

Customer Centricity and Storytelling: Insights from the Communication Industry

The module helps students to change their perspective from their own skills and offerings to the motivation of the other person 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?
- Does it have anything to do with branding?

Duration: 1 day

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

About the lecturer: After completing a master 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.