Business Storytelling

Stories that move decisions

THE PROBLEM

Leaders present data and wonder why nothing changes. People decide with stories and act on what they remember.

YOU LEAVE WITH

1. A story structure you can use for any presentation or proposal.
2. Your own story, built and told to peers.
3. Feedback on delivery and a plan to keep practising.

LEARNING OUTCOMES

- Structure a business message as a story with a clear arc.
- Use data inside a story without losing the audience.
- Tell their story with confidence and adapt it to the audience.

DURATION
Half-day or full day

HANDS-ON
3h15 practice, 0h30 theory (13%)

FORMATS
Public or in-house

GROUP SIZE
10 to 20 participants

LANGUAGE
English; French on request

TOOLS
Laptop

ATTESTATION
Certificate of attendance

WHO SHOULD ATTEND

Leaders and managers, including women in leadership programmes.

HOW EVERY AETHEIS COURSE WORKS

Labs first On your own material	**Theory capped** Under 20% of the time	**Atlas follow-up** Day 3, 7 and 30

PROGRAMME

Time	Block	Theory	Practice
08:30–10:15	**Story structure.** Story spine; and, but, therefore; your message	15 min	90 min
10:30–12:30	**Telling it.** Delivery, data in stories; telling and feedback	15 min	105 min
Total	Breaks not counted	**0h30**	**3h15**

LABS, ON YOUR OWN MATERIAL

Build your story
Your real message, as a story.

Tell it
Delivered to peers, with feedback.

WHAT TO BRING

A message you need to deliver in the coming month.

AFTER THE COURSE

Atlas, the AI coach on Learn N' Succeed, follows up on your commitment at day 3, 7 and 30. Templates and worksheets stay in your space.

LEARNING PATH

BEFORE
No prerequisite

THIS COURSE
LDR6 Business Storytelling

AFTER
LDR7 Persuasive Pitching, or LDR8 Public Speaking Skills

FORMATS AND PRICE

Rs 18,000 · €350 · USD 400

per participant

Half-day, excluding VAT; refreshments and materials included
Public sessions through the year
In-house on request, 10 to 20 participants

Training a whole team?
We run this course in-house, with labs built on your own material →
aetheis.com