

Customer Centricity and Storytelling: Insights from the Communication Industry

Date & Time: Thursday, 24th April, 2025 (09:00-17:30)

Location: SSPH+, Hirschengraben 82, 8001 Zürich (Room HIT-E-03)

Lecturer: Walter Stulzer, Communication Industry (Futureworks, Chairman of the Board)

The module helps students to change their perspective from their own skills and offers toward the other person's motivation to act. Thus, the students are given the tools to increase the relevance of an offering for a certain target group.

Questions that are answered in the module:

- What does customer centricity mean?
- How do I find out what drives my customer?
- How do I connect my skills and offerings with what drives my customer?
- What does storytelling mean?
- Why is storytelling necessary?
- How does storytelling work?

Duration: 1 day (from 09:00-17:30)

Format: input in exchange with hands on sessions, where students can apply their learning in real life cases

Agenda

Morning input session:	Students learn about the theoretical background of customer centricity and the tools personas and empathy maps.
<i>Coffee Break</i>	
Morning hands on session:	In groups students learn about the function and application of personas and empathy maps in a use case they have proposed themselves. The results are presented and discussed in plenary.
<i>Lunch Break</i>	<i>UniTurm restaurant</i>
Afternoon input session:	Students learn about the theoretical background of storytelling and a framework for storytelling.
Afternoon hands on session:	In groups students learn about the function and application of personas and empathy maps in a use case they have proposed themselves. The results are presented and discussed in plenary.
<i>Social Program</i>	<i>Optional</i>

About the lecturer: After completing a master's degree in nature science at the University of Zurich, Walter Stulzer worked in the communications industry for over 30 years. In countless consulting mandates for listed companies and Swiss hidden champions, he was able to successfully transform scientific principles into corporate success.