Training Module On:

Storytelling in Business Communication

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What is a Story?

- Sharing stories allows having an intense experience of something without actually living through it
- Stories help us actually see, hear and feel a situation as if it is our own and we feel immersed in it. In a good story, the listener is actually able to relate to it as if it is their own experience
- In a business environment, stories can be used to actually see how a story can be used vicariously (not through direct experience) as a tool to handle a situation before facing it

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Significance of Storytelling

In General Communication

- Stories grab attention
- Stories make it personal, create an emotional bond and build loyalty
- Stories challenge current perspective
- Stories create empathy
- Stories are likely to be revisited
- Stories inspire change

In Business Communications

- Help in business development
- Emerge as source of competitive advantage
- Marketing and advertising can be done effectively and innovatively
- Makes decision-making fun
- Stories increase employee engagement and efficiency

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Characteristics of a Good Story

- Audience specific
- Contextualize the story
- Humanize the story
- Make the story action oriented
- Keep it humble

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- **Personal storytelling** is the most effective method of transmitting such ideas .
- Because it taps into our brain's hardwired capacity to integrate emotional and intellectual input into temporal sequences with beginnings, middles, and ends.

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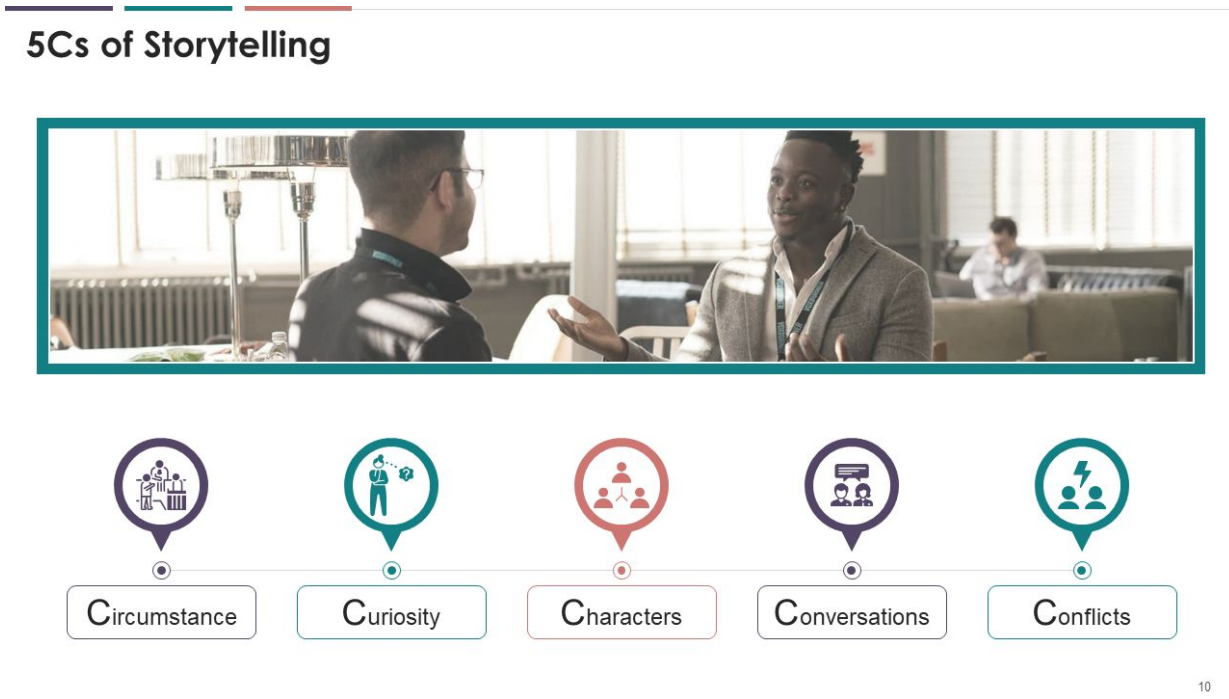
- The skill of utilising tales to communicate and engage with employees, customers, suppliers, partners, and anybody else involved with your organisation is known as **Business storytelling**.
- The goal of business stories is not to entertain.
- They, on the other hand, have a clear aim or desired outcome.



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FAQs

What are the four P's of story?

- ➔ People
- ➔ Place
- ➔ Story
- ➔ Goal.

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What is the significance of personal narrative?

- ➔ It allows us to learn from the experiences of others and can influence, strengthen, or question our beliefs and ideals.
- ➔ When a story captures and occupies our attention, we are more likely to absorb the message and meaning contained within it than if the same message was delivered simply in facts and data.

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What are the five components of effective business storytelling?

The five important parts of brand storytelling are discussed more below:

- ➔ consistency and authenticity
- ➔ identifying your target
- ➔ communicating the problem you address
- ➔ establishing your character
- ➔ connecting with your community.

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