

# Business StoryTelling

*Because the universe is made up of stories as much as it is of atoms...*



**A two day experiential skill building workshop on what, how and why of business storytelling.**

## OUTCOMES

By the end of the workshop, you would be able to



become aware of the power of storytelling in business to build trust, generate emotion and inspire a call for action



learn to tell vivid, dynamic and seamless stories that marry desired business vision & outcomes with expected actions and combine logic with intuition



understand how stories make it possible - both consciously and subliminally - to communicate the most difficult messages to employees, customers, colleagues and the media



internalize the different elements of story telling - context, conflict, resolution; the process and different techniques



recognize that stories build personal, product and service brands by lending both a personal touch and by building a universal resonance at the same time



be able to tell authentic, real stories - using mindset, skill-set and tool-set - that are not about perfection, but about making the connection with the audience



appreciate that while data, facts and figures can persuade, it is stories that will fire the imagination and stir the soul- thereby influencing actions and outcomes



comprehend that stories activate mirror neurons in the listeners mind predating feelings of empathy and identification with the story teller



learn how our minds are genetically programmed to attach meaning to message and sharing emotive stories of best practices can make teams act in an agile fashion



can be used a potent tool for consultative selling and making a case for a product, service or an idea without a seemingly vested interest in it

## What?

A two day experiential skill building workshop on the what, how and why of business storytelling. A good story can go where quantitative analysis is denied admission: our hearts. Whether it is cinema, theater, a book, or business, the ability of a story to connect cannot be overstated.

## Why?

Because stories can change the way we think, act and feel. Because stories help drive everything from the culture at the workplace to the foundation of a game-changing idea, to breaking down barriers galore to changing business sentiments in an organic, subliminal and authentic way.

## How?

The pedagogy adopted is a proven and powerful mix of concepts, experiential learning and real time skill building. The internet is littered with an endless stream of 'secrets' & 'tips' on how to tell a great story. Well, the secret is that there is no secret. What works phenomenally well for one person simply doesn't cut it for someone else. The idea is to identify and build on one's own strengths and consciously and consistently work on development areas.

## Who?

Leaders. Senior Stakeholders. Decision Makers. Managers. Sales Team. Internal Communicators - HR & L&D. Presenters. Professionals. People desirous of influencing, energizing, inspiring action from their teams, audiences and organizations. Stories are as relevant at the work place as they are outside of it.

## Where?

• Bangalore • Mumbai • Delhi • Chennai • Pune

## Investment?

Early bird pricing of Rs.14,999; Standard Pricing of Rs.15,999. Includes a knowledge toolkit and a one-on-one session post the workshop. Exclusive of Taxes.

**Note: We follow a full on-the-spot refund policy in the event of the individual being dissatisfied with the workshop.**

## RSVP/ How can I register?

Registration is easy and simple: You can call us at 91 - 98846-46392, or write to us at [hr@thegamechanger.in](mailto:hr@thegamechanger.in) or visit our website: [www.thegamechangers.co.in](http://www.thegamechangers.co.in)

## Session outline

### Day 1

#### Context Setting

#### Brain Theory

- Conscious
- Sub Conscious
- Auto-Pilot
- Habit Formation
- Cause-Effect Relationship

#### The What & The Why

#### Introduction to Business StoryTelling

- What is StoryTelling?
- What is Business StoryTelling?
- The power of a story well told
- Why tell stories?

#### Types of Stories

- Conversation/ Connection Stories
- Insight / Influence Stories
- Principle - Specific Stories
- Success / Failure Stories
- Complex Stories

#### The How

#### Elements of Story Telling

- Context. Scene. Characters.
- Conflict - Man. Nature. Society. Environment. Himself.
- Action - Person, Product, Service, Idea
- Result - Change, Progress, Success.

### Day 2

#### Process/ Skill-Set of Business StoryTelling

- FreyTag's Pyramid
- Credibility & Relatability
- Dialogue & Details
- Movement & Metaphors
- Reliving Vs Retelling

#### Business StoryTelling Tool-Set

- Language
- Four Senses
- Ethos, Logos & Pathos

#### Story Spotting

- Activating Mindset
- Chronicling Everyday Stories

#### Story Listening

- Eliciting Stories
- Golden Triangle
- Listening
- Probing
- Pacing

#### Action Planning

- Creating learning road-map - specific, tangible and measurable - for 45 days
- Feed forward & Close

*I have attended a lot of workshops on different skill sets, but this has to be the most rewarding experience ever on all counts - facilitation, quality of learning, depth of discussion down to the practical and implementable nature of the concepts covered.*

**– Rashmi Gautam (Pearson)**

*A workshop with Yogesh is simply a collection of 'truths'. It is a wonder how he combines and balances stuff so flawlessly. Introspective without being overbearing, the workshop worked for me at both an awareness and application level. I came out a more aware person.*

**– Arvind Kumar (Kotak Mahindra Bank)**

*First thing I noticed about Yogesh is that he is sensitive to audience expectations, apprehensions and needs to a fault. He consciously and effortlessly creates an environment that brings us out the best in us and affords an opportunity to learn, unlearn and relearn.*

**– Shreya Banerjee (Oberoi Hotels)**

## About the facilitator:

Yogesh Parmar is the founder of GameChangers - India's first fully integrated and diversified learning and development services enterprise - and a renowned & celebrated speaker, consultant & coach. Recently nominated to the prestigious and select list of 100 Emerging Leaders in Asia by World Consulting & Research Corporation (WCRC), he is a certified master trainer and has helped ignite and sustain significant performance excellence for 15000+ people in Fortune 100 & 500 organisations like Accenture, Hewlett-Packard, Wipro, Pearson, Airtel, United Health Group, Interglobe & Alcatel-Lucent.



Uniquely skilled with a non-condescending, animated and inclusive style, his workshops synthesize subject matter expertise with the eclecticism of behavioral sciences, liberal arts & the ground realities of the day. With an almost surreal ability to cull uncommon insights and 'connect' the dots, he is a perennial people lover who disarms and engages with his audience - spanning different geographies, sensibilities and worldviews - with iceberg knowledge and self deprecation.

## About us:

GameChangers is India's first and only fully integrated and diversified people development enterprise offering end-to-end learning and development services that ignite and improve individual and organizational performance significantly within a tangible, measurable and context specific framework.

Our value proposition is building people capability and eco-systems that enable sustained excellence. Our suite of services - constituting performance consulting, L&D process outsourcing, behavioral, life and soft skills boot camps, entrepreneurship labs, performance arts based experiential programs - help a global clientele that includes Fortune 500 corporate houses, budding SMEs, international consulates, eminent universities and prominent schools foster and sustain holistic excellence.

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