



**BAYES**  
BUSINESS SCHOOL

CITY ST GEORGE'S  
UNIVERSITY OF LONDON

# Storytelling in Business

Learn the strategic power of storytelling to transform your communication and leadership skills.

## Key information

### In-person programme

**Fee**  
£1,795 (no VAT is charged)

**Duration and delivery mode**  
2 days on campus with participants actively engaging and joining in with Bayes' current Modular Executive MBA students and alumni.

### Dates

Programme dates available at:  
[bayer.citystgeorges.ac.uk/  
business-storytelling-programme](https://bayer.citystgeorges.ac.uk/business-storytelling-programme)



Find out more

## Programme overview

- Get a Bayes MBA experience by joining current MBA students and alumni to explore, demonstrate and explain the storytelling techniques used by successful companies and executives to influence internal and external audiences
- Contemporary managers need these skills for diverse business situations, including addressing company meetings, advertising their business, corporate presentations, brand management, strategic planning and sales presentations
- This programme will give an overview of different theories of storytelling in a business environment
- Students will be introduced to practical frameworks and toolkits that can be applied in organisations to enhance communication across business disciplines and techniques to explore and communicate complex management issues.

## Who is the programme for?

Do you have management experience with responsibility for shaping the strategy and leading people in your organisation? Executives, managers, marketers, entrepreneurs and anyone in leadership and communication roles, submit your application to join an exciting cohort and shape your leadership style to convey ideas, influence stakeholders and effectively communicate in various business contexts.

## Focus and structure

While storytelling has been a human practice for centuries, its practical value has gained recent attention from global academics and practitioners. Psychologists and neuroscientists have long been intrigued by our love for storytelling and business academia has now followed suit, with various business schools publishing research confirming its effectiveness in leadership, change management, marketing and corporate communications.

### Day 1

#### The hero's journey

The essential structure and elements of stories

#### Tricks and cheats

Introduction to a unique storytelling toolkit and how to apply it as a modern business tool

#### Branding tales

How to build and lead corporate and personal brands with myths and stories

### Day 2

#### Manager stories

The four stories every manager needs to know

#### Story selling

How to apply story structure effectively to sales pitches and presentations

#### The journey ahead

How to build and lead corporate and personal brands with myths and stories

## Programme benefits

- Understand and apply diverse storytelling theories, pyramid thinking and structured tools for effective storytelling design
- Gain strategic expertise by evaluating key company stories, addressing corporate storytelling challenges and demonstrating practical proficiency in relevant tools and frameworks
- Learn the presentation and communication needed to engage your audience with a good story
- Discover how to use storytelling as a tool to aid strategic planning and scenario analysis processes and to design stories that sell products and business proposals
- Enhance career impact and gain a competitive edge by recognising storytelling as a crucial skill, leveraging it for advantages, appreciating its persuasive nature, using it for sharing critical lessons and acknowledging its potential to go viral, within the organisation.

## An experience in the heart of global business

Learn with the people shaping markets and leading new trends. Our programmes are designed with active, collaborative working in mind, channelling London's position as one of the world's great business centres and a hub of creativity and innovation.

## World class faculty lead by



#### Nicolai Schumann

is a certified trainer and coach who teaches business storytelling on the MSc in Management

and MBA programmes at Bayes Business School (formerly Cass). He also delivers storytelling and innovation workshops and training for corporates such as Accenture, CISCO, and Barclays Bank, as well as for VCs and start-up incubators. Previously, Nicolai worked in story and screenplay development, corporate strategy, and M&A for organisations such as BBC World Service, Deutsche Bank, and Charter International.

For more information visit:  
[bayer.citystgeorges.ac.uk/  
execed-open](https://bayer.citystgeorges.ac.uk/execed-open)

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