



Mahindra™
University
Global Thinkers. Engaged Leaders.

CENTRE FOR
EXECUTIVE EDUCATION

Business Storytelling for Leaders

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Overview

Storytelling is the #1 reason you, as part of the human species have survived till now. It is the #1 reason that will drive competitive advantage for you and your company in the next decade. In an increasingly complex world, it is the primary skill necessary for your company's growth and for your individual growth.

But how do you tell a good story? Is there a formula? How to start and how to end? You may be doing great work with numbers but when you speak about it, it may be falling flat. Is there a way to cut through the noise that exists today and make your message heard with your stakeholders? This program addresses how you can gain mastery in Business Storytelling.

Learning Outcomes

- Understanding the principles of storytelling through the world of neuroscience, evolution and the world of movies
- Understand how to apply the storytelling toolkits across a variety of business situations like change management, conflict management, data storytelling, negotiation, written communication, personal branding, etc.

Key Topics covered in the Programme

- Storytelling principles from the world of neuroscience, evolution and the world of movies
- Storytelling through data
- Storytelling for written communication
- Storytelling for change management
- Storytelling for conflict management
- Storytelling to build a personal brand

Programme Details

Programme Dates: 18-19 June 2024

Programme Mode: 2 Days | In-Campus

Programme Fee: Rs. 25,000/- + GST Per Participant

Who is the right audience for this programme?

This programme is aimed at middle to senior managers with 8 - 25 years of work experience. This programme is for leaders across functions and across industries. This programme is right for you if you are a,

- C-Suite Executive (CEOs, COOs, CIOs, CTOs, CDOs, CHROs)
- Entrepreneur
- Marketing Head or a Brand Manager
- Strategy Director or leading a large transformation program
- Sales Director or leading a major region
- Human Resource Director
- Analytics and Transformation Director
- Supply Chain and Manufacturing Director or leading a large manufacturing setup

Workshop Approach

The workshop will deploy a combination of multi-disciplinary coaching, experiential learning, collaborative discussions and discussing real-life implications.

1) Multi-Disciplinary Coaching: The workshop will introduce you to storytelling techniques from various disciplines like neuroscience, evolution, psychology and the world of movies.

2) Experiential Learning: The workshop will engage leaders with numerous activities to practice, learn and build on various storytelling techniques. About 50% of the time will be dedicated to experiential learning.

3) Collaborative Discussions: The workshop will encourage business leaders to work collaboratively to build powerful storytelling narratives and learn from each others' experiences.

4) Real-life Implications: The workshop will highlight real-world storytelling applications and encourage the participations to identify areas of opportunity for immediate deployment

Session-wise Topics

Sessions 1 and 2: Introduction to Principles of Storytelling

- Storytelling and its importance
- Learning principles of storytelling from Neuroscience, Evolution and the world of movies
- Introduction to a 1 page toolkit of an ideal story that is applicable to every situation

Sessions 3 and 4: Storytelling in Action: Conflict and Change Management

- Learning about how storytelling applies to conflict management and large-scale change management

Session 5: Storytelling and Written Communication

- Learning about how written documents can incorporate the best practices in Storytelling

Sessions 6 and 7: Storytelling in Action: Introduction to Data Storytelling

- Incorporating Storytelling through data

Sessions 8 and 9: Storytelling in Action: Integrating the first 7 sessions together

- Individual activity integrating the learnings from the first 7 sessions together

Session 10: Storytelling and Personal Branding

- Understanding how the principles of Storytelling can help in building a robust personal brand with appropriate case lets

Session 11: Recap and Next Steps

The course will end with a 30 minute recap in terms of:

- What have they learnt till now?
- What they can start doing about storytelling from tomorrow?
- How can they keep learning about storytelling?



FACULTY

Prof. Sandeep Das

Storytelling Coach | Best-selling Author | FMCG & Consulting Leader | India's premier thought leader

Sandeep, an MBA from IIM Bangalore, is a business leader with over 15 years of experience having held leadership positions in FMCG and Management Consulting.

He is the bestselling author of 4 successful books. His latest book, 'How Business Storytelling Works' has been on the bestseller list for 40 successive weeks and is a textbook for storytelling at multiple IIMs. He teaches Business Storytelling for executive education at IIM Ahmedabad, IIM Bangalore and at IIM Lucknow.

In addition, he has coached leadership teams at leading corporates like Unilever, the Tata Group, Poshmark, etc. He is one of Asia's leading storytelling coaches and has been invited across the world as a keynote speaker on Business Storytelling across conferences in the US, Europe and South-East Asia.

He is a columnist with over 200+ articles for the Times of India, Economic Times, Mint, Fortune, Forbes, Business World, etc. His posts on LinkedIn have been read over 30 million times.

About Centre for Executive Education

The Centre for Executive Education (CEE) at Mahindra University, creates and conducts learning programmes for working professionals, which are designed to provide timely and relevant knowledge, insights and perspectives, that help them progress in their current and future roles in organizations. By enhancing performance of executives, these programmes are aimed to positively impact the organisations that they work for.

Executive Education Programmes at Mahindra University span across multiple business disciplines, engineering & data science, and law, for different seniority levels, in various national and international geographical locations.

CEE's mission is to be a hub for engaging & beneficial interactions between business leaders and the academia. The centre works with some of the finest faculty in India and from leading Global Business Schools. Participants will have opportunities to learn from the innovative research and consulting experience of the faculty, wide experience of the peer group of learners, and from Industry practitioners who bring in strong domain knowledge.

About Mahindra University

Mahindra University, established in May 2020, is a multi-disciplinary global education and knowledge campus which offers industry-aligned curricula, a student-centered learning environment, and opportunities for international exposure. The University offers Undergraduate and Post Graduate programs in its five Schools namely Ecole Centrale School of Engineering, School of Management, School of Law, Indira Mahindra School of Education, School of Media and Liberal Arts. The University has been established in a sprawling, green, 130 acres at Bahadurpally in Hyderabad. The University provides students with a modern lifestyle and a unique multi-cultural immersion in a predominantly green campus. The Lecture Theaters, Seminar Halls and Syndicate Rooms deploy state-of-the-art technology, to impart a multi-media, interactive learning experience to participants. Executive Housing facilities on campus come with contemporary design, spacious & comfortable air-conditioned rooms.



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