



Elevate Your Leadership Through

PERSUASIVE STORYTELLING

**2 DAYS
PROGRAM**

**MID-SENIOR
MANAGERS**



Empower Your Managers to Captivate the Room!

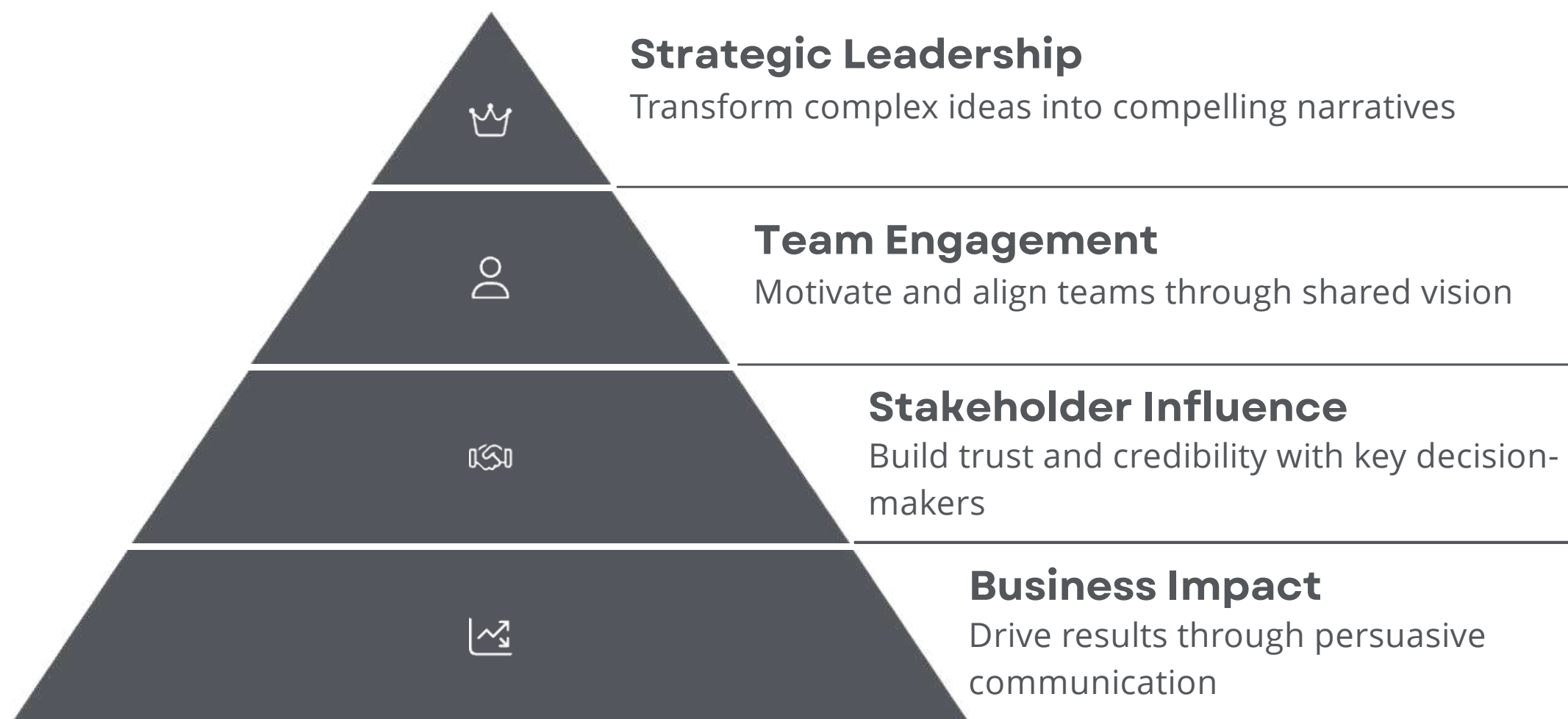
Elevate the impact of your leaders through the **power of narrative**. Our Persuasive Storytelling program is specifically designed for mid-senior managers and executives who seek to transform their communication approach and drive decisive action.

This 5-week immersive experience equips participants with the tools and techniques to craft compelling narratives that resonate with audiences, shape perspectives, and inspire meaningful action across your organization.

Discover how to leverage storytelling as a strategic leadership skill that differentiates exceptional communicators and influences positive change.



Why Storytelling Matters in Leadership



With how information-saturated businesses have become, the ability to cut through noise and connect authentically is invaluable. Research shows that stories are 22 times more memorable than facts alone, making storytelling an essential skill for leaders who need to influence, persuade, and inspire action.





Key Program Objectives

This program is tailored for mid-senior leaders who wish to communicate with greater impact and influence. Participants will learn to elevate their leadership presence through storytelling techniques that connect authentically with audiences and inspire meaningful action.



Design Compelling Slides

Create clear, visually engaging decks that guide attention and reinforce your key message.



Master Persuasive Techniques

Learn psychological principles of influence and apply them ethically to move audiences from understanding to conviction and action.



Deliver Convincing Narratives

Structure stories that connect authentically and move audiences to action.



Leverage Data Storytelling

Transform complex data into meaningful narratives through effective visualization techniques that uncover insights and drive decision-making.

Key Themes



Story Architecture

Frameworks for crafting narratives that engage and persuade



Data Visualization

Techniques to transform numbers into meaningful insights



Audience Psychology

Understanding motivations and adapting delivery accordingly



Delivery Excellence

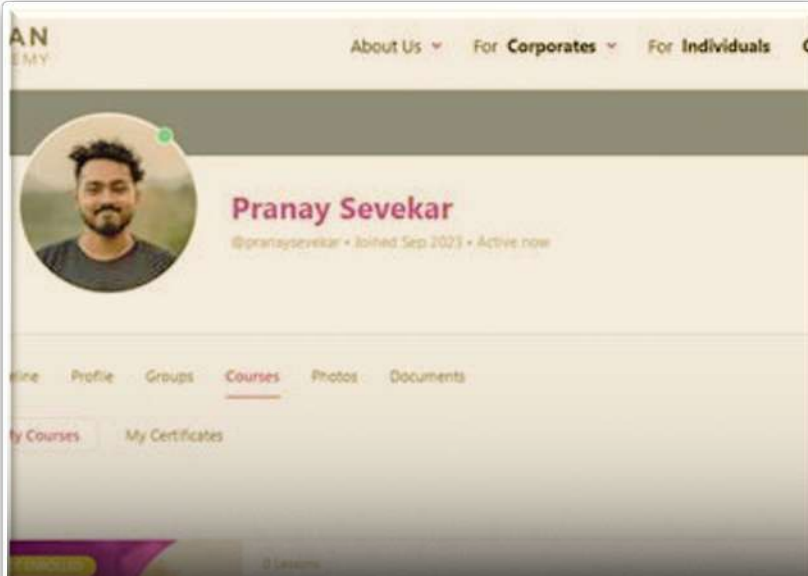
Verbal and non-verbal techniques that enhance impact

This program focuses on four essential storytelling domains to help leaders connect with audiences emotionally while applying ethical influence techniques. Participants learn not just how to tell stories, but why they work and when to deploy different storytelling approaches for maximum impact.

Please note: The above themes are open to customization basis the diagnostic calls and the underlying objectives of the learning intervention.



Multiple Learning Modes



Digital Learning Pre-work

Self-paced, bite-sized e-learning modules for refreshing concepts before in-person workshops and & practice simulations as exercises



In-person Workshops/Virtual Sessions

Engaging faculty-led interventions coupled with customized cases, group work/exercises for discussion & clarification



Applied Learning

Post workshop or virtual session either an individual or group assignment is shared with the participants to work upon



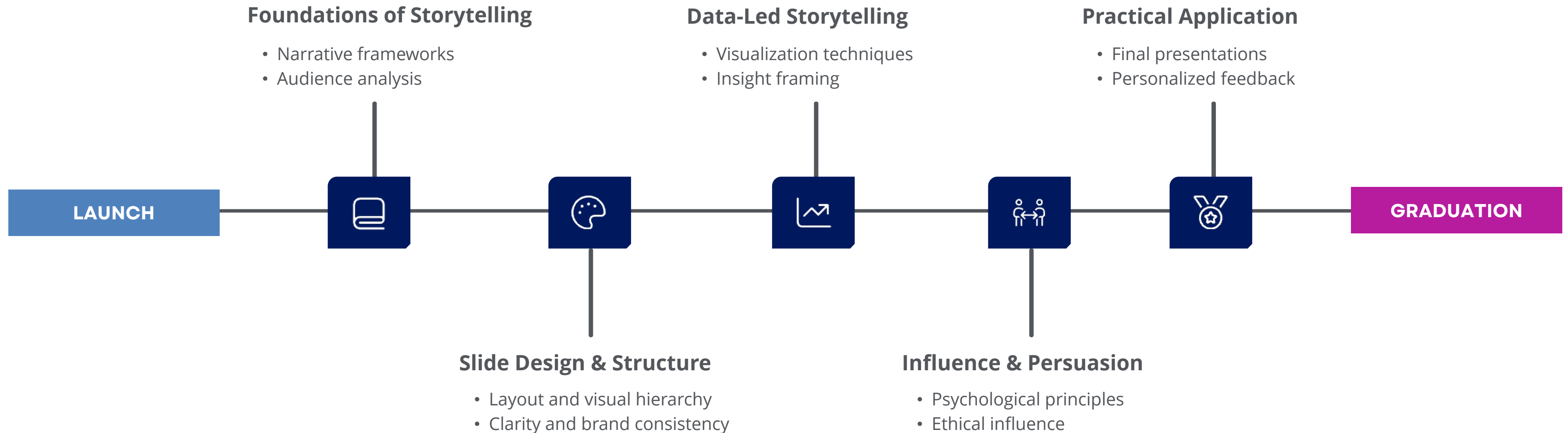
Post-Program Learning Nuggets

Periodic bite-sized content delivered post-program to reinforce key concepts, encourage reflection, and sustain momentum over the next two months

Please note: The program design can be customized to accommodate any or all of the above learning modes basis the diagnostic call.



Indicative Program Journey over 2 Days



The program follows a structured progression that builds competence and confidence systematically. Participants move from awareness to mastery through deliberate practice, feedback, and application in relevant business contexts.

Please note: The above timeline is open to customization basis the requirements identified during diagnostic calls.

Program Outcomes



Impactful Delivery

Confident delivery for lasting impact



Influence Stakeholders

Persuasive strategies for stronger buy-in.



Improved decision-making

Data-driven insights for greater business impact



Design Better Slides

Clear, consistent visuals for sharper messages

By program completion, participants will deliver presentations that leave lasting impressions, uncover meaning from data through visualization techniques, and adapt their storytelling to resonate with various stakeholders. The comprehensive training provides a thorough understanding of influence mechanisms and nuanced communication strategies.



Our Learners Speak Highly of the Program

GlobalGyan has a well-crafted program to deliver leadership communication with greater impact, helped me elevate myself as a communicator.

Insights were good and would be helpful. The course was engaging and the feedback received for mock presentations were also worth attending.

If I say this is awesome, I am understating. The program is truly unique and not only gave me a new perspective but a framework that will help me creating great presentations. I am really glad that I signed up for this.



Devang Mankodi

*Director - Finance
DP World India*



Raja Pal

*Risk Specialist
DBS Bank*



Dinakar Velamuri

*Manager
Hitachi Vantara*

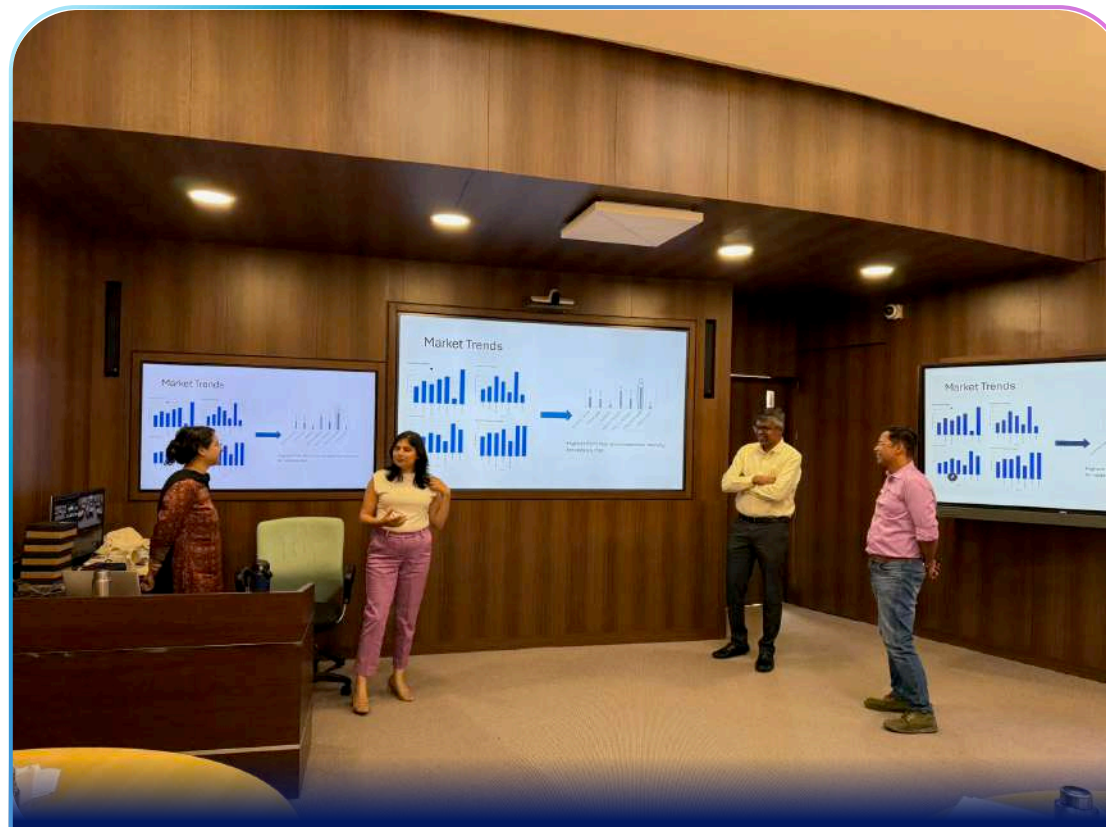
Our clients consistently report significant improvements in leadership capabilities and professional impact after completing the Persuasive Storytelling program. The transformation is evident in how participants engage with colleagues, present ideas, and influence organizational outcomes.

Our Recent Engagements



DELIVERING IMPACTFUL PRESENTATIONS

A **2-day workshop** for **mid-level managers** build presentation capabilities with data and influencing stakeholders; Pan India Batches covered for different cohorts across branches



STORYTELLING & PERSONAL BRANDING

A **2-day workshop** for emerging leaders focusing on storytelling techniques, presentation basics, elements of executive presence and building their personal brand



DATA BASED STORYTELLING

A **1-day workshop** for managers on how to use storytelling structures to make presentations memorable and leveraging data visualization techniques to make numbers meaningful



Program Faculty



SRINIVASA ADDEPALLI

Director of GlobalGyan, Srini brings strategic insight and leadership storytelling together. He helps professionals distill complex ideas into simple, compelling narratives that influence decisions and inspire action across all organizational levels.



SUMAN ADDEPALLI

A seasoned communicator and author, Suman blends storytelling with strategy. Her sessions on persuasive storytelling empower professionals to craft authentic narratives that drive clarity, emotional connection, and stakeholder alignment.



PREMANSHU DAS

Premanshu is an expert at blending product strategy with customer storytelling. With global experience across tech and consulting, he helps professionals craft compelling narratives that simplify complexity and drive audience engagement.

Our programs are facilitated by industry veterans with extensive corporate and academic experience. This practitioner-oriented approach ensures content is not only theoretically sound but also practically relevant to real-world business challenges faced by Indian organizations.



About GlobalGyan Leadership Academy



OUR MISSION

At GlobalGyan Leadership Academy, we design and develop future-focused leadership programs for individuals and corporates. Our core strength lies in our experienced faculty who deliver practical, outcome-oriented learning experiences.



PRESTIGIOUS BACKING

Our investors include luminaries from the corporate and academic world, including Mr. Ratan Tata and Dr. Jagdish Sheth, providing strategic guidance and industry credibility to our initiatives.

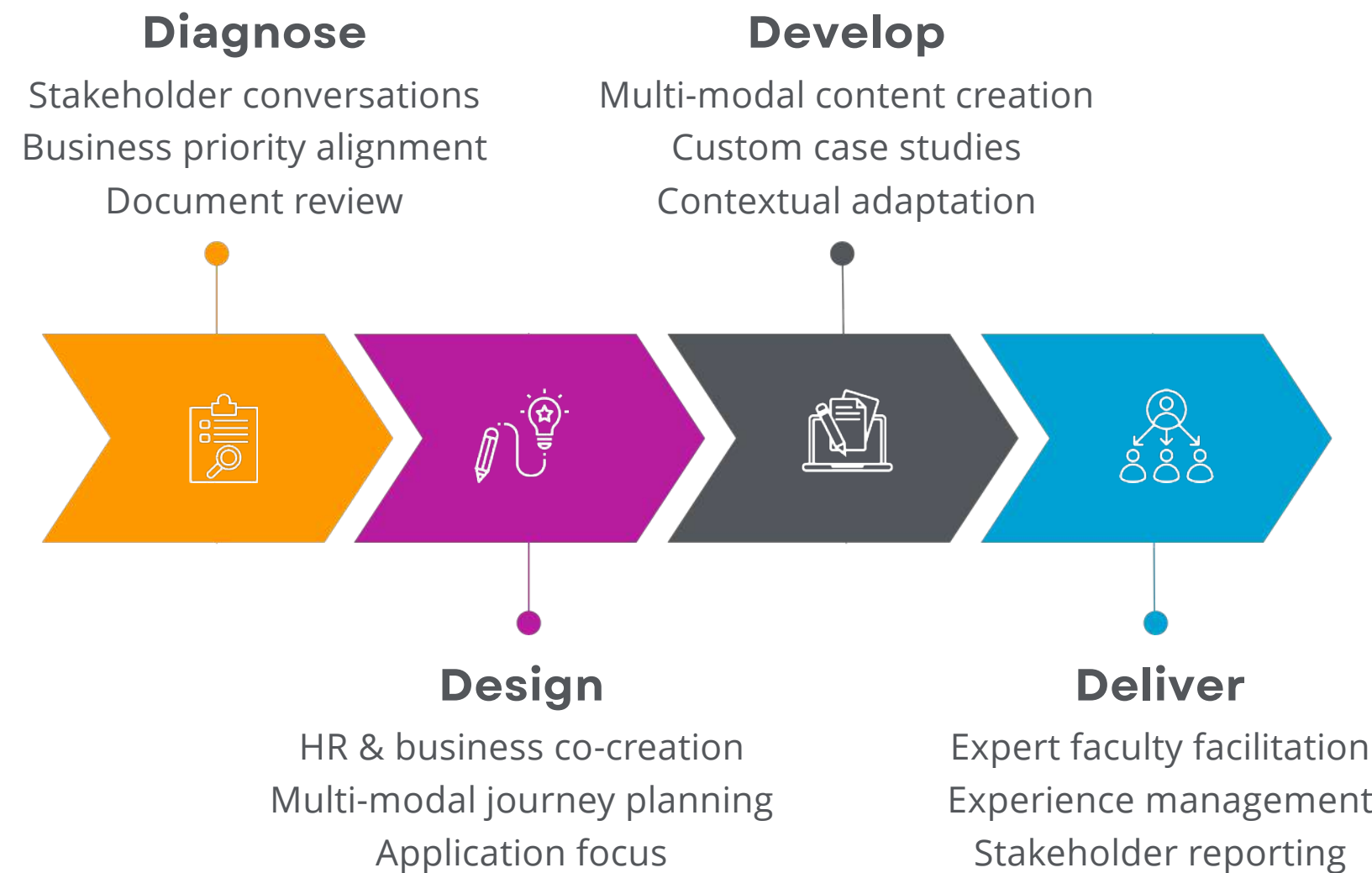


INDUSTRY TRUST

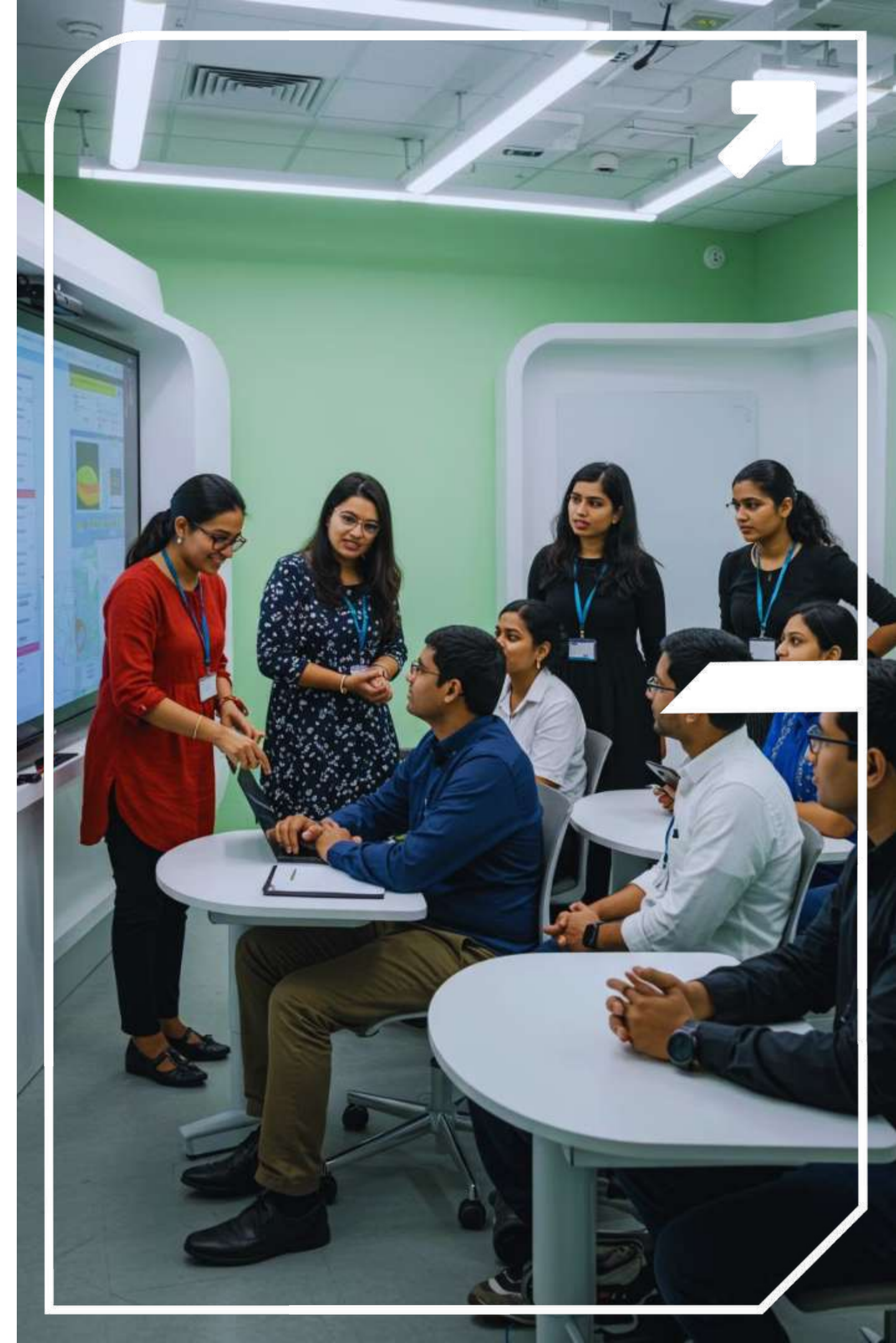
Our client roster includes leading Indian corporates such as Tata group, Godrej group, Mahindra group, HUL, ITC, ELGi, and Lucas TVS. We have trained leaders across the board—from junior managers to C-suite executives.

GlobalGyan has established itself as a premier leadership development partner for India's most respected organizations. Our comprehensive approach integrates assessments, customized content, and coaching to create development journeys aligned with both individual aspirations and organizational objectives.

Our Comprehensive Methodology



Our proven 4D methodology ensures program effectiveness through thorough needs assessment, collaborative design, contextual content development, and expert delivery. This systematic approach guarantees learning experiences that are relevant, engaging, and directly applicable to participants' organizational challenges.



Our Impact in Numbers

43000+

Managers Trained

Leaders developed across organizational levels

60+

Enterprise Clients

Trusted by leading organizations

These metrics demonstrate our consistent ability to deliver high-quality leadership development programs that drive engagement and produce measurable results. Our high completion rates and growing client base reflect the effectiveness of our unique methodology and the value we provide to organizations across industries.

500+

Programs Delivered

Leadership development initiatives to date

4.75/5

Satisfaction Score

Highly-rated for participant experience & engagement



What Sets GlobalGyan Apart



Learn From Top Leadership Minds

Access insights and guidance from experienced industry veterans who bring real-world leadership perspective to every program.



Customized for Indian Business Dynamics

Programs specifically designed to address the unique challenges and opportunities within the Indian business landscape.



Gamified Learning Experience

Enhance engagement and knowledge retention through simulations, interactive case studies, and comprehensive board games.



Data-Driven Program Design

Leverage analytics and assessment tools to create targeted learning experiences with measurable outcomes.

Our "Partners in Action" approach ensures collaborative program development that aligns with your specific business objectives and organizational culture, delivering practical leadership capabilities that translate to immediate performance improvement.





Client Testimonials

Elastic Run

"GlobalGyan has impactful learning interventions thoughtfully customised to the requirements of business."

Salil Chinchore, CHRO

Iron Mountain

"They melds an understanding of business and strategy with people and culture in a way very few consulting and learning firms can."

Arvind Subramanian, Exec. VP & MD, India



Ginger Hotels

"What appealed to me is that GlobalGyan makes learning fun through tools such as simulations."

Deepika Rao, MD & CEO

Godrej Properties

"Their ability to authentically 'customise' and 'contextualise' content to your business context and challenges sets them apart."

Jyoti Mallick, Head-L&D

These testimonials reflect our commitment to delivering leadership programs that address real business challenges and produce tangible results. Our client partnerships span diverse industries, demonstrating the versatility and effectiveness of our approach.



Our Impressive Client Portfolio



Enterprise Clients

We partner with leading corporations across industries to develop comprehensive leadership capabilities that drive strategic objectives and foster organizational growth.



Growth-Stage Organizations

Our scalable solutions help emerging businesses build leadership foundations that support rapid expansion while maintaining operational excellence and cultural alignment.



Cross-Industry Experience




With clients spanning technology, manufacturing, healthcare, financial services, and more, we bring diverse industry insights to every leadership development initiative.

Our extensive client roster demonstrates the versatility and effectiveness of our leadership development approach across different organizational contexts, industries, and business challenges.



READY TO HELP YOUR MANAGERS INSPIRE ACTION THROUGH COMPELLING NARRATIVES?

Let's start a conversation!

-  +91-9920977731
-  engage@globalgyan.in
-  <https://globalgyan.in>

Scan the QR for program details

