

# PROF. DR. VEIT ETZOLD

MANAGEMENT CONSULTANT, KEYNOTE SPEAKER & BESTSELLING AUTHOR

Inspirer of CEOs and top managers in Germany and around the world

18 years of management experience in the banking, strategy consulting and executive education sectors

Director of the Neuromarketing Competence Center at Aalen University

Successful thriller and non-fiction author with twelve Spiegel bestsellers



## STRATEGY & STORYTELLING – BRINGING THE NEANDERTHAL INTO THE DIGITAL ERA

Stories as the way to crack the 'bouncer' in the brain


A portrait of Veit Etzold, a middle-aged man with a shaved head, wearing a dark suit, white shirt, and a patterned tie. He is looking directly at the camera with a slight smile. The background is a dark, textured grey.

# THE RIGHT OBJECTIVE THE RIGHT STORY THE RIGHT APPROACH

**„No. 1 sales and marketing  
influencer in 2019“**

**ERFOLG** magazin (Top 100)

**„Germany's answer  
to Dan Brown“**

 **radiobremen**

**„Knowledge that's  
worth sharing!“**



**Harvard  
Business  
manager**

**„Career advisor of the  
year for 2013“**

**Hamburger  Abendblatt**

**„One of the top 500 most  
important thinkers on the  
subject of success“**

**ERFOLG** magazin

**VEIT ETZOLD**  
**STRATEGY & STORYTELLING**

What makes  
a **good** story?

# WE AS HUMANS ARE BORN **STORYTELLERS.**

It was as true in the Neanderthal era as it is in today's digital world: the more you want to say, the more important it is to have a good

Our brains have developed to crave great stories – not to assimilate long-winded numbers, data and facts. For many thousands of years, stories have helped to ensure our survival. This is why the 'bouncer' at the door of the brain readily embraces tales and emotions, while rational explanations are left in the cold.

This applies no matter whether you:

**ARE COMMUNICATING UP**

**TO A MANAGER**

**TO ADVANCE YOUR  
CAREER**

**ARE COMMUNICATING DOWN**

**TO YOUR EMPLOYEES**

**TO IMPLEMENT STRATEGIES AND  
CHANGES IN AN ORGANISATION**

**ARE COMMUNICATING EXTERNALLY**

**WITH STAKEHOLDERS AND CUSTOMERS**

**SELL COMPLEX PRODUCTS AND SERVICES  
REQUIRING DETAILED EXPLANATION**

# STORYTELLING - TO TELL IS TO SELL!

PROF. DR. VEIT ETZOLD  
STRATEGY & STORYTELLING

EXPLAIN AND SELL STRATEGIES, PRODUCTS AND IDEAS MORE EFFECTIVELY

Remember: if you don't have a 'product' you can hold in your hand, you are the product!

If you want to generate excitement for an abstract concept, you have to join the dots for your audience. To do this, you need a good story.

You have a choice: either tell a positive story about yourself, or others will be quick to swoop in with a bad one. Either way, a story will be told.

In his keynotes and workshops, Veit Etzold explains the dos and don'ts of storytelling and shares the secrets to a great story.

INFORMATING – INSPIRING – ENTERTAINING

## One of Germany's most successful thriller authors

As a bestselling fiction author, Veit Etzold understands what makes a story great and how to make the everyday exciting.



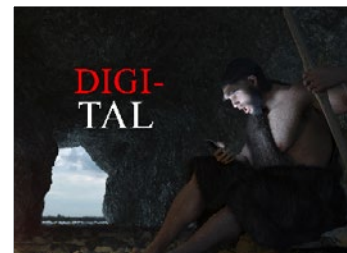
## 18 years of management experience

As a former manager in the banking, insurance, executive education and strategy consulting sectors, Veit Etzold knows:

- what makes the global business world tick.
- what really matters now (and will matter in the future).
- what managers can do to be better understood and realise their goals

## A professor of marketing, sales, strategy & storytelling

As Professor of Marketing and Sales and Director of the Neuromarketing Competence Center at Germany's Aalen University, Veit Etzold knows the codes and algorithms that shape how our counterparts think. He understands why the limbic system loves a good story.



Veit Etzold knows the tried-and-tested tools and stories used by our ancestors to convey best practices for survival. He applies these neatly to the challenges of our digital, over-communicated world to carry his audience

SMARTLY INTO THE DIGITAL ERA.



## Keynotes and lectures In person, hybrid or online

- » Various themes
- » Any audience
- » Any occasion



## Online seminars

- » For private and businesses audiences

STORYTELLING  
STOP SELLING YOURSELF SHORT

- ✓ Downloadable materials
- ✓ Self-study
- ✓ You decide when to study
- ✓ 7 weeks, 15 modules



## Webinar

- » For private and businesses audiences

STORYTELLING TIPS & TRICKS

- ✓ Fixed dates and times
- ✓ Interactive
- ✓ Expert guidance
- ✓ 2 x 2 hours



## Storytelling workshops In person or online

- » For business audiences (professional or management)

TO TELL IS TO SELL: PITCH, SELL AND COMMUNICATE BETTER

- ✓ Closed groups
- ✓ Tailored to individual customers/participants
- ✓ Date/s by request

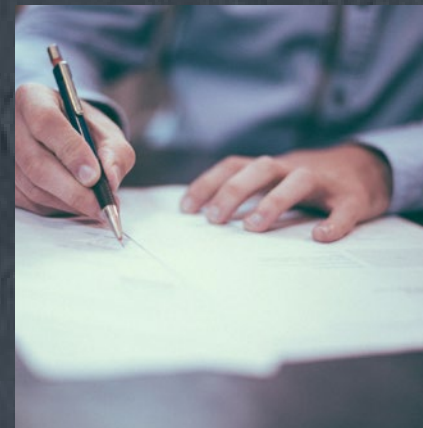


## Strategy workshops In person or online

- » For business audiences: C-level / top management

STRATEGY + STORY = SUCCESS

- ✓ Closed groups
- ✓ Tailored to the situation, goals and needs of the customer
- ✓ Date/s by request



## Coaching In person or online

- » For business audiences

'ELEMENTS OF SUCCESS': TRIED-AND-TESTED TIPS AND TOOLS FOR EXCELLENCE IN THE WORKPLACE

- ✓ Individual
- ✓ Tailored to the situation, goals and needs of the recipient
- ✓ Date/s by request

# WORKSHOPS FOR C-LEVEL AND EXECUTIVES

THE NEXT STEPS: PLANNING, EXPLAINING AND IMPLEMENTING STRATEGY

ONBOARDING: MASTERING THE FIRST 100 DAYS

TO TELL IS TO SELL: SELLING ABSTRACT, EXPENSIVE PRODUCTS MORE EFFECTIVELY

THINK, TELL, SELL: THE PERFECT PITCH

THE MESSAGE AND THE MESSENGER: STORYTELLING FOR INTERIM MANAGERS



# LECTURES FOR MANAGING BOARDS, SALES CONFERENCES, CUSTOMER EVENTS AND TOWN HALLS

**DR. VEIT ETZOLD:**  
Digital Storytelling - Content Marketing  
In den Märkten von morgen!



# STORYTELLING AS A SUCCESS FACTOR FOR 21ST CENTURY BUSINESSES

A SELECTION OF VEIT ETZOLD'S LECTURES AND WORKSHOPS.



## Storytelling for change and leadership

It is only by hearing the right story about a strategy that employees will be persuaded to understand and implement it. Moreover, storytelling is the route to success for much more than change initiatives.

Inform, inspire, implement!

**Strategy + story = successful implementation**



## Storytelling in sales

Unlike traditional hard selling, storytelling seeks to drive a sale not by 'pushing' a customer, but by 'pulling' them instead. A good story shows the customer why it is exactly your product they need, not that of your competitor.



## Digital storytelling in marketing

The digital world means never-ending flows of information and ever-shorter attention spans. The competition for 'eyeballs' is increasingly fierce – after all, the competition is only a click away. Within this context, storytelling gives every customer the feeling that they are unique.

# STORYTELLING AS A SUCCESS FACTOR FOR 21ST CENTURY BUSINESSES

A SELECTION OF VEIT ETZOLD'S LECTURES AND WORKSHOPS. CUSTOMISABLE - IN PERSON - HYBRID EVENT - ONLINE



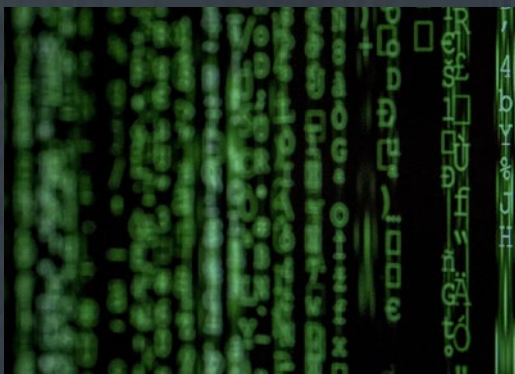
Career advancement for women - Female Storytelling

## Female Storytelling

Typically, there are three main challenges women must overcome to prevail against male competitors. These are:

1. Old boys' networks
2. Different communication styles
3. A frequently inadequate understanding by male executives of the communication signals used by women

As a woman, the right story helps you establish trust and quickly win support from a counterpart. As such, storytelling can be a vital tool for career advancement.



Cybercrime and DARK WEB between fiction and reality

## Cybercrime, surveillance, data control: laissez faire or final control?

In just a few weeks, Covid-19 made it possible and necessary for us to totally digitalise many aspects of our lives. Despite this, a security culture in companies is often all but non-existent. Responsibility often stops with IT, not with the upper echelons of management.

As the bestselling author of thrillers like DARK WEB and Final Control, Veit Etzold is well acquainted with the very present threats of cybercrime and data control. The scenarios in his books are fictitious, but any one of them could easily become reality.

In this lecture, Veit shakes things up and describes – in his characteristically accessible and entertaining style – what action managers should be taking today to ensure better security (and a greater competitive edge) tomorrow.

# STORYTELLING AS A SUCCESS FACTOR FOR 21ST CENTURY BUSINESSES

PROF. DR. VEIT ETZOLD  
STRATEGY & STORYTELLING

A SELECTION OF VEIT ETZOLD'S LECTURES AND WORKSHOPS. CUSTOMISABLE - IN PERSON - HYBRID EVENT - ONLINE



Emotion before reason

Activate the 'purchase button' in customers' brains with the power of storytelling and neuromarketing

We as humans are not rational – and never have been. When it comes to getting past the bouncer in the brain, stories are what make the cut. Hard facts are left in the cold.

So how does one connect with today's customer, who receives too much information, has too little time and suffers from an ever-shorter attention span?

The key to success is a good story: a customer journey with a hero, a villain and a clear call-to-action.



The code for success

Learning from bestsellers and Hollywood films

If you want to sell something – whether a product, an idea or yourself – a good story is a must.

As a Spiegel bestselling author, Veit Etzold knows exactly what makes a story great.

Hailed as "Germany's answer to Dan Brown", he'll teach you how to present your personal story effectively and win support for an idea in 30 seconds flat.

USE THE BESTSELLER CODE TO ENHANCE YOUR OWN PROSPECTS OF SUCCESS!

# REFERENCES

NATIONAL | INTERNATIONAL | ALL INDUSTRIES & SIZES OF ORGANISATION

VEIT ETZOLD HAS PREVIOUSLY INSPIRED AND ADVISED

STRATEGY CONSULTANCIES | LAW FIRMS | IT PHARMA COMPANIES | BANKS | INSURANCE FIRMS

AUDITORS | VENTURE CAPITAL FIRMS | CAPITAL FUNDS | PRIVATE EQUITY INVESTORS

DAX COMPANIES | SMALL AND MEDIUM-SIZED ENTERPRISES | START-UPS



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# WHAT CUSTOMERS SAY

*"As long as we fail to persuade employees and shareholders of a strategy's advantages, it remains an ornament on the shelf. Who better to teach us how to change this than Veit Etzold, the master of storytelling himself?"*

Rainer Wilken, Partner,  
PricewaterhouseCoopers GmbH WPG

*"People don't buy facts – they buy stories. In his characteristically accessible and entertaining style, Veit Etzold shows how managers can use storytelling to steer their company ship."*

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

*"Entertaining and powerful – Veit Etzold understands how to deploy storytelling in sales successfully."*

Jochen Körner, Sales  
Director, Europa Marsh  
LLC

*"Resourceful, witty, entertaining, interesting, inspiring, educational and with countless insights from corporate practice... Simply, storytelling in the best sense of the word."*

Sven Sonderreger, Managing Partner,  
bc medien ag

*"What an experience! Veit Etzold took us on a journey to the epicentre of the brain – the place where stories reside."*

Gabriele Rüter, CoreMedia AG

*"An interesting, informative and entertaining event. Veit Etzold is a leading speaker on the theme of strategy and storytelling."*

Dr. Sherhan Ili,  
Managing Director Ili Consulting

*"It's remarkable how Veit Etzold succeeds in weaving complex subject matter and 'marketing talk' into inspiring stories."*

Uschi Durant, Head of Joint TV Marketing  
Screenforce, Mediengruppe RTL Deutsch-  
land GmbH

*"Veit Etzold's storytelling is where humour meets expertise; intrigue meets passion and emotion. Certainly the best talk I have attended in the last 20 years."*

Wolfgang Altenstrasser, VOK DAMS Agency for  
Events and Live Marketing

*"Prof. Dr. Veit Etzold is not only a highly successful thriller writer, speaker and storytelling consultant. Thanks to his broad experience in the financial services sector, he also recognises exactly the advice a business needs and how they can create the right story to effectively position themselves and their products."*

Roman Lewszyk, CEO, Moventum S.C.A

*"Finally, an expert who understands exactly how to move strategy from the planning to the implementation phase. An invaluable source of advice for companies who want to make things happen quickly."*

Peter Gerber, Chairman of the Board  
of Management, Lufthansa Cargo AG

*"A very inspiring and memorable introduction into storytelling – our managers were delighted by the presentation and some of them started to implement this powerful technique right after the coffee break!"*

Claude Chèvre, Member of the Board of  
Management, Life/Health Reinsurance  
Division, Hannover Re SE

*"Memorable, entertaining and fun - Veit shows how easy it is to turn even complex subject matter into effective stories!"*

Dr. Sabrina Zeplin,  
Vice President of Group  
Business Intelligence,  
Otto Group

# SUSPENSEFUL THRILLERS

PROF. DR. VEIT ETZOLD  
STRATEGY & STORYTELLING

FOLLOWING A LONG AND DISTINGUISHED CAREER IN MANAGEMENT, VEIT ETZOLD MADE HIS BREAKTHROUGH AS A GERMAN-LANGUAGE THRILLER AUTHOR WITH FINAL CUT IN 2012. IT EXPLODED ONTO THE SPIEGEL BESTSELLER LIST. MORE BESTSELLERS WERE TO COME.

The 'Master of Disaster' shares his recipe for success:

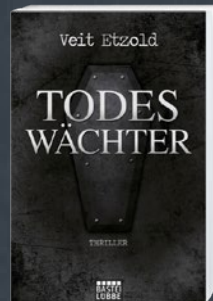
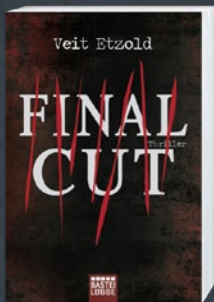
(Veit Etzold in limes, the Aalen University magazine, 01/19)

»As Alfred Hitchcock put it: 'The more successful the villain, the more successful the picture'. The same applies for books. Without a good bad guy to create a conflict, there is actually no story at all. Most importantly, without a bad guy, there's no need for a hero. The hero no longer has a reason to exist. That's why you always need to start with a disaster!« Veit Etzold!

## THE CLARA VIDALIS SERIES

"Berlin's hardest-hitting thriller of the summer." (BILD on Final Cut)

"A cleverly spun thriller." (Playboy on Todeswächter)



"It seems that German authors, too, can craft a perfect psychological thriller." (BIZZ! on Seelenangst)

"A thriller the likes of which has only been seen from Mo Hayder or Cody McFadyen." (NDR on Final Cut)

# SUSPENSEFUL THRILLERS

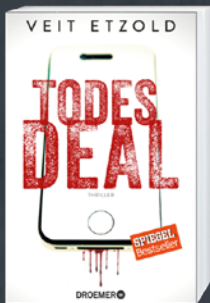
PROF. DR. VEIT ETZOLD  
STRATEGY & STORYTELLING

FOLLOWING A LONG AND DISTINGUISHED CAREER IN MANAGEMENT, VEIT ETZOLD MADE HIS BREAKTHROUGH AS A GERMAN-LANGUAGE THRILLER AUTHOR WITH FINAL CUT IN 2012. IT EXPLODED ONTO THE DER SPIEGEL BESTSELLER LIST. MORE BESTSELLERS WERE TO COME.

## POLITICAL THRILLERS

*"The master of the mysterious."  
(Berliner Kurier)*

*"Suspense from cover to cover."  
(Münchner Merkur on SKIN)*



*"Closer to reality than one might like to admit."  
(ZDF Info on Dark Web)*

## OTHER THRILLERS

*"A contemporary thriller that constantly surprises."  
(Münchner Merkur on Dark Web)*

*"Researched down to the  
most chilling detail."  
(Frankfurter Rundschau)*



Veit's first book with Dr. Michael Tsokos,  
Director of the Institute of Legal Medicine and  
Forensic Sciences at the Charité Berlin



# INSPIRING, AWARD-WINNING NON-FICTION

PROF. DR. VEIT ETZOLD  
STRATEGY & STORYTELLING



## **Der weiße Hai im Weltall (The White Shark in Space)**

"The definitive reference guide for managers."

"Book of the week."

"A top 10 career book for 2013."

"Managers spend around 80 percent of their working hours communicating – but how much of what they say is actually taken in? In a nutshell: a good story is worth its weight in gold." (Hamburger Abendblatt)

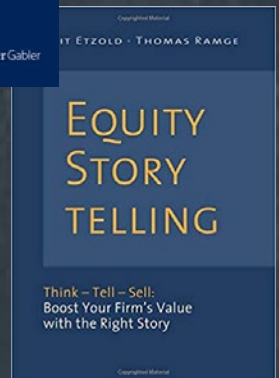
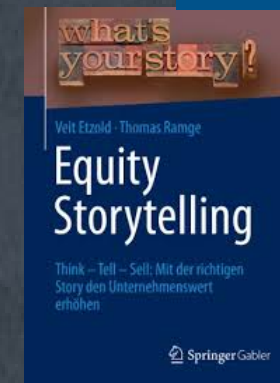


## **„Equity Storytelling Think – Tell – Sell“,**

(with business journalist Thomas Range)

"A fantastically written book about the age-old method of storytelling"

(RiskNET®, the Risk Management Expert Network)



## **Strategie: Planen – Erklären – Umsetzen (Strategy: Plan – Explain – Implement)** (2018, GABAL)

Bestseller in the business category (Manager Magazin, 05 / 2019)

"This entertaining strategy handbook offers more than the usual tips for practice. It's an enjoyable, accessible read that puts businesses on the path to success."

# PROFESSORSHIPS AND ACADEMIC EXCELLENCE

PROF. DR. **VEIT ETZOLD**  
STRATEGY & STORYTELLING



**Veit Etzold serves as Professor of Marketing and Sales** on the course 'Business Management for Small and Medium-sized Enterprises' at Aalen University. He is also Director of the University's Neuromarketing Competence Center. Aalen University is steadily expanding its position as one of Germany's leading teaching universities. It currently ranks no. 1 nationwide for business sciences.

PROFESSOR VEIT ETZOLD HAS PREVIOUSLY SERVED AS GUEST LECTURER AT A NUMBER OF PRESTIGIOUS BUSINESS SCHOOLS, UNIVERSITIES AND ACADEMIES IN GERMANY AND AROUND THE WORLD.



LEAD MERCATOR CAPACITY BUILDING CENTER FOR LEADERSHIP & ADVOCACY, BERLIN

# VEIT ETZOLD INTERNATIONAL

PROF. DR. **VEIT ETZOLD**  
STRATEGY & STORYTELLING



# PROF. DR. VEIT ETZOLD

## A MASTER OF STORYTELLING

PROF. DR. **VEIT ETZOLD**  
STRATEGY & STORYTELLING

*As a many-time Spiegel bestselling author, Prof. Veit Etzold knows what makes a story work. A good story piques our attention and stays with us long after we hear it. Unlike hard facts, a good story is readily admitted by the bouncer at the door of the brain.*

*Prior to launching to his business career, Veit Etzold studied English and media studies at institutions around the world – including in London – and obtained a Global Executive MBA at the Barcelona, Madrid, Silicon Valley and New York branches of the IESE Business School as well as at the CEIBS in Shanghai.*

*His business career included managerial posts at Allianz and Dresdner Bank, consulting roles at Boston Consulting Group and Booz & Company and a stint as programme director at the ESMT (European School of Management and Technology) in Berlin.*  
*(European School of Management and Technology).*

*Veit worked on his doctorate alongside his professional career and completed it in 2005. He has held the position of Professor of Marketing and Sales at Aalen University since 2017 and is Director of the University's Neuromarketing Competence Center, where he executes pioneering projects (eye tracking and much more) in collaboration with hidden champions.*

*Veit is a member of renowned expert networks such as Atlantik-Brücke (a non-profit organisation dedicated to promoting German-American understanding) and Global Bridges.*



# PROF. DR. VEIT ETZOLD

## INFORMING – INSPIRING – ENTERTAINING

PROF. DR. **VEIT ETZOLD**  
STRATEGY & STORYTELLING

Following a long and distinguished career in management, Veit Etzold made his breakthrough as a German-language thriller author with *Final Cut* in 2012. Further Spiegel bestsellers and critically appraised non-fiction works followed.

Veit's expertise is sought after for statements, podcast interviews and guest contributions on radio, TV and the German professional networking website Xing. He also regularly features in national newspapers and consumer and industry magazines. His work has appeared in a broad range of publications – from BILD newspaper to marketing, sales and banking journals and the renowned Harvard Business Manager.

In his keynote speeches, he inspires and enthuses listeners at management off-site events, customer events, sales conferences and town halls.

**AssCompact**  
Das Fachmagazin für Wissen und Erfahrungswissen

**HOTELLERIE  
GASTRONOMIE ZEITUNG**

# Handelsblatt

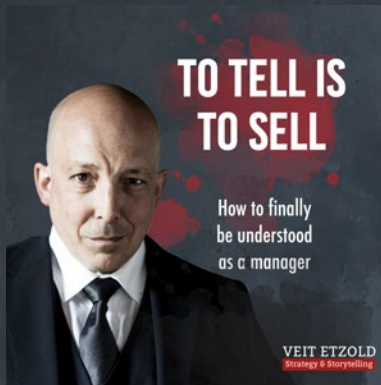
### Podcasts mit Veit Etzold

Handelsblatt: Thriller author Veit Etzold on the rise of China, his newest book, and the weak communication style of German CEOs. [Click here](#)

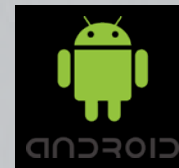
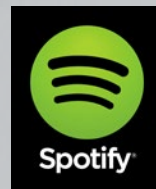
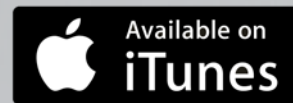
FischerAppelt: Veit Etzold – the storytelling credentials of a thriller heavyweight. [Click here](#)



# SOCIAL MEDIA & SPEAKERS' BUREAUS



Discover Veit Etzold's podcast To Tell Is to Sell on iTunes, Spotify and Android



Veit Etzold is on the books of a number of leading speakers' bureaus.



Follow Veit Etzold on



Veit Etzold Live: <https://veit-etzold.de/videos/>

# BOOK VEIT ETZOLD FOR LECTURES AND WORKSHOPS ON STORYTELLING, STRATEGY AND NEUROMARKETING!

PROF. DR. **VEIT ETZOLD**  
STRATEGY & STORYTELLING

GET IN TOUCH VIA TELEPHONE OR EMAIL WITH QUESTIONS  
AND REQUESTS



**Dipl.-Kfm. Brigitte Siegert**

Management at Prof. Veit Etzold  
Lectures, Workshops & Consulting

**Dr. Veit Etzold GmbH**

Kurfürstendamm 14 | 10719 Berlin

Tel. +49 (0) 30 39 74 36 67

Email [info@veit-etzold.de](mailto:info@veit-etzold.de)

[www.veit-etzold.de](http://www.veit-etzold.de)

[www.veit-etzold-autor.de](http://www.veit-etzold-autor.de)