

# SPEAKER'S PROFILE \_EGBERT VAN WYNGAARDEN

## PERSONAL DATA

Name Egbert van Wyngaarden  
Phone +49 179 3644086  
Email [wyngaarden@gmx.net](mailto:wyngaarden@gmx.net)  
Weblinks <https://story-x.com>  
<https://story-x.medium.com>



## WHO I AM & WHAT I DO

How can we meet the challenges of the future in a positive way? That's the central question that has been informing my work since many years. I use the craft of storytelling and the power of media in order to find answers.

I work as a trainer and consultant for Media Innovation, Organizational Development and Futures Thinking. In each of these areas, storytelling plays a crucial role.

My toolset includes content creation (storytelling, media, instructional design), process methodology (user orientation, systems thinking, agile, scrum) and sensemaking (developmental psychology, presencing, futures literacy). I've named this interdisciplinary approach WHAT IF THEN WHAT<sup>®</sup>.

WHAT IF opens spaces of radical possibility. It's about finding other ways of looking at the world and generating new ideas. Sensing and seeing what went unnoticed before. IF THEN focuses on the development of scenarios and strategies. The question here is how a good idea could work out in practice. THEN WHAT looks deeper into the impact a project is meant to have, and how desired change should come to pass.

I've studied Law (Leiden), Philosophy (Edinburgh) and Business administration (Paris). After international theatre and film production experiences at the Avignon Festival as well as with Gaumont and Kirch New Media, I now teach Film and Creative Writing at Macromedia University in Munich as well as Crossmedia Journalism at Hanover University.

'Digital Format Development', my handbook for creating user-oriented media in the networked world, was published three years ago. In 2021 I've founded the studio for narrative futures design STORY X and released 'STORYTELLING FUTURES. Transformative Media for the Age of Climate Change'.

## WHAT I CAN DO FOR YOU

- **Workshops, Design Sprints and Labs for Media Innovation**
- **Narrative Organizational Development and Process Guidance**
- **Visioning-Workshops, Sensemaking-Journeys and Futures Literacy Labs**

## WORKING LANGUAGES

Fluent in German, English, French, Italian and Dutch; Notions of Portuguese and Modern Greek.

# SPEAKER'S PROFILE \_EGBERT VAN WYNGAARDEN

## REFERENCES

**Professor for Screenwriting and Creative Writing at Macromedia University**, since 2010

**Local Head of Faculty (Design and Film)**, 2018-2021

<https://www.macromedia-fachhochschule.de/>

- All aspects of audio-visual storytelling, film project development and educational training
- Management of academic procedures including doctoral thesis supervision
- Development of numerous award-winning short films

**Trainer and Consultant at ARD.ZDF Media Academy**, since 2015

<https://www.ard-zdf-medienakademie.de/>

- Over 85 trainings and consultancies with all German public service media networks
- Creative content development in the fields of digital news, service and entertainment
- Change process facilitation and organizational development with a focus on agile methods

**Trainer and Consultant at Media Academy Germany**, since 2018

<https://www.medien-akademie.de/>

- Regular trainings for corporate storytelling and communication
- Regular trainings for narrative organizational development
- Business consultancy on corporate and brand narrative, storytelling and communication

**Head of First Movie Plus, Bavarian Film Centre**, since 2018

<https://filmzentrum-bayern.de/en>

- Cooperation with all leading German TV networks, production companies and film funds
- Head of innovation labs (Web:First, Story:First, Audience:First, Writers' Room Lab)
- Futures Literacy workshops: Constructive Cinema, Futures Vision Makers, Story x Change

**Keynote Speaker and Trainer at international conferences**, ongoing

<https://story-x.com/>

- SXSW (Presentation, 2018)
- Transmedia Day (Conference, 2014-2016)
- Università Cattolica di Milano; Bilkent University Ankara; Various Film Festivals

**Certified Agile Practitioner and Coach** (Scrum Master & Scrum Product Owner), 2019

## PUBLICATIONS

**STORYTELLING FUTURES. Transformative media for the age of climate change**

Munich: Bavarian Film Centre, 2021

**Digital Format Development – User-oriented Media for a Networked World**

Cologne: [Herbert von Halem](#); Supported by the Nordmedia Film Fund, 2018

*„Digital Format Development – User-oriented Media for a Networked World“ presents a method for the development of innovative media in the digital age. Emphasizing the connection between technology and storytelling the book puts a special focus on interdisciplinary teams, design thinking and agile methods. It also examines the narrative potential of Augmented Reality, Virtual Reality, Artificial Intelligence, Machine Learning and the Internet of Things.*

**Regular professional publications on Media Innovation and Futures Literacy**

Available on <https://story-x.medium.com>.