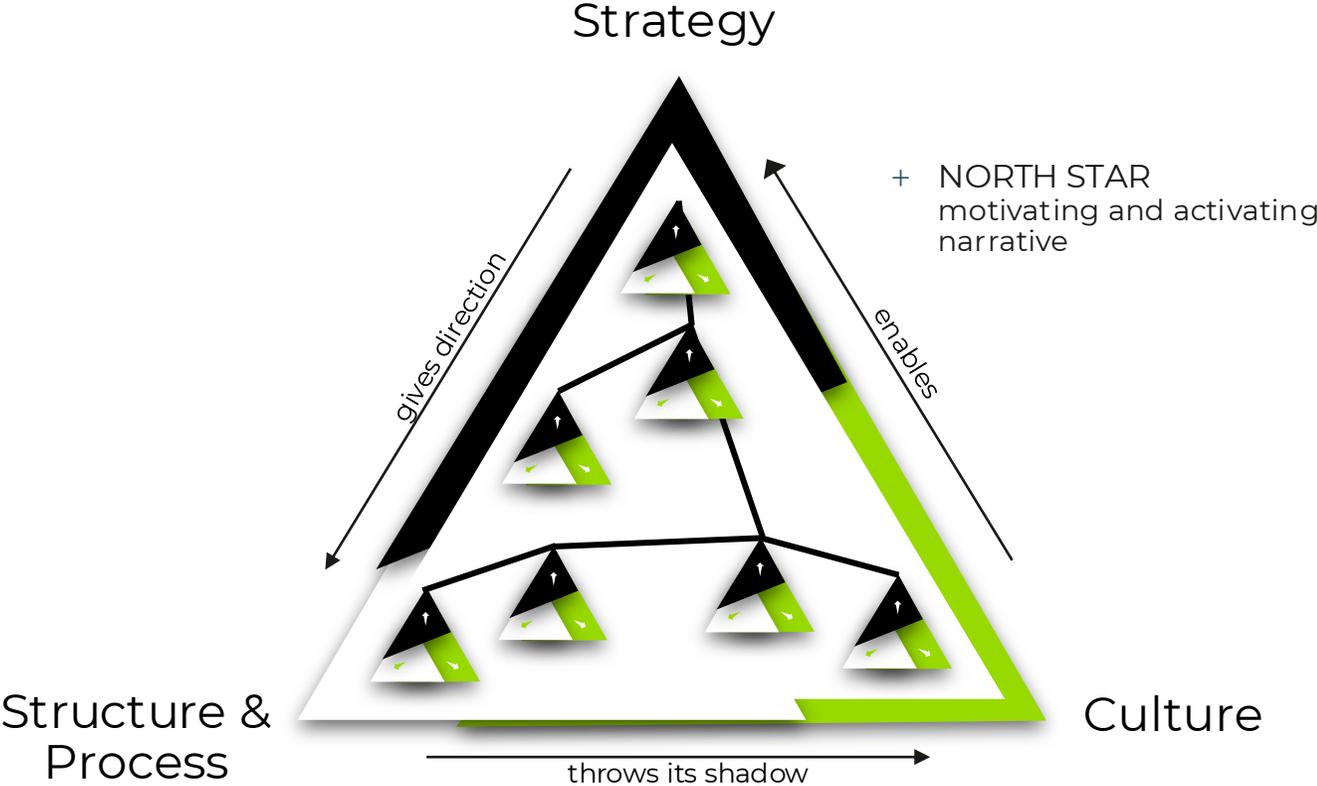
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Northstar & Sub-North Stars



THE NORTH STAR

Questioning Approach 1/2

+ **PERSONAL INTRODUCTION:**

- + What interests you about your company / the goal?
- + What excites you about it?
- + Where do you see its strengths?
- + Where do you want to go yourself?
- + What interests you?
- + What drives you?



THE NORTH STAR

Questioning Approach 2/2

+ STRATEGIC PART:

- + First, define the North Star for the long term: Where does the company / the topic need to go in the long term? What do you think?
- + And then, step by step, describe the path: What are the next steps? What else needs to be done?

+ NECESSARY STRUCTURES & CULTURE:

- + What does the company / the topic need for this?
- + Structurally?
- + The people (culture/behavior)?
- + What is holding it back?
- + Are there any hurdles we need to keep an eye on?

