

Praises for Business Narrative Specialist

Svend-Erik Engh

Certified Practitioner

[Steve Denning](#) Leadership Storytelling



"Let me give you my five reasons why I think Svend-Erik is unique.

No 1. He is someone who knows both storytelling and business. It is two radically different things, business and storytelling. Most people come at it from one end, there in business and they are trying to learn storytelling or they are storyteller trying to learn something about business. Svend-Erik came as a storyteller and spent nine years mastering business, mastering the dialect of business, mastering the preoccupation of business, mastering the processes of business, so he is one of few people I had encountered, that fully mastered the second field. He offers this brother perspective.

The second thing he had taken the time to understand the difference between entertainment storytelling and business storytelling. These are related fields, they are similar fields, but ... Most of the people who come at this from storytelling imagining that they already know storytelling, so they imagine they don't have anything to learn about business storytelling, and they don't make that transition. Svend-Erik is one of the very few storytellers I had met who has have made that transition. He had come to understand whats difference about business storytelling and why you are not aiming to tell a well told story, why a well told story probably is the last thing that you want to tell in business. You want to tell a story that achieves its results. Maybe a very poor story from a entertainment storytellers point of view is the most powerful story. Svend-Erik is one of few people who master that.

Third element is that he brings an almost unique level of enthusiasm and energy and warmth. He is a terrific performer. In organisations enthusiasm is such a rare quality and it is such a vital quality. If people are enthusiastic about something that can overcome almost any difficulty, any problem whatever it is, if people are enthusiastic. He spreads enthusiasm, he injects enthusiasm, he enlivens people and this is also rare.

Fourthly he is a good listener.

Fifthly he is a funny guy. (laughter) He is full of jokes and laughter and humour is such a release of tension and enables people to overcome their preoccupations and starts to see things a more balanced way.

Those five things is why Svend-Erik offers a unique talents to the business and storytelling scene."

Steve Denning, author of 5 best sellers on Business Narrative.

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"Svend-Erik is quite simply a master storyteller. Grounded, inspired, and filled with essential insights. Spending time with Svend-Erik is guaranteed to refresh your mind and open your heart to the power of a story well told, and authentically performed."

Michael Margolis, CEO and Founder, Get StoriEd.

"Coherence – Develops understanding of the ingredients of a good story – Better techniques of presentation and understanding of a presenter's tools."

Peter Bjerregaard, Microsoft Danmark.

"Svend-Erik is an inspirational business partner and whenever we meet, new ideas relevant for the project come up."

Jane Elgaard Petersen, Communication Manager , Maersk Container Industry AS.

"Svend-Erik Engh is a creative Storyteller and an expert in his field. I have worked with Svend-Erik in team-building situations, Conferences and other Storytelling settings. I can strongly recommend Svend-Erik when working with internal and external processes in organisations, when creating creative Storytelling designs".

Andrea Diestel, Project Consultant COK and Bald Film.

"Svend-Erik introduced me to the power of storytelling. He is an inspiring colleague and I enjoyed his skills implementing corporate storytelling in organisations."

Joan Peitersen, Konsulent.

"Svend-Erik is a great storyteller and he knows a lot about how stories can be used as tools in leadership."

Eva Grip, direktør, NervE.