

# **Günter Soydanbay**

**Brand Strategy Consultant at Soydanbay Consulting**

Montreal, Canada Area, QC, CA

**Organizational Communication and Change Management Professional at Soydanbay Consulting**

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## **Biography**

Most of us, and by that I mean the 21st century office employees, are "creative workers." Given that we live in the Age of Knowledge, a less sexy label would be "knowledge workers." Nowadays, we literally hoard information to make ourselves smarter. Access to information is so easy that knowledge has become a commodity. And? I don't like that. Man in the street might be more informed than a billionaire of the past century, but does that make him wiser? Does information come with a handbook that teaches us how to connect the dots? Or could it be that the more knowledgeable we get, the less wise we become? I believe what we need is not more knowledge but more wisdom. Actually, I think humanity is craving for wisdom. Have you ever wondered why does the movie industry exist? Why do people glue themselves to the screen to watch TV series? Or, why do we idolize sports heroes? It is because they all tell stories and storytelling is simply passing wisdom? The way our brains are wired, something "emotional" is more memorable than something "factual." And, a story is nothing more than a fact wrapped in emotions? Not surprisingly, to me, everything is a story. More importantly, I think everything should tell a story. That's why when I look at brands or organizations; I try to feel the storyline. Time and time again, organizations tell me nothing more than an elaborate note. That's my cue to do alchemy and spark story-based change. I do it by drawing parallels between branding and depth psychology? Between management and systems thinking? And between places and mythology? I enjoy uncovering the theme of an organization, identify its antagonists, and dig up its protagonists. Thinking about organizations as stories? That's what I do. That's what I love?

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## **Availability**

Keynote, Panelist, Workshop, Corporate Training

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## **Industry Expertise**

Corporate Training, Corporate Leadership, Advertising/Marketing

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## **Areas of Expertise**

Brand Strategy, Place Branding, Change Management

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## **Sample Talks**

### **How does nature innovate?**

In this talk explores how nature handles innovation, and what could corporations and individuals can learn from it. It gently builds a bridge between biology and organizational creativity.

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## **Event Appearances**

**The art of persuasion at the workplace**  
Morgan Stanley - Personal Branding

**How to brand a place?**  
Marketing Management

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## **Education**

**McGill University**  
MBA Strategic Management

**Bosphorus University**  
Bsc. Psychology

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