



## **Stella Schüler**

Business Trainer for Storytelling and Game Thinking  
Strategic Game and Narrative Consultant  
ex.-Prof. for Game Design

If you are seeking a consultant, business trainer, coach, and expert in vision development, storytelling, and game thinking, along with the opportunity to unlock your full creative potential, you have come to the right place. Stella Schüler is the founder of Gameful Leadership®, where she contextualizes storytelling and game design strategies for various business contexts and companies.

With a background that includes a professorship in Game Design and over 25 years of experience in the arts and design fields, higher education, and adult learning, coupled with solid leadership expertise, Stella Schüler offers a multifaceted skill set that provides tremendous value for her customers. This enables her to adopt a holistic approach, collaborate across industries, integrate diverse perspectives comprehensively, and inspire teams.

This capability empowers the development of solutions for complex challenges, such as employee and organizational development, driving change forward effectively and ensuring sustainable success, but also more selective themes, such as innovation, operational excellence, teambuilding, motivation or leadership.

Examples of successful projects that had significant impact:

- Generali Insurance Switzerland: Game Thinking for strategy activation,
- KTM Innovation Austria: Storytelling for strategic stakeholder engagement,
- Handwerkskammer Berlin: Team development / future viability.

Stella's main focus is on transformation, innovation, operational excellence and change processes. She has applied her wide and profound competences in themes such as Leadership, Personal Branding, Vision Statement Development (Vision, Mission, Why, Values), Storytelling (Change Communication), Meta-linear Storytelling in the eLearning sector, Game Thinking (Gaming and game-methodical strategies in specific application contexts like Gamification, Serious Gaming, Gamestorming, etc. for participation, motivation, and ideation), Creativity, Innovation Ability, Error and Failure Culture, Lifelong Learning (Growth Mindset), Instructional Design, Learning Experience, Didactic/Digital Learning Concepts, Self-learning Organization, Motivation, Resilience and Stress Management, Meditation, Coaching for Artistic Workflows, Design and Innovation Processes.