



Storytelling

for Business Leaders in a Post Pandemic World

Thursday, August 26, 2021

2:00 pm to 3:30 pm (PAK)

1:00 pm to 2:30 pm (UAE)

The most successful leaders are storytellers. By mastering business storytelling they achieve extraordinary business results. As a modern - day leader, you know you should develop this skill, but you don't have the time to do this in an ad- hoc way. What you need is a practical, reliable method to follow, one that will allow your business to reap the benefits of storytelling as soon as possible. Essentially, all of us are selling our products/services, company's accomplishments, or personal profiles. But now, marketing has moved from aggressive selling to subtle storytelling. It is proven that well-told stories connect to emotions, are memorable, and create the desired impact. Citing psychology and behavioural science findings, Bharat reveals how every leader can become more engaging, more influencing and more inspiring by using one of the most underutilized sources of power in modern business - the humble story.

Key Takeaways

- > Why communication always gets hammered in staff surveys
- > How stories can turn the tide
- > How to spot a story at 100 metres
- > How to make your messages stick

The session will give you insights and skills on how you as a business leader can influence, engage and inspire others through business storytelling.



Let Bharat help you transform how to think about **communication and leadership!**

Bharat Avalani (Malaysia)

- Vice President, IAA (International Advertising Association)

- Former Regional IBC and Market Development Director, Unilever Home Care

Bharat Avalani based in Malaysia comes with 24 years of experience in Brand Management, Consumer Insights, Media Strategy, Brand Activation, Market Development and Integrated Brand Communications. He was the Regional Integrated Brand Communications and Market Development Director for Unilever's Homecare category across Asia, Africa, Middle East and Turkey.

He is the Founder and CEO of Connecting the Dots Consultancy and a Global Partner of Anecdote which is recognized as the world leader in the use of storytelling in business. Its clear purpose is restoring humanity to the workplace, using story work as its method. He is an expert in designing and delivering brand experiences. He believes there is no better way than to use stories. He conducts Storytelling for Leaders and Story-powered Sales Workshops. He also advise some of the world's leading companies and leaders on how to communicate more effectively: using storytelling to engage people deeply. He has had the privilege of sharing his views and experiences at key industry events globally.

Testimonials

Very impressive and interesting. His delivery style and Q&A handling was remarkable
Sahrish Rehan – ZIL

Extremely relevant. Bharat is very nice and his presentation slides were awesome
Mustansir Salim – Head of Marketing, Dabur Pakistan

Very engaging with amazing examples and experiences. Loved the session
Kiran Kohati – Head of Media & Marketing Services, Habib Bank Limited

Excellent! | Anika Moiz – Founder, Boss Women Pakistan

Was hooked on every word from start to finish

Nabhan Shah Karim – Head of Media Productions, IoBM

Excellent overall

Nabeel Saeed – Chief Marketing Officer, Khushali Microfinance Bank

Bharat shared examples from global brands which I found useful. 5-star speaker

Syed Imran Mehdi Jafri – Deputy Manager Marketing, EFU Life Assurance

Very engaging, and humble | Haider Bokhary – Director Marketing, Younus Textiles

Amazing content, ultra energy | M. Omer Khan – Brand Manager, Byco Petroleum

YOUR INVITE INCLUDES



Access to the live 90-min keynote by Bharat Avalani



Realtime polls and advance Q&A with Bharat Avalani



eCertificate for adding value to your professional career



Executive summary with the presentation slides



Video on Demand access for 30 days on the event platform

To apply for free invite, please visit www.terrabilizgroup.com/StorytellingforLeaders

For more information, contact us at e-Talks@terrabilizgroup.com

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