

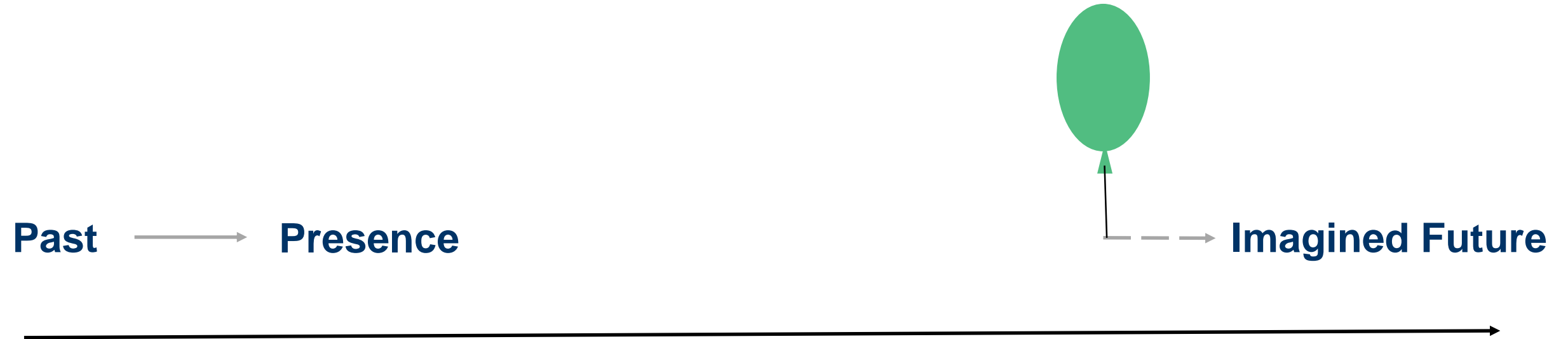
# SHAPING THE FUTURE STORY

A real-case at TELEKOM AG  
finds its story-path into the change process

Christine Erlach & Rainer Klose

# Shaping the path into the imagined Future

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# Fair share as a key target for deutsche telekom



ERLEBEN, WAS VERBINDET.



# DIVERSITY : Basis for innovation and Creativity

Gender

Culture

Generation



# Our Commitment: 30% Women in Middle & Top Management until 2020

Middle & Top Management (Germany)  
-voluntary target-

21,1%



Middle & Top Management (Worldwide)  
-voluntary Target-

25,4%



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Goal

30%



# Mindset as a basis for our commitment



Mindset



Business believes in the power of diverse teams and take over the responsibility!

But we experience:

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- Much more male applications for leadership positions compared with female applications
- Female leaders are nominating female employees way more than male leaders



# Let's brainstorm and focus on:



**MINDSET**

1. „How can we receive much more female applications for leadership positions?“

2. „How can we ensure that male decision-makers employ more female applicants?“



LIFE IS FOR SHARING.

Your task:

go one of these 2 paths into the imagined future of Telekom!

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What story/metaphor do you shape to help to reach this imagined future?



# Path 1: Prototype of a narration - the Hero's Journey

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**1. Call to Adventure**

**2. Crossing the Treshold**

**3. Challenges and Temptations**

**4. Reward**

**5. Return (to Ordinary World)**

Mentor

Antagonist



# Path 2: „Tasting the water we swim in“ – The metaphor

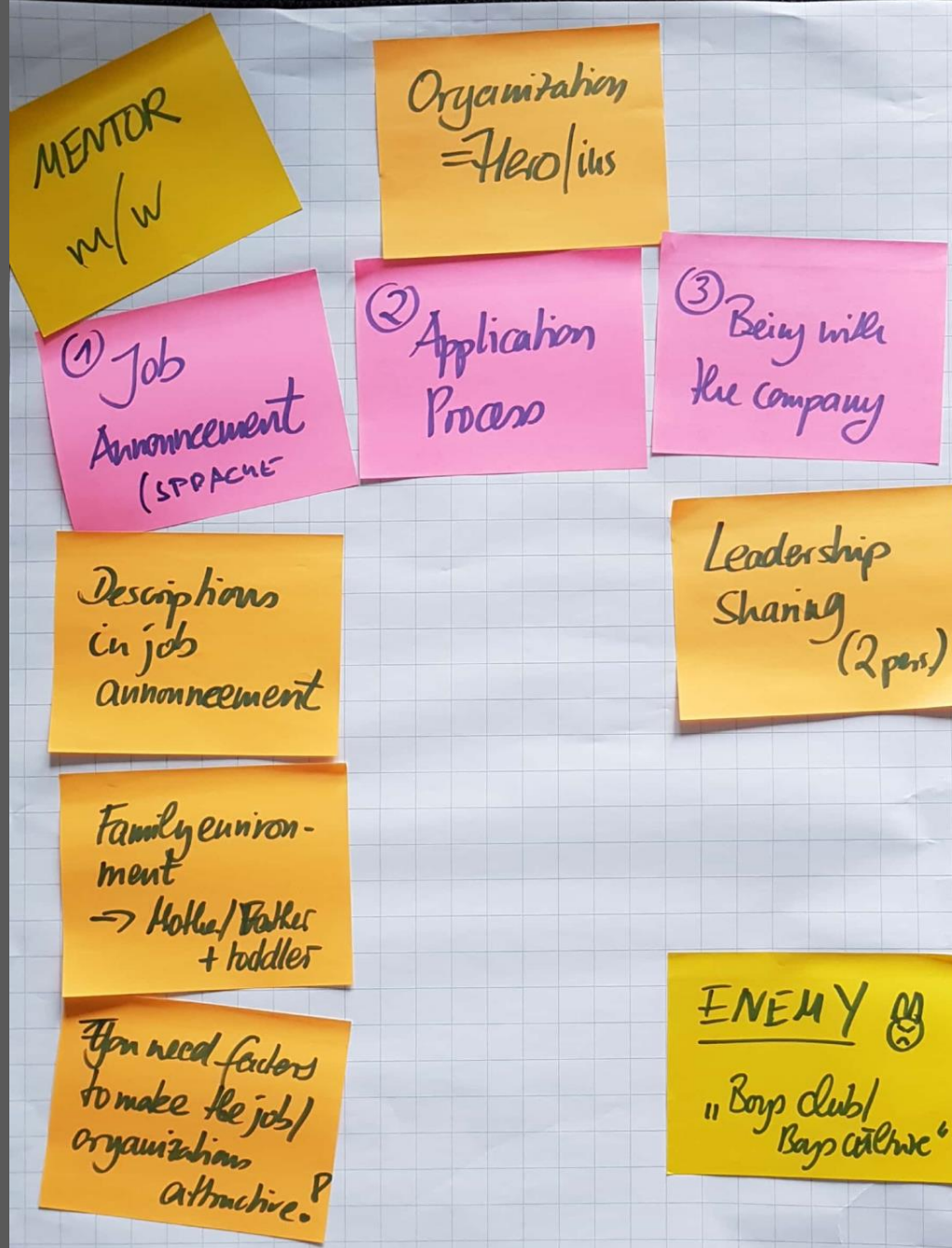
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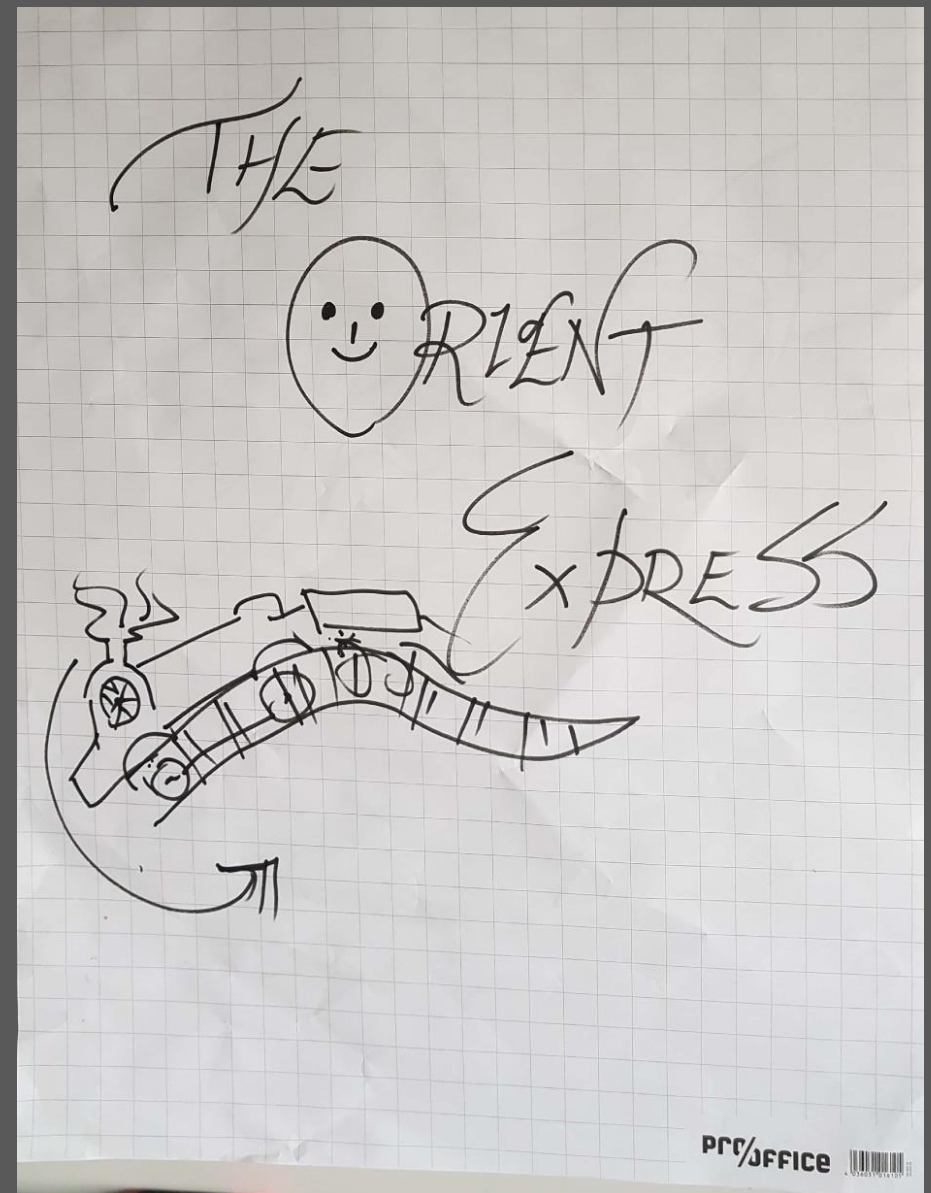
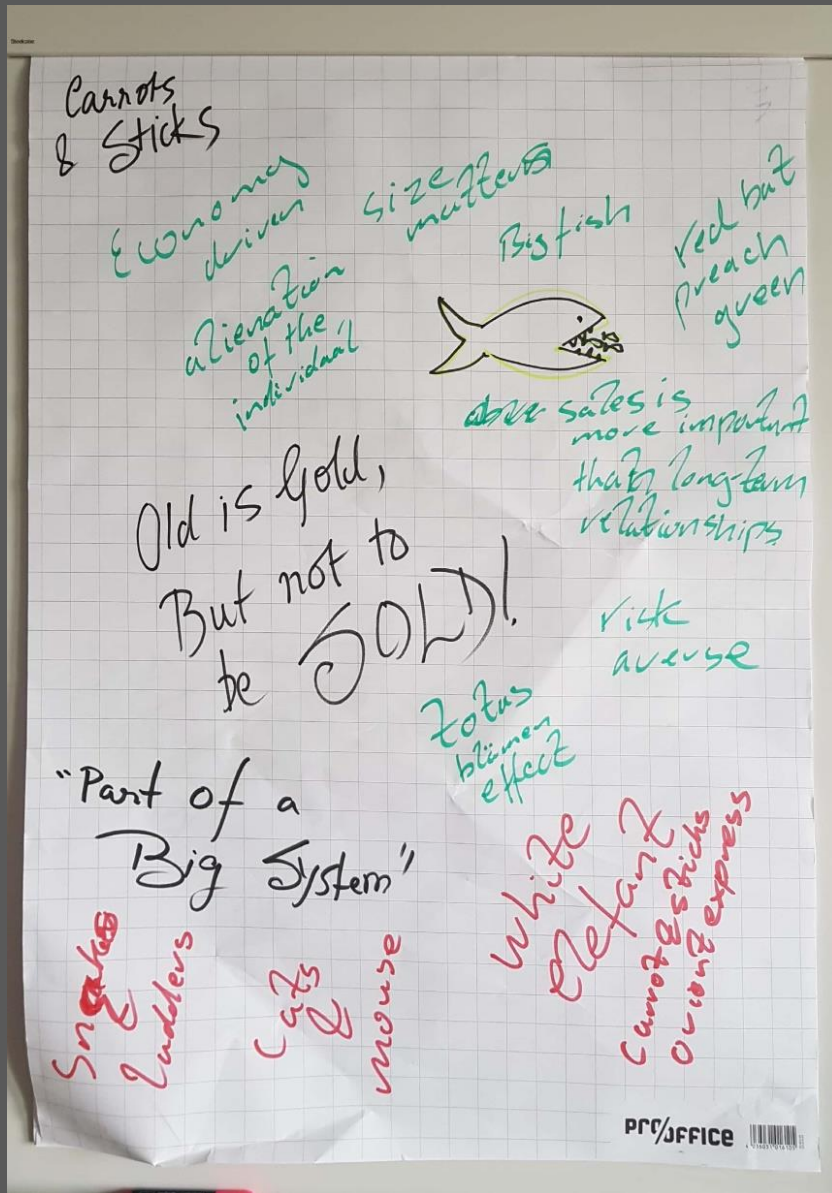
- 1. What is your metaphor for Telekom?  
How do you see it in a picture (e.g. „Queen Elisabeth“)?  
What metaphor might fit best to how you perceive telekom?**
  
- 2. What transformation of the metaphor is needed to be ready for the desired change? (e.g. „Patrol boat“)  
How should Telekom be like, to be able to reach the desired change?**

## The results of the 4 groups

- 2 groups were shaping the path into the future with the Hero's Journey, but only 1 group made a visualization
- 2 groups shaped the path with metaphors

Group A  
– Hero's Journey

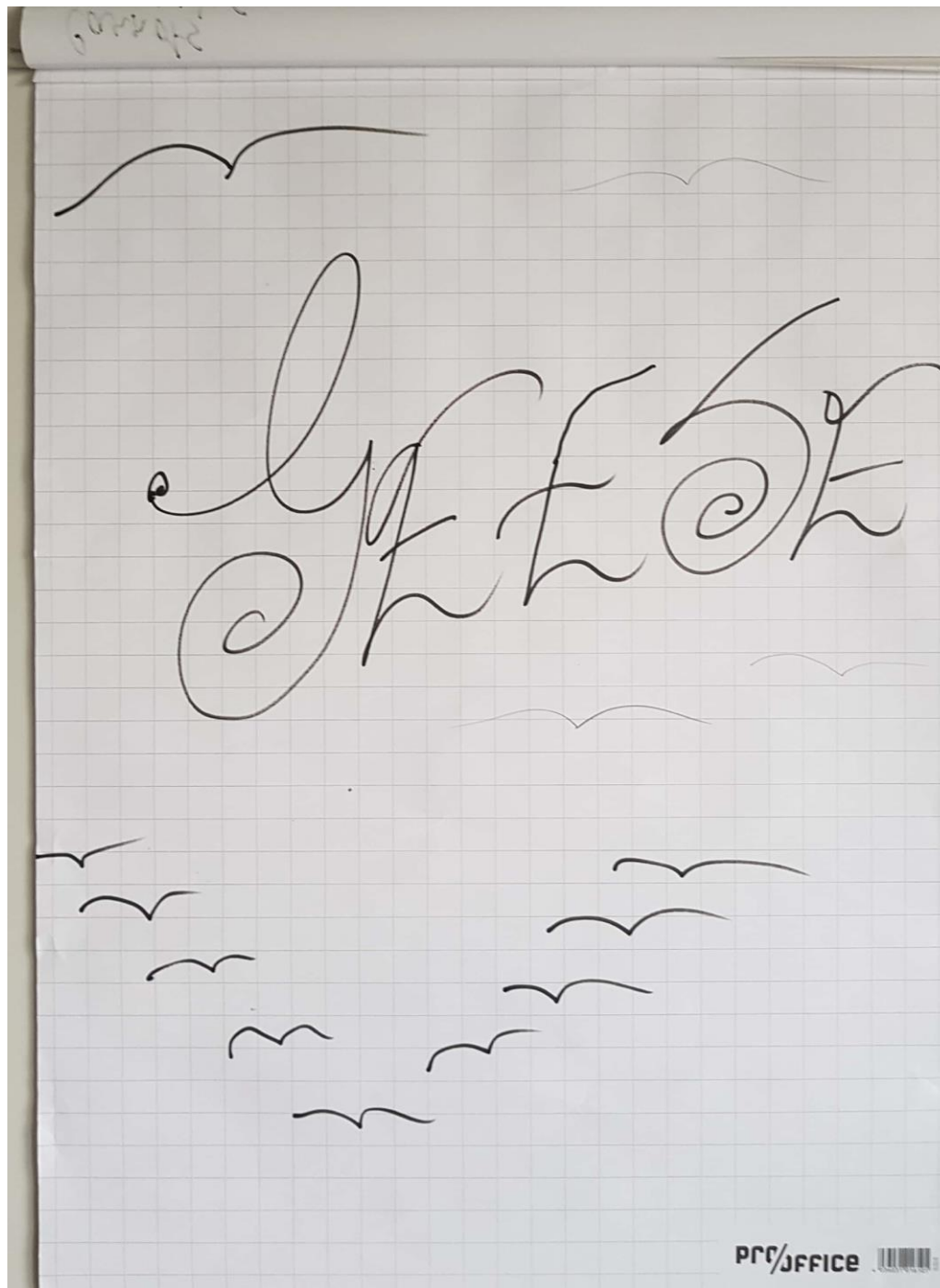




Group B

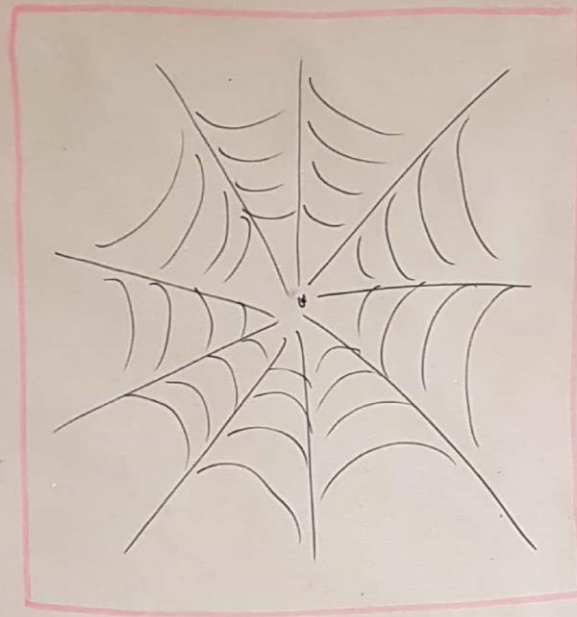
- background thoughts and 1st metaphor for the state of the art -

Group B  
– 2nd  
metaphor for  
the imagined  
future -

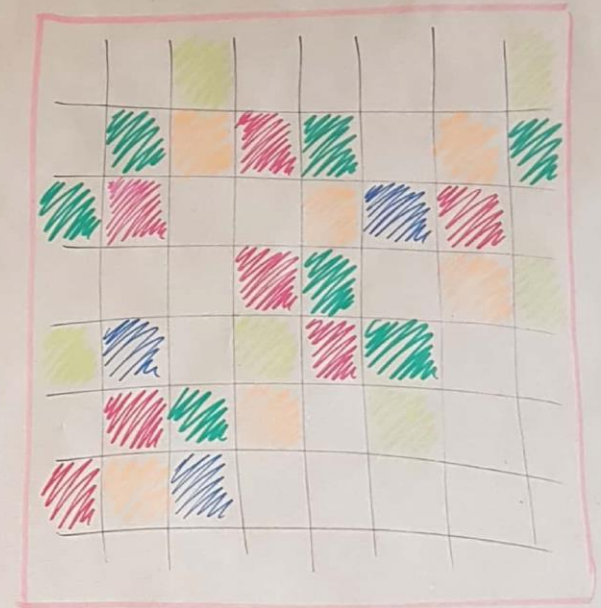


# Group C

– 1<sup>st</sup> and 2<sup>nd</sup>  
metaphor -



BEFORE  
PAST / PRESENT



AFTER  
THE FUTURE



# Contact

Christine Erlach  
NARRATA Consult  
[christine.erlach@narrata.de](mailto:christine.erlach@narrata.de)  
[www.narrata.de](http://www.narrata.de)

Rainer Klose  
DEUTSCHE TELEKOM AG  
Human Resources Development  
[rainer.klose@telekom.de](mailto:rainer.klose@telekom.de)