

## Startup 101: Entrepreneurship in Stories

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### Summary

*Humans learn from stories.* This also applies to organizational transformation and cultural change. The roots of new work, agile management, and scrum lead back to Silicon Valley startups. Their stories are the prime **use cases** for turning innovation into a daily success story. The goal of this modular curriculum is to enable individuals and companies to learn **best practices** from the world's leading startups in order to build on existing strengths and validated experience. Creativity, motivation, and holistic problem-solving are the immediate benefits of this exciting curriculum.

### Target groups

Students, trainees, staff, researchers, higher education leaders, founders, decision makers

### What is special?

The method of **Storylearning** enables participants of all backgrounds and different levels of prior knowledge to quickly become fascinated by the material. "Wow, this is how Marc Zuckerberg learned leadership skills? ... What, the Airbnb founders sold cereal to save their business?" The startup stories are presented in a way that everyone can immediately follow and identify with the business challenges at hand. Excerpts from the stories and short background descriptions provide the basis for **lively discussions** that foster internal **knowledge transfer and critical thinking**. **Theoretical input** is integrated but in a very comprehensible way, accompanied by **hands-on examples**. At the end of each workshop, the participants get to immediately apply what they learned by writing a **short reflection paper** on how their learnings can be transferred to their own business/role.

### Course design

The curriculum is module-based with every module consisting of a **2-day workshop**. Topics include:

- Leadership & personal development: From sandals to suit
- Management tools: Lifting the monkey
- Diversity & HR: The devil wears pink
- Customer service: Delivering WOW!
- Organizational culture: Walk the talk



### Material

A comprehensive **electronic script** with background stories, theoretical models and additional **case studies** is prepared for every client and the respective target group individually.

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