



# Storytelling as a New Effective Strategy for Communication

## INTRODUCTION

Storytelling is a powerful tool through which business professional's especially leaders can influence, stimulate and engage their respective stakeholders in order to get the outcomes they want. We feed on stories right from our toddler's days therefore, we become more receptive to stories than compared to facts or data. While the businesslike way of communicating using facts and figures informs, storytelling allows people to experience what this data means. With corporate storytelling you incorporate human feelings, experiences and knowledge into the corporate story that helps them in connecting with people besides making them relate, empathize and remember. People develop a shared sense of identity when stories are embedded in corporate messages. Therefore, the major focus of this W/S is to learn how to build stories around your commercial and purely rational data. It is especially useful for leaders, business professionals at all levels who are into leading people into the future, taking them through change, influencing, unifying people towards a common purpose, transmitting values, motivating and inspiring, besides the trainers and the faculty of Business Schools.

## OBJECTIVES

- Use storytelling to position and connect people with complex ideas, data, and information.
- Discover how the art of storytelling can be used to motivate, influence and capture people's' imaginations
- Build instant rapport with your audience and turn them into your advocates
- Make your points in a powerful, memorable way so people remember them
- Reinforce individual and team behaviors that make your company successful
- Inspire people to go above and beyond, tapping into emotion that drives employee engagement
- Connect people with vision, purpose and strategy so they want to go above and beyond
- Use everyday events as ways to make highly relevant points to business audiences
- Captivate audiences who are preoccupied, distracted and over-connected to technology
- Be a more engaging, enlightening and inspiring storyteller, presenter and public speaker.

## CONTENTS

Brief introduction to the evolution, elements of storytelling and experiential Storytelling. Approaching the storytelling in a creative and structured manner. (Exercises & conventions). How to figure out your stories and how to weave them around the business data and information by keeping close to the front lines, make it human, emotional and accessible. Delivering your stories effectively through Voice and Speech (Voice modulation), body language and movement, sounds and gestures.

## METHODOLOGY

Theatre Techniques

## TARGET AUDIENCE

Business Professionals; Trainers and Faculty from Business Schools.

## PROGRAM DATES AND TIMING

Dates : March 30, 2020  
Timing : 9.30 AM – 5.30 PM

## PROGRAM VENUE

FORE School of Management  
B-18, Qutub Institutional Area  
New Delhi 110016

## PARTICIPATION FEE

The participation fee on non-residential basis covering professional fee, program kit and lunch is as follows:

Corporates	:	Rs.7,500/- per participant
Faculty Members	:	Rs.5,000/- per participant
Research Scholars/Students	:	Rs.3,000/- per participant

**In addition, GST @ 18% is payable. Fee is payable in advance by the way of Local cheque/DD in favor of “FORE School of Management” payable at New Delhi.**

**Residential** – FORE School of Management shall provide assistance in arranging suitable accommodation on specific request on payment basis.

## REGISTRATION

The registration form duly filled in along with the program fee should reach us at least 7 days before the commencement date of the program. In case of subsequent withdrawal or cancellation of registration no refund of fee will be allowed. However, substitute(s) may be permitted with prior intimation.

## CERTIFICATE OF PARTICIPATION

The institute will issue a certificate of participation on conclusion of the program.

## PROGRAM DIRECTOR

**Prof. Reeta Raina** is a professor at FORE School of Management. She has over 32 years of both teaching, training and research experience. She has publications majorly in top International refereed journals and her work has been quoted and cited in various international journals. She has a research book to her credit titled “The Constitutive role of Communication in Building Effective Organizations” published by LAMBERT - an International publishing company. She has presented papers in various international conferences and has been the recipient of Best Paper Award and Outstanding Presentations. She is also the recipient of the Best Professor award in HRM by National Education Award sponsored by Headlines Today. She is into corporate training as well. Her forte lies in experimenting successfully with different pedagogical tools. Presently, she uses theatre based activities that should help future managers build distinctive communication skills. Her research is interdisciplinary that includes employee engagement, work engagement, organizational communication; non-verbal communication, Organizational effectiveness, listening skills etc. Her earlier assignments were with MDI, Gurgaon and Thapar University, Patiala. She has been the visiting faculty at IIFT and IITM. She can be reached at: <rraina@fsm.ac.in >.

## ABOUT THE INSTITUTE

FORE School of Management (FORE) has been established by the Foundation for Organisational Research and Education, a non-profit organization, with a mission “To achieve and sustain Leadership in Management Education, Research, Consultancy and Development”. FORE conducts following long-duration educational programmes:

- The PGDM & PGDM (IB) courses at FORE are AICTE (All India Council for Technical Education) approved and accredited by National Board of Accreditation (NBA).
- The PGDM courses are equivalent to MBA. Equivalence permission is granted by Association of Indian Universities (AIU).
- FORE is rated as A\*\*\* by CRISIL in Delhi-NCR region and A\*\* on national level.
- FORE has been awarded “SAQS Accreditation” by Association of Management Development Institutions in South Asia (AMDISA).
- FORE has set up a state-of-the-art Studio at its Campus to conduct Online Executive Education Programmes for Working Professionals and has been successfully conducting variety of such online certification courses.



Eminent academicians with many years of experience and experts from industry, recognized nationally and internationally, constitute faculty at FORE. FORE has in-house training facilitators in the field of Communication, OB & HR, Finance, Operations, Marketing, IT, International Business and Strategic Decision Making.

With a sharp focus on Management Education, Executive Education Programmes/MDPs, Consulting and Research, FORE stands amongst the Top Business Schools in the country.

FORE conducts Management Development Program/Faculty Development Programs to equip managers/faculty members with knowledge, skills and attitudes required for effectively responding to global developments and competitive requirements. Our MDPs/FDPs are designed with an appropriate blend of conceptual and experiential learning. Apart from open programs, FORE conducts customized In-Company Programs tailored to suit organization's needs on topics/areas specifically required by an organization. These Management Development Programs (MDPs) are either custom-designed to suit client requirements or are offered by faculty on a specific theme to meet various client needs.

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*For registration/any other information, please contact:*

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**FORE School of Management**

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## FORE School of Management

Workshop on

### Storytelling as a New Effective Strategy for Communication

March 30, 2020, FORE Campus, New Delhi

#### Registration Form

Name:

Designation:

Institution:

Address:

Phone (O):

Residence:

Mobile:

Email:

Fax:

Your expectations from the programme:

Payment Details: (Please tick appropriate and fill)

Payment enclosed (Local cheque/DD No: \_\_\_\_\_ Date: \_\_\_\_\_  
Amount: \_\_\_\_\_ )

Payment is under process and will reach you before the programme

Signature of Sponsor

**(Please return the completed form by post, or  
email: [exed@fsm.ac.in](mailto:exed@fsm.ac.in):**

**Executive Education Office  
FORE School of Management  
B-18, Qutub Institutional Area  
New Delhi 110 016**

*Note: Please feel free to make copies of this form for additional registrations.*