

# Business Storytelling

**Introduction** : Storytelling isn't just for fiction; it's vital to your business, too. Storytelling can help you communicate with customers and clients, market your ideas, and solve problems. It's also a great way to take projects from concept to launch.

## Course Overview: Day 1

*Time for Welcome Energizer* : An activity where everyone would be required to pool in words, twist the plots and frame engaging stories.

### 1. Introduction

- Need to Whisk Stories for Business
- Fostering relations with Stories

### 2. Module 1 : How to craft your 'Story'?

- Defining Goals
- Checkpoint 1 : Know your audience
- Creative Brainstorm
- Time to nail down : Details
- Checkpoint 2: Strategy

### 3. Module -3 Elements of Ideal Story

- Relativity
- Novelty
- Tension
- Fluency
- Checkpoint -3 : Learn to Create: Connect & Optimize

*Time for Fun & Observation* : Group Activity to discuss *The Ben Franklin Method* & *Sludge Report*

## Day -2

### 4. Module 4 What's your story?

- Infotainment
- To tell the truth
- Personal Experience : A world of your own
- Checkpoint -3 : Capstone Project : Introducing Globe Story
- Picking Imprinting Words
- Chekhov's Gun

## **5. Module -5 Crafting Your Tale**

- Pull through Message VS Talking Points
- Scrubbing your language
- Sounding Natural

*Time for Fun & Observation : Group Activity : All groups would be deciding which story deserves a **Golden Buzzer Moment**.*

## **6. Module 6 : The Real Test**

- The Ballpark answers for specific situations
- Not speaking for others, Speaking for ourselves
- Saying No to Speculate
- 'That's a great question' & way to control time
- What to say and not to say
- Circle Dance : Stopping from over emphasizing
- Evangelism

## **Training Project : Communicating with Charisma : The Story Evening**

*All the participants would be engaged in crafting their own stories.*