

Storytelling for Influence - Banking Leaders as Trust Builders

Skills for Success



9196



In-Class



12 hours



EGP 4,440

Course Description:

A blend of communication strategy, emotional intelligence, and storytelling techniques tailored to banking. Participants will practice transforming data, experiences, and strategies into compelling stories.

Target Audience:

- Branch managers,
- Corporate relationship managers,
- Marketing and communication leads.

Course Objectives:

- Identify the core elements of impactful business stories and translate banking data into relatable narratives
- Apply storytelling techniques to inspire trust and enhance leadership, sales, and client engagement

Course Outline:

Module 1: The Science and Art of Storytelling

- Why storytelling works in business
- Story structure: Hook, conflict, resolution
- Turning banking products and data into stories
- Activity: Create a client success narrative

Module 2: Storytelling in Action

- Storytelling for leadership and change
- Adapting stories for different audiences
- Using AI to generate story frameworks and visuals
- Activity: Deliver a persuasive story to win a hypothetical client deal

Assessment Strategy:

Participants will be informally assessed based on their class participation and/or group exercises

Upon Successful Completion of this Course, participants will obtain:

N/A

Program language:

English

Prerequisites:

None