

Corporate Storytelling 2008 – Management by Stories, October 3

D. 3 oktober afholdtes det årlige storytelling seminar på Koldinghus. Det lykkedes os at få to førende storytellere til at komme og dele deres ekspertise med publikum: tidligere leder ved Verdensbanken [Stephen Denning](#) og historiefortæller [Svend Erik Engh](#)

Program:

10.00-10.15: Welcome by Marianne Wolff Lundholt
10.15-10.45: Lars Kofoed Sørensen: "**Fact, fad & fiction: Storytelling in Relation to Corporate Branding**"*
10.45-11.15: Birgitte Norlyk, "**Storytelling and Discourse in Management and in Leadership**"
11.15-11.30: Coffee
11.30-12.00: Cindie Maagaard, "**Reading the Story in Storytelling: Identifying and Interpreting Elements of Narrative in Corporate Storytelling**"
12.00-12.30: Trine Johansen, "**The Narrative Co-construction of Corporate Identity**"*
12.30-13.00: Discussion
13.00-14.00: Lunch
14.00-17.00: Stephen Denning: "**Creating a Core Competence of Leadership Storytelling.**"
Svend-Erik Engh: "**101 How to tell a story**"

Speakers:

Stephen Denning: Former Manager at the World Bank and author

Svend-Erik Engh: Storyteller and actor

Lars Kofoed Sørensen: Sales Manager, GlaxoSmithKline

Cindie Maagaard: Assistant Professor at the Institute of Language and Communication, University of Southern Denmark

Birgitte Norlyk: Associate Professor at the Institute of Business Communication and Information Science, University of Southern Denmark

Trine Johansen: Ph.D. student at the Centre for Corporate Communication, Aarhus Business School, University of Aarhus

***Links to the morning's presentations**

Lars Kofoed Sørensen: ["Fact, fad & fiction: Storytelling in Relation to Corporate Branding"](#)

Lars Kofoed Sørensen: Link to [article](#) on "Kommunikationsforum", which includes the theoretical model used

Trine Susanne Johansen: ["The Narrative Co-construction of Corporate Identity"](#)

The seminar was arranged by Network of Corporate Storytelling (NCS) in association with:
Institute for Language and Communication, SDU
Institute for literature, Culture and Media, SDU
Center for Narratological Studies, SDU
Golden Fleece Copenhagen
Koldinghus
University of Southern Denmark,

Links:

www.sdu.dk/narratologi/storytelling

www.stevenning.com

www.historier.dk