



Unpacking the Storytelling Toolkit for Leaders

January 16 – 18, 2025



विद्याविनियोगाद्विक्रमः

Executive Education

INDIAN INSTITUTE *of* MANAGEMENT AHMEDABAD

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Programme Overview

For centuries, we have used stories to make sense of the world. We use stories to forge connections, create a sense of community and communicate our core values with each other. There is ample research demonstrating the significance of stories in how they shape our world as well as our individual identities. And yet, many of us are not able to leverage the power of storytelling. This programme is designed to enable leaders to leverage the power of storytelling by using effective methods.

Leaders need to recognize and harness the art of strategic storytelling.

Storytelling is a skill, and like all skills, it can be acquired and refined through knowledge and practice. IIM Ahmedabad is now offering a three-day programme in a workshop mode, taking corporate leaders through a hands-on experiential learning journey that will allow them to harness the power of their personal stories. After the workshop, participants will be able to answer three crucial questions - Why do stories matter? How do they shape our world? And how can we harness the potential of stories in our leadership journey?

The programme will begin by helping participants recognize the ubiquity of stories, and as a consequence realize the power of both visible and invisible stories surrounding us. Second, it will highlight the myriad ways in which leaders, politicians, and governments utilize stories. And third, it will facilitate participants in finding and delivering their own stories.

At the end of the programme, participants will be able to learn the essentials of crafting and narrating a compelling story and master the art of choosing and narrating their story across different settings: presentations, speeches, pitches, meetings, crucial conversations, and all forms of persuasive communication. More importantly, they will learn how to leverage stories to generate broader narratives that shape organizational culture, create vision, initiate change and drive action.

Key Learnings from the Programme

I. Introduction to Storytelling: The segment will help participants recognize the ever- pervasive presence of stories and answer the question – why do stories matter and how can they be leveraged for leadership? The sessions will examine how stories construct our social reality and play a crucial role in influencing our perspectives.

- Understanding why stories matter
- Identifying hidden frames and subtext within stories

II. Storytelling in Practice: The focus will be on the way in which leaders utilize stories. This will include unpacking different storytelling techniques used across various contexts, and application of these techniques for specific goals.

- Introduction to storytelling structures, archetypes, and tools
- Using stories strategically to achieve leadership objectives; learning from master storytellers
- Mastering the art of customizing stories across different settings: presentations, speeches, crucial conversations, and all forms of persuasive communication.

III. Finding and Narrating Your Story: This segment will include exercises that help participants find their stories. They will learn how to identify the 'right' story, apply a suitable structure to craft their story so as to ensure that the narration does not fall flat, and how to deliver their story with impact.

- Creating and customizing your personal 'story bank'
- Incorporating principles of effective public speaking in your story
- Breathing life into the story

Pedagogy

The programme will use a mix of pedagogy, including videos, role plays and simulated exercises to deliver the content.

Who Should Attend

The programme welcomes senior level executives from private and public organisations across industry segments, entrepreneurs, senior members of government organisations, leaders in the non-profit sector and advocacy groups.

Senior managers, corporate leaders and those responsible for making business decisions and decision execution will also benefit from this programme.

Faculty Chair

Prof. Vaibhavi Kulkarni

Email: vaibhavik@iima.ac.in



Dr Kulkarni is an Associate Professor at the Indian Institute of Management - Ahmedabad, in the Communication Area. She obtained her doctorate in organizational communication from School of Communication and Information, Rutgers University, USA.

She has worked on the use of storytelling and narratives across multiple contexts, including organizational change communication, entrepreneurial communication, persuasion and effective leadership communication.

Her research articles have been published in international journals and her papers have been awarded by the National Communication Association, USA, for scholarly breakthrough. She has conducted training programmes for senior executives in the private as well as public sector. She has also worked with the corporate sector as a communication specialist for projects pertaining to employee engagement through persuasion, change management and development of internal communication systems. In her early career, she was affiliated with XLRI, Jamshedpur and Indian Institute of Management - Lucknow.

How to Apply

To register for the programme, fill in the application form through the link below:

<https://bit.ly/3NiCkoM>

The closing date for receiving applications is **January 2, 2025**. The last date for early bird discount is **December 26, 2024**. All applications are subject to review and approval by the programme faculty (usually after the due date for receiving applications). A formal acceptance letter will be sent to the selected candidates. Applicants are requested to make their travel plans only after receiving the acceptance letter.

For more information, please contact us at gloria-exed@iima.ac.in or call **6357994542**. Alternatively, you can reach us at exed@iima.ac.in or call **+91 79 7152 6400**.

Certification

A Certificate of Participation will be issued to the participants at the end of the programme, subject to their having attended all the sessions of the programme. Absence from any session needs to be with the prior approval of the Programme Faculty Chair.

Venue & Accommodation

The programme will be held at the Indian Institute of Management Ahmedabad. Participants would get full board and air-conditioned single room accommodation either on campus or with empanelled hotel partner.

IIMA norms do not allow participants to have guests staying with them during the programme.

Programme Fee & Payment

INR 1,02,000 plus GST per person for participants from India and its equivalent in US Dollars for participants from other countries. The fee includes tuition fee, programme materials, boarding and lodging.

The programme fee along with the application form should be received by the Executive Education Office latest by **January 2, 2025**. In case of cancellations, the fee will be refunded only if a request is received at least 15 days prior to the start of the programme. If an application is not accepted, the fee will be refunded to the person/organisation concerned.

The programme fee can be paid in one of these two ways:

[A] Electronic Fund Transfer

1. Name of Beneficiary: **Indian Institute of Management Ahmedabad**
2. Savings Bank A/c **IIMAHMOEP**
HDFC Bank Limited, Ahmedabad Vastrapur Branch (IFSC Code: HDFC0000048, MICR Code: 380240003)
3. Name of Remitter: _____ (Please mention the name of the sponsoring organization)
4. Purpose of Remittance: **Unpacking the Storytelling Toolkit for Leaders**
5. IIMA Permanent Account Number (PAN): AAATI1247F
6. IIMA Tax Deduction Account Number (TAN): AHMI00189A
7. IIMA GST Registration Number: 24AAATI1247F1Z4 (SAC: 999293)

After making the payment, please email us the complete transaction details so that we can link your remittance with your nomination.

[B] Payment Gateway

Please visit the following link for Payment Gateway: <https://bit.ly/47Y7uLE>

Discount

Early Bird Discount: Applications received with payments on or before **December 26, 2024**, will be entitled to an early bird discount of 7%. Early submission of fee and application does not, however, guarantee acceptance of the application.

Group Discount: Any organisation sponsoring four or more participants will be entitled to a discount of 7% on the total fee payable provided that at least four participants actually attend the programme. Organisations can avail themselves of both the discounts subject to a maximum overall discount of 10%.

Any organisation sponsoring 25 or more participants across all the programmes in one academic year will be entitled to an overall discount of 15% on the programme fee payable.

The above discounts will be applicable only when the requisite numbers of participants actually attend the programmes.

Programme dates and fee are subject to change at the discretion of the Institute.

IIMA Alumni Association

Participants who are attending short-duration Executive Education Programmes for the first time, on or after April 1, 2012, will have to attend for a total of 21 days in one or more programmes in order to be eligible for alumni status and alumni identity card, both of which will be awarded on the payment of a one-time alumni fee of INR 10,000/- + GST.

Indian Institute of Management Ahmedabad (IIMA)

IIMA was set up by the Government of India in collaboration with the Government of Gujarat and Indian industry as an autonomous institution in 1961. The Institute provides education, training, consulting and research facilities in management.

Major Programmes Offered by IIMA

- Two-Year Post Graduate Programme in Management (MBA)
- Two-Year Post Graduate Programme in Food and Agri-business Management (MBA- FABM)
- Ph.D. Programme in Management
- One-Year Full Time Post Graduate Programme in Management for Executives (MBA- PGPX)
- Executive Education offers short duration programmes through open enrollment, customisation and online for various levels of experienced professionals across industry
- Faculty Development Programme (FDP)
- ePost Graduate Diploma in Advanced Business Analytics (ePGD-ABA)
- Armed Forces Programme (AFP)
- Online MBA

The Institute has 100 plus faculty members working in the following management areas and centres:

Disciplinary Areas & Groups

- Centre for Management in Agriculture (CMA)
- Communication
- Economics
- Finance and Accounting
- Human Resources Management
- Information Systems
- Marketing
- Organisational Behaviour
- Production and Quantitative Methods
- Public Systems Group
- Ravi J. Matthai Centre for Educational Innovation (RJMCEI)
- Strategy

Interdisciplinary Centres

- Arun Duggal ESG Centre for Research & Innovation
- Ashank Desai Centre on Leadership and Organisational Development
- Brij Disa Centre for Data Science and Artificial Intelligence
- Centre for Digital Transformation
- Centre for Innovation Incubation & Entrepreneurship (CIIE)
- Centre for Management of Health Services (CMHS)
- Centre for Transportation and Logistics
- Gender Centre
- India Gold Policy Centre (IGPC)
- JSW School of Public Policy
- Misra Centre for Financial Markets and Economy (MCFME)
- NSE Centre for Behavioural Science in Finance, Economics and Marketing



विद्यैर्विद्योगादिकासः

Vastrapur, Ahmedabad - 380 015, India

Phone: +91-79-7152-6400 | Email: exed@iima.ac.in

Website: www.iima.ac.in/executive-education