



Nottingham University  
**Business School**

UK | CHINA | MALAYSIA

# Delivering an effective strategy through storytelling

**One day masterclass**

Bring a new perspective to the development of strategy

# About the masterclass

**Does your strategy deliver the growth, difference and outcomes that your company needs? This masterclass will enable you to give voice to more of the people you lead, to improve strategic buy-in and energise different values and bring new perspectives into your plans.**

By taking part in this masterclass, you will be equipped to identify the stories that are driving or even derailing your strategy.

A storytelling perspective makes the content of strategy more easily understood, which then enhances coping and emotional buy-in among team members.

Such strategic practice can open up strategy-making, include many people in the process, to create a sustained organisational culture and identity and improve relationships among organisational members, as well as have positive strategic outcomes.

## Who is it for?

This masterclass is designed for those who want to open up their strategy-making to a range of people from within their organisation, to benefit from different perspectives. It is best delivered to members of the same organisation, who each have a connection to the strategic area being explored.



**50 to 90%** between 50 and 90 percent of strategies devised by leaders do not work.

Statler, Hautz, Matzler & von den Eichen, 2021 Open Strategy: mastering disruption from the C-Suite.

# How this course will benefit you



## By completing this masterclass you will

- Develop your understanding the strategy narratives and storytelling in your own organisation
- Be able to cultivate storytelling as a form of strategic practice to enhance strategic buy-in and energise different values and perspectives into your strategy-making.
- Be equipped to develop improved strategies within your organisation.

**The size of the global strategy consulting market is approximately \$30 billion.**

**Statler, Hautz, Matzler & von den Eichen ,2021  
Open Strategy; mastering disruption from the  
C-suite.**

## Programme Leader



This masterclass is delivered by Dr Jeannie Holstein, Assistant Professor in Strategic and Public Services Management, Nottingham University Business School. Jeannie combines her interest of the role of language, openness and participation in strategic change and strategy-making with a theoretical interest in discursive and narrative processes.

Jeannie has published in Organisation Studies, Strategic Organization, European Management Review, and in The Cambridge Handbook of Open Strategy

Prior to her academic career, she worked as a business strategist tin the ceramics industry, running a UK subsidiary of a German plc, among other roles, and as a management consultant.





**This interactive masterclass is structured into a series of scenes to open up the strategy making in your organisation.**

## **Scene one - Creating multiple storylines in small groups from past to present**

Working in small groups, you will be given the task of crafting a specific storyline from a selected key event in the organisational past to the present. To ensure a variety of viewpoints, the groups craft stories belonging to specific genres or story-types.

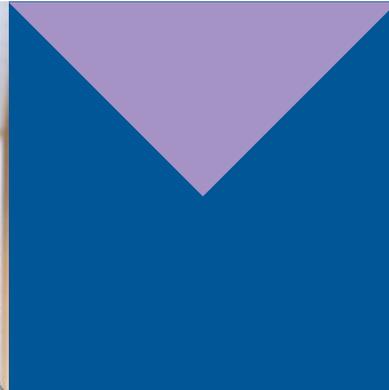
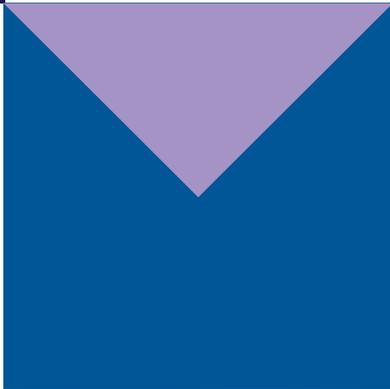
## **Scene Two - Creating a shared future story**

Groups share their stories to the rest of the class— this can be through telling the story or through a performance. The audience members take notes during this, focusing on similarities and discontinuities with their own group's story. Part of this process is to collect key lessons learnt.

Using imagery, participants work together to create a representation of key events or actions that are required to reach a chosen strategic outcome.

## **Epilogue**

The masterclass concludes with a reflective discussion, focusing on next steps and responsibilities with the organisation.





## Among an elite group of business schools

**Nottingham University Business School** is among an elite group of business schools worldwide that hold 'triple crown' accreditation from the three most influential accrediting organisations: AACSB, AMBA, and EQUIS. Employers recognise the accolade as a mark of high standards, quality, and reputation.



## Location

The programme will be hosted at The Jubilee Hotel and Conferences located on our award-winning Jubilee Campus – one of the most beautiful study environments in the UK. It covers 65 acres and boasts eco-friendly and sustainable buildings, green spaces, wildlife and lake.



## Small Business Charter Award

The School also holds a Small Business Charter (SBC) Award in recognition of its role in engaging with the needs of the regional business community and its leadership in providing enterprise skills development.



## UK top 20\* research-intensive university

**The University of Nottingham** is a UK top 20\* research-intensive university shortlisted by the Times Higher Education for its coveted University of the Year Award on four occasions in the last ten years. It has award-winning campuses in the UK, China and Malaysia and hosts a global academic community in all three countries.

**Find the strategy narrative in your organisation to open up your strategy.**



# How to apply

## Apply now

Applications are encouraged from all industry sectors and business functions.

Our Executive Education programmes are delivered in English.

If you would like to have an informal discussion regarding this programme, please contact our Programme Manager, Nikita Vyas.



**Telephone** 07855 981 278

## Fee

The programme fee is £799

This fee includes study materials, refreshments and lunch. The fee excludes any residential accommodation.

### Alumni discount

All University of Nottingham alumni are entitled to a **20%** fee reduction. Please provide details on registration.

### UK and Global Corporate fee reductions

Our Executive Education programmes are available to UK and Global corporates. Please contact our team for a discussion on how our open programmes could benefit your organisation. Fee reductions are available for multiple registrations.



**Book your place** [nott.ac/execed](https://nott.ac/execed)



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