

Corporate **STORYTELLING**



**CORPORATE
STORYTELLING**
is your
**strongest
BUSINESS
TOOL**

Facilitated by **Raju Mandhyan**

Objectives

- Understand the structural nuances of Corporate Storytelling
- Comprehend the impact and the influence Corporate Storytelling has on audiences
- Convert data, details and examples of success to metaphorical conversations
- Unleash personal presence, style and non-verbal dynamics to increase impact
- Involve all audiences into co-creating the outcomes of all discussion through metaphors
- Make your messages stick well enough to be implemented with precision
- Inspire and lead groups, large and small, powerfully

4. Structuring Stories

- a. Seven Essentials of an Unstructured Story

5. Serving the Stories with a Sizzle

- a. The Five Steps to a Sizzle

6. Serving the Stories with a Sizzle and a Salsa

- a. Five Steps to Salsa

7. Leading, Happily Ever After

- a. Storytelling Legacies of Leaders

Contents

1. The Neuroscience behind Stories

- a. Storytelling Today

2. Stories, How they Serve Organizations

- a. Stories as Drivers of Engagement and Innovation
- b. Stories as Strategies for Selling and Marketing

3. Sourcing Stuff for Stories

- a. Storytelling Genres, Five

Methodology

15% lecture, 15% live and audio-visual demonstrations, 40% small and big group practice, 30% corrective feedback. Final practice, upon request, can be captured on video and will be submitted with key suggestions for improvement.

Potential Learners

Leaders and Managers with advanced skills in public speaking and all forms of presentation skills.

About Raju Mandhyan

www.rajumandhyan.com

Raju's background is engineering, investment sales and international trade. He's widely traveled and has done business development work in multiple countries and cultures. This exposure is backed up by his education in engineering, macro-economic and educational psychologies. Over the years he has trained, coached and made keynote presentations in the areas of sales, negotiation skills, diversity, creativity & innovation, business strategy and authentic leadership. He substantiates his concepts with research from the neurosciences and tackles actual cases and best practices from the business world.

"I am a monk at heart and I love to laugh!" he says. His style is casual, interactive backed up by very selective visuals. In the professional speaking circuits he is known as a raconteur who can enthrall his audiences and always goes the extra mile in meeting objectives. He has the ability to be light and engaging with small audiences and with larger audiences he uses large group dynamics to create resonance and impact.

He's had over 15 years of hardcore, on-stage facilitation skills training backed up by three years of hosting a weekly talk show www.expatsights.com on television in Asia using the method of Appreciative Inquiry.

Author, Coach and Facilitator, Raju Mandhyan has been a change and a development consultant for nearly a decade now. His work has impacted for profit and several nonprofit organizations in the past few years. He has worked with several manufacturing, services, educational and retail businesses in the Philippines and Asia. He is an American Management Association certified Trainer, a Buzan Licensed Instructor, and a Professional Life Coach. He has been trained in Arbinger Institute's Leadership and Self-Deception, and multiple modalities for human capital development like Neuro Linguistic Programming and Whole-Brain thinking. He has lived and grown in three cultures--Indian, American, and Filipino. Currently, he lives in the Philippines and is the former President of the Association of Appreciative Inquiry of the Philippines. Currently, he also hosts a value adding, diversity-bridging talk show called ExPat Insights based on the Appreciative Inquiry philosophy.



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Testimonials

PRAISE FOR THE HEART OF STORY

"Raju Mandhyan has done a fantastic job of bringing to our consciousness the what, why, and how of corporate storytelling. Stories are realities wrapped in roses, rainbows, and rhythm. This is, after all, what a company needs to sell, to build its brand, to communicate with stakeholders, and to drive creativity and innovation. The HEART of STORY is beautifully written and is such a smooth read."

—Ashok Nath, Chairman, Exedra Events

"I've been a storyteller for more than 30 years. But this wonderful book taught me many things I didn't know. Thank you Raju Mandhyan!"

—Bo Sanchez, bestselling author

"The Heart of Story is full of stories that convince the reader to put sizzle in the message so the audience is convinced, understands, and acts upon the truth. Each chapter makes a point backed by a story. Raju Mandhyan provides tools, examples from personal experiences, from business practices, and from leaders on the ground. We highly recommend this book to preachers, academicians, theologians, and all communicators of truth and faith who desire to capture the imagination and heart of their audience.

— Dr. Stewart and Dr. Corrie De Boer, Asian Theological Seminary, Philippines

Raju Mandhyan's The Heart of Story reveals and revels in the magic of the attraction that the human race has had with stories since time immemorial. Unlike any other book I've read on the topic, Raju takes the reader behind the curtains of science, art, creativity, and business to make a powerful case to use stories to influence our world. He doesn't just tell, he demonstrates his truth with memorable stories that will stick with the reader. This book should find an avid following with any person or organization that wants to make their brand unforgettable.

— Dilip R. Abayasekara, Ph.D., Accredited Speaker
Past President, Toastmasters International (2005-2006)
Author of The Path of the Genie: Your Journey to Your Heart's Desire.

From the king of storytelling himself...now you can learn the secrets that will take you far in leadership and in life!

— Scott Friedman,
National Speaker Association President 2004-2005
Certified Speaking Professional |
2013 Winner of NSA Cavett Award, MPI Rise Award, CSP Global
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