

Inspiring your Workforce through Collective Storytelling

Bl's Senter for virksomhetskommunikasjon inviterer til frokostmøte

Tirsdag, 10. mars, kl. 08:30 - 10:00, i rom B2050, BI Nydalen.

Påmelding sendes innen til Thomas.A.Groot@bi.no.

(Møtet er gratis, frokost fra 08.00-08.30)

Join us to discuss how one of Europe's oldest luxury hotel groups inspires and empowers its workforce through collective storytelling.



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THE CONTEXT

- For many organizations, it is a challenge to actually inspire their workforce - for many employees, a job is just a job. However, organizations squander a lot of potential if their employees do not know what is expected from them, are not committed to the job or are not empowered to really make a difference.
- Our ongoing research with one of the world's most prestigious hotel groups on their journey to become a truly global company shows how storytelling is instrumental in inspiring the workforce.
- We will discuss an holistic approach to storytelling, from defining an organizational identity that is firmly rooted in heritage while leaving space for the new, to implementing a value-driven corporate culture, to continuous culture management and the business case for storytelling

THE AGENDA

- How to collectively formulate corporate values with staff and how to derive unique interpretations that are both relevant on the global and the local value
- How to inspire your workforce and create engagement for brand delivery through collective storytelling that is initiated, supported and perpetuated both through corporate communications and employee initiatives
- How to leverage collective storytelling and foster concrete behavior change and service innovation
- How to create long term commitment to change and culture both individually and through organizational support systems such as communication cascades and value-based employee experience

*Senter for virksomhetskommunikasjon er takknemlig for støtten fra følgende organisasjoner:
BI, Telenor, Evry, and Akershus Universitetssykehus.*