






Nothing persuades like a story well told. To influence someone, to inspire teams to give their best in a challenging situation, an inspiring story can achieve positive results better than articulating facts or diktats. But what makes a compelling story in a business context? And how can these stories be told to create effective influence? Can storytelling be learned?



**CERTIFICATE PROGRAM IN
BUSINESS
STORYTELLING**
'Connecting to Inspire, Influence and Lead'

PROGRAM HIGHLIGHTS

-  This course trains you to make an effective story
-  It teaches the art of engaging with confidence and importance of audience
-  It imparts knowledge on creating a nuanced message
-  It makes you understand how to position a message
-  It enables you to organize data and information in a sequence of events and prepare visualization for common understanding

DURATION
2 Months

CLASS SCHEDULE
Tuesday & Friday

TIMINGS
7:00 pm - 9:00 pm

ELIGIBILITY

- Applicants should be working professionals / self-employed
- Graduates / Engineering / Diploma (10+2+3) in any discipline with min. 50% marks [aggregate - considering results of all years (e.g. 3 or 4 together)] recognized by UGC/AICTE.

PROGRAM FEE

₹20,000/- +Applicable Tax

	Registration Fees	Admission Fee
Dates	At the time of registration	30 th May, 2017
Amount	₹10,000/-*	₹10,000

* Any request for refund of registration fees on account of valid reason prior to the closure of registrations or 10 working days before the date of course commencement whichever is earlier, the amount paid shall be refunded with a deduction of ₹5,000/- + applicable taxes.

PEDAGOGY

Each course will be taught with the help of case studies, live corporate examples and general discussions. In order to provide greater industry insights, business leaders from different industries may be invited to share their experiences.

PROGRAM MODULES

- ☁️ Create your own sales pitch by using a story
- ☁️ Cultivating ambidexterity in communicating to customer
- ☁️ Oral & Non-verbal Communication
- ☁️ Using Infographics to improve cognitive & narrative ability
- ☁️ Creating stories to tell a data narrative
- ☁️ Making self-executable multi-media presentations
- ☁️ Communicating in a global landscape
- ☁️ Using social technologies for business interactions (blogs, twitter, Instagram, linked-in, job-portals etc.)
- ☁️ Developing content for business: report & proposal writing
- ☁️ Communication design thinking: adopting creative strategies for designing content
- ☁️ Persuasive Communication
- ☁️ Storytelling in HR
- ☁️ Open Source Software Needed: Canva & Tableau Public

SYSTEM REQUIREMENT

Desktop/laptop must be running on 64 bit processor with 4 MB RAM.

ABOUT FORE SCHOOL OF MANAGEMENT

FORE School of Management, having its Campus at B-18, Adhitam Kendra, Qutub Institutional Area, New Delhi (under the aegis of Foundation for Organizational Research and Education (FORE), a non-profit autonomous organization) was established in 1992. With a sharp focus on Management Education, Management Development Programs, Consulting and Research, and with 38 full time well qualified faculty FORE stands amongst the Top Business Schools in the country.

EDUCATION LANES

A Mahindra Group Initiative

FACULTY PROFILE



Prof. Sriparna Basu, Professor of Communication at FORE School of Management, is a double M.A. from Jadavpur University, Kolkata (Gold Medalist) and University of Illinois at Urbana-Champaign, USA, and Ph.D. in Cultural Anthropology from University of Illinois at Urbana-Champaign USA. She has more than 17 years of teaching experience and 10 years of consulting experience across various industry sectors. Her training interests span the domains of HR and Communication, and she has conducted training workshops on change communication, cross functional team work, interpersonal communication, assertiveness, cross-cultural communication in international business, and issues of gender in the workplace. She has been involved in training and consulting activities with a number of public and private sector organizations like ONGC, Power Grid, NHPC, Tata Motors, Food Corporation of India, Border Security Force (BSF), Indian Military Academy Dehradun, IFFCO, British Council, Oriental Insurance and also start-up organizations such as Unified Vision Capital and Adventure Private Limited. She has presented papers in 16 international and national conferences, and has a cache of publications in the form of research papers, cases and book chapters in national and international peer reviewed journals and books. Her current research contributes to the interdisciplinary scholarship on globalization by examining the multiple forms of globalization and evolving cultural and national identities as exhibited by the Asian economies. She has previously taught at IMI, Delhi, Indian Institute of Foreign Trade, Delhi (Visiting), Indian Institute of Technology, Kharagpur, West Bengal National University of Juridical Sciences, Kolkata and the University of Illinois at Urbana-Champaign, USA.

Prof. (Dr.) Anita Tripathy Lal is Professor at FORE School of Management, New Delhi. Her expertise lies in the areas of Business Communication, Leadership & Entrepreneurship. She is a PhD from IIT Kanpur and has about 21 years of work experience in the areas of teaching, training and research. She also has the experience of teaching for three years as visiting faculty at IIT Delhi and IIT Kanpur. She has been a part-time consultant for two years to NTPC's World Bank funded projects on Environmental Impact Assessment. She has also conducted number of MDPs and workshops in the areas of 'interpersonal relationship, communication & presentation skills, assertiveness, positive attitude, leadership, entrepreneurial competencies, opportunity evaluation and business model & plan. She has keen interest in personality development and research related activities. She has national and international research papers in the areas of Business Communication and Entrepreneurship. At FORE, she Heads the Centre for Entrepreneurship Development. In 2012, she has received certification on 'Mentor Development Program for Entrepreneurs' jointly from London Business School and National Entrepreneurship Network. Being a certified mentor she has been successfully mentoring entrepreneurs. Her passion though, remains Student Start-ups. She has been felicitated by TiE New Delhi for her contribution as a Mentor to the TiE Young Entrepreneurs (TYE 2014-15). She is also on the 'Mentoring Board' of IIT Kanpur Entrepreneurship Cell. Prof. Lal is able to create an ideal blend of Leadership, Entrepreneurship and Communication in her training programs, few of the most potential skills critical to creating success stories for Organizations in today's uncertain times.



Prof. Reeta Raina is a professor at FORE School of Management. She has over 32 years of 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.

Prof. Shilpi Jain, With more than 16 years of work experience Prof. Shilpi Jain began her academics career with Georgian college, Canada and University of Sudbury, Canada where she taught in Engineering and Management programs. Prior to joining FORE, she has served as a Senior Researcher at Software Engineering Labs, Infosys Limited, where she focused on developing various tools and processes to enhance the productivity of virtual teams. She has steered several research studies in innovation management, digital technologies, e-commerce, and enterprise systems on cloud (i.e. SaaS). She has been publishing industry case studies (with organizations like Birla soft, ICICI Bank, and Sona Koyo) in reputed journals such as Ivey, ACRJ, ACRC, & AJMC, and research articles in International Conferences like AMCIS, PACIS, IGCSE, SRII, ISDSI etc.

