



STORYTELLING FOR LEADERS



Sales Case Study: Broadening a Storytelling for Leaders Workshop into Consulting

Bayer Australia and New Zealand:

Bayer Australia and New Zealand realized they had the potential to be even more successful by becoming an integrated organization: One Bayer. This meant overcoming several challenges: integrating numerous major acquisitions, moving from autonomous units (silos) into an integrated and collaborative structure and overcoming staff concerns about not understanding the company's direction and what they could do to assist.

In early 2013, they engaged Anecdote to assist overcome these challenges. The first step was for the HR partner group to go through the Storytelling for Leaders™ program so they could coach executives through the next steps. We then worked with the executive team, using the Clarity Story pattern and our Making Strategy Stick process to convert the One Bayer strategy into a strategic story.

The next step was to use the Storytelling for Leaders content and the strategic story as the basis for teaching the top 100 Australia/New Zealand leaders how to communicate the story to their staff and to use storytelling to improve their communication effectiveness.

Feedback from the senior executives was that for the first time they felt they could put aside their differences and adopt a common message. Every employee heard the story within 3 months from their leader. Their objective on becoming 'One Bayer' was much closer as a result of the process.

Boehringer Ingelheim:

Boehringer Ingelheim is a global pharmaceutical company who we helped create their strategic story for Asia Pacific. In 2011 we were engaged by Dr Gudrun Schmidt, Regional Medical Director Asia and Middle East - Boehringer Ingelheim to help achieve greater strategic clarity for the region. Once the strategy story was crafted, the regional leadership team learned how to tell it effectively as part of a Storytelling for Leaders program. We were again engaged in 2014 to do the same process for Europe.

Here is a testimonial from the client:

"Our strategic story has had a massive impact. This will be the legacy I leave behind as I move back to Europe to head up 70 countries for BI and the first thing I want to do is create and share a European strategic story for BI."

- Dr Gudrun Schmidt, Regional Medical Director Asia and Middle East - Boehringer Ingelheim

