

Story Telling for the Corporate World

A visionary Leader is able to transfer the experiences acquired by the people in the organization by...
Creating a story around them...

All Leaders need to be
Good Story-Tellers.

...but...

..To be an Effective Leader
- one needs to be a
Great Story Teller...

... one who is able to transfer the vision & the mission of the organization down the ranks in such a manner, that every one identifies with it, retains & recalls it, & imbibes it....



buzan
pune

As a business concept 'storytelling' has had a significant impact on how companies can build strong corporate cultures and credible brands.

Yet many corporations are still confused as to how exactly storytelling can make a difference :

- **Why** should we tell stories at all?
- **What** makes a good story? And,
- **How** do we tell it in a way that advances our company both culturally and fiscally while strengthening our brand?



Spending the day with us will equip you to do :-

- Create your own stories which resonate with your employees, your culture, your values...

Course Content :

Importance of Story Telling

The Science behind StoryTelling

Essentials for a good Story

Developing your own story

Transfer Experiences Effectively

DURATION :

8 hours

Course Content subject to changes & revision

This session would provide simple tools for putting corporate storytelling into practice. It provides knowledge & inspiration for using storytelling as a strategic tool for releasing your potential.

Who Should Attend :

- Leaders or those aspiring to be Leaders of teams / groups / organizations.
- Sales people who desire to excel
- Those who wish to improve their Communication & Presentation skills.

About the Facilitators :

Jas Johari

is the only Buzan Advanced Licensed Instructor in India & has trained a number of Corporate Executives at all levels.

Jas is the only qualified and trained person in India to conduct and interpret the results of the **Multiple Intelligence Development Assessment Scale**. She has undergone professional training courses in England on "Story Telling for the Corporate World"



Maneesh Johari

Maneesh is the CEO of the Buzan Centre Pune, India, & has facilitated Mind Map trainings at leading business houses across all sectors (Financial, Insurance, Auto, General Industries, Pharma, IT etc...)



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