

# BUSINESS STORYTELLING



**Learn a technique to increase your assertiveness and become more effective in your work, your relationships and your life!**

This workshop applies best practices from improvisation training to specific business behaviors to help professionals authentically connect and influence. What are the ingredients of a good story, one that is memorable and engaging? How can I connect a personal story that moves and fascinates the audience with my business content? How can stories be used to communicate professionally in a business environment? Learn how to use storytelling to communicate your key message in an engaging and professional way, so that you can entertain, inspire and persuade.

## OUTCOMES

You will

- understand the benefit of using stories and metaphors as an effective communication tool
- know how to build relationships and to connect to the audience through personal storytelling
- be able to integrate personal stories and anecdotes into a business context
- recognize the wealth of stories in your own life and start building a library of stories to use

## Target Audience

Mid-level high potential female managers with at least 8 years of working experience and ideally 3+ years of leadership experience

Max. 25 participants from different Advance member companies

## Format

One day workshop (1 credit per participant)

Additional credits can be bought for 1'100 CHF per participant

Language: English

## Registrations

Via the member area of the Advance website

## FACILITATION



Malvika Singh is the founder of IMPACT, an international consulting and leadership development firm. She works with CEOs, senior executives, and teams in the areas of leadership development, culture change initiatives, high-performance team development, innovation, and one-on-one coaching. Malvika has worked as a consultant in the chemicals, financial, hi-tech, reinsurance, pharmaceutical, beverages, not for profit, and educational sectors. Her work focuses on the creation of innovation by design, and she specializes in working with individuals and organizations to create breakthrough results.



## Advance Skill Building for Rising Leaders

The Advance Skill Building workshops equip talented women with the core skills, capabilities and leadership mindset that are critical to climb the corporate ladder. Every workshop is also an excellent opportunity to meet peers from different Advance member companies, allowing you to broaden your business network.

For more information, please contact the Advance workshop coordinator at [contact@advance-women.ch](mailto:contact@advance-women.ch) / [www.advance-women.ch](http://www.advance-women.ch)