

Tell your story in a powerful way.

The rise of social media has increased the need to find more creative, memorable and effective ways for businesses to communicate.

“Storytelling for Business” has become one of the most essential communication skills in the workplace. Organisations are encouraging their people to methodically seek, tell and share their work experiences through narratives.

Stories are not merely illustrative anecdotes, they have unique qualities which emotionally engage people - such that they make connections to opportunity and potential.

Storytelling is a highly effective and engaging way for leader’s to express their crafted ideas, vision, strategies and brand messages.

Taking a Storytelling approach to your business communication will inspire people to take action, make the right decisions, correct previous mistakes and build on other’s experiences successfully - because sharing life’s lessons becomes a valuable learning experience that is seen as a business priority.



Flexible 1 or 2 day duration

Comprehensive materials

Can be tailored for your business

TARGET AUDIENCE

Storytelling is a communication skill that everyone in the organisation would benefit from learning. Regardless of role in the organisation, this course can help your people to build and improve engagement and learning through communication for themselves and their teams.

For more information, visit www.tacktmimalaysia.com or call us on +603 – 6203 4410

THIS PROGRAMME WILL ENABLE YOU TO:

- Recognise the power of great storytelling
- Change attitudes about storytelling as a communication strategy
- Learn to seek and listen for stories that will inspire others in multiple situations
- Practice the key skills of storytelling
- Recognise the right opportunities to use storytelling as a communication medium

