



CENTRAL BANK OF EGYPT
Egyptian Banking Institute

Business Storytelling Mastery

Interpersonal Skills



10499



In-Class



16 hours

Course Description:

Business Storytelling is a powerful communication skill that inspires, persuades, and drives meaningful action. In this course, you'll present a compelling message; facts alone aren't enough. To truly connect, persuade, and influence, you must harness the power of storytelling. Learn how to craft memorable stories that resonate with your audience, enhance your presentations, build stronger connections, and foster meaningful change. You'll explore practical storytelling frameworks, understand the psychology behind effective narratives, and practice techniques that you can immediately apply in your professional life.

Target Audience:

- Managers and team leaders
- Business development professionals
- Consultants and client-facing professionals

Course Objectives:

By the end of this course, participants will be able to:

- Define the concept of business storytelling and differentiate it from traditional communication approaches.
- Explain the psychological and neurological mechanisms that make storytelling a powerful tool for influence, engagement, and retention.
- Identify and apply the core elements of compelling business stories, including structure, authenticity, emotional engagement, and clarity.
- Utilize structured storytelling frameworks such as the Hero's Journey, STAR, and PAS to communicate ideas effectively in business contexts.
- Analyze real-world business stories to evaluate their effectiveness and extract key success factors.
- Develop authentic and audience-centered business stories aligned with specific communication objectives.
- Integrate storytelling techniques into presentations, pitches, and professional communication to enhance impact and persuasion.

- Apply visual storytelling principles to support and strengthen narrative delivery while minimizing cognitive overload.
- Demonstrate effective storytelling delivery techniques, including voice modulation, body language, and audience engagement.
- Leverage storytelling as a leadership tool to communicate vision, influence culture, and drive organizational change.

Course Outline:

Module One: Introduction to Business Storytelling

- What business storytelling is
- Difference between storytelling and traditional communication
- Why stories are powerful in business environments
- Role of storytelling in leadership, marketing, and influence

Module Two: The Psychology and Neuroscience of Storytelling

- How the brain processes stories
- Neurochemicals triggered by storytelling
- Emotional memory and decision-making
- Stories as cognitive anchors for complex ideas

Module Three: Elements of a Compelling Business Story

- Narrative arc (Beginning – Middle – End)
- Core elements of effective stories
- Authenticity, relevance, emotion, and simplicity

Module Four: Popular Storytelling Frameworks

- The Hero's Journey
- STAR framework (Situation – Task – Action – Result)
- PAS framework (Problem – Agitate – Solution)

Module Five: Analyzing Business Stories

- Identifying storytelling frameworks in real cases
- Analyzing successful business narratives
- Lessons from successful companies



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Module Six: Crafting Your Own Business Story

- Identifying authentic stories
- Sources of business stories
- Matching stories to audience needs
- Balancing emotion, logic, and credibility

Module Seven: Integrating Storytelling into Presentations and Pitches

- Choosing where to place stories in presentations
- Storytelling for opening, middle, or closing
- Story-driven presentations

Module Eight: Enhancing Stories with Visuals

- Visual storytelling principles
- Using images, videos, and infographics
- Reducing cognitive overload in presentations

Module Nine: Practical Storytelling Delivery Techniques

- Vocal techniques
- Body language in storytelling
- Managing audience interaction
- Handling challenging questions and distractions

Module Ten: Storytelling for Leadership and Organizational Culture

- Storytelling as a leadership tool
- Using stories to communicate vision
- Building trust through vulnerability
- Storytelling in organizational change

Assessment Strategy:

Participants will be informally assessed based on their interaction during sessions and their participation in the group exercises.

Course completion will grant participants:

1.3 CEUs

Course Language:

- Training Material: English
- Facilitation: Bilingual

Prerequisites:

None