



COMMUNICATE WITH IMPACT THROUGH STORYTELLING



PROGRAM DETAILS

FACULTY

Bharat Avalani

DATE/TIME

29-30 September 2025
9.00AM - 5.00PM

FEE

RM4,000
before SST*

*Fee excludes accommodation at ASB Residential for outstation/ overseas participants but can be arranged at additional cost.

Program Overview

Communication is the lifeblood of leadership. Leaders rely on effective communication to share their vision, motivate teams, build trust, and guide their organizations through change. This includes not only verbal but written messages; and is crucial for fostering collaboration, resolving conflicts, and ensuring that everyone is aligned with organizational goals.

However, much of business communications today fail to achieve their purpose. The result is misunderstandings, missed sales, disgruntled employees, poor culture, resistance to change and failed strategies.

The aim of this program is to help leaders develop the skill of communicating with impact for the best results. Citing psychology and behavioral science findings, participants will be guided to use one of the most underutilized modes of communication – the humble story. Storytelling in business is a skill that every leader can learn. Participants will engage in **hands-on activities** to build their skill and knowledge; including techniques of storytelling that will enable them to better engage, influence and inspire others.

The use of story as a leadership tool – to teach, transfer knowledge, mentor, coach and lead – is conceptually straightforward but behaviorally difficult. That is why participants will be given a list of activities that can be used to support behavioral change following the program.

Learning Outcomes

At the end of the program, participants will be able to:

- Discuss why much of business communications today fail.
- Explain the benefits of using storytelling as a communication tool.
- Discuss the techniques of storytelling.
- Apply the techniques of storytelling to communicate more effectively.

Who Will Benefit?

Public Sector Leaders

- *Secretary Generals*
- *Deputy Secretary Generals*
- *JUSA & above*

Private Sector Leader

- *Boards*
- *C-suite Executives*

Program Overview

Session 1: Foundations

- Introduction and why stories matter in business
- How business storytelling is different from Hollywood
- Everyone is a storyteller

Session 2: Building rapport and connection

- Why character trumps credentials
- Connection story pattern – using stories to introduce yourself, build rapport and show your character

Session 3: Building your story repertoire

- The key skill of spotting stories
- Building the story collection habit

Session 4: Providing inspiration and meaning

- The importance of communicating the big picture
- Clarity of stories
- Strategy stories

Session 5: Overcoming entrenched views

- Why it's hard to change minds
- Tackling anti-stories using the Influence Story pattern

Session 6: Communicating business value

- The downside of case studies
- Using the success story pattern

Session 7: Finding out what's really going on

- Story work is more than storytelling
- Story-listening – how to get other people to share their stories

Session 8: Application & presentation

Participants will discuss real life scenarios using appropriate story patterns. Following group discussions, participants will present their group approaches.

Faculty



Bharat Avalani is an accomplished Unilever marketer, facilitator and communicator who works with thought-leaders across the globe. Throughout his career, Bharat has been a habitual storyteller who captivates his audiences with his wealth of experience.

He believes that Business Storytelling is the number one leadership and communication skill of the next decade. He is committed to helping restore humanity to the workplace, using story-work as its method.

It took a long time for him to learn how to do this effectively and he has learned lots along the way. There is no better feeling than seeing a leader talk in an authentic and engaging way and to watch their audience 'lean forward' and be engaged. It's what gets him out of bed in the morning.

His friends call him a memory collector and a storyteller. He seeks experiences. Every journey is a story for him. Like others he takes photographs; but he believes his are different. They tell a story that is emotive and engaging.

Based in Kuala Lumpur, he is the Founder and CEO of Connecting the Dots Consultancy and Global Partner of Anecdote which is recognized as the largest and most experienced business storytelling enterprise in the world.

Bharat is currently the Secretary General of the Asian Federation of Advertising Associations (AFAA) and serves on the Global Board of the New York based International Advertising Association (IAA) as the Global VP for Continuous Professional Development.



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SCAN ME



Communicate with Impact
Through Storytelling.

