

# Art of Story Telling - Influence Through Authentic Leadership Narratives

17 April 2026 10:00 AM - 17 April 2026 05:00 PM

## Brief Overview:

### MMA's Flagship Workshop - Art of Story Telling

Date : 17-04-2026, Friday

Time : 10:00 AM - 5:00 PM.

Venue : Madras Management Center, Chennai

In today's data-saturated business environment, facts alone rarely inspire action. Leaders who can transform experience into compelling narratives are better able to influence stakeholders, drive change, and build trust.

This highly interactive one-day workshop equips professionals with the ability to discover, structure, and deliver authentic stories that resonate across organizational levels. Participants will learn how to move beyond information-sharing to meaning-making — turning lived experiences into powerful communication tools for leadership.

The program blends conceptual frameworks with guided practice, enabling participants to craft real stories they can immediately use in professional contexts.

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## Session content:

### 1. Why Storytelling Matters in Leadership

From data to meaning: influencing through narrative

The neuroscience of engagement and recall

When stories work — and when they don't

## 2. Building Your Story Bank

Identifying high-value experiences

Extracting insight from real situations

Mapping stories to leadership contexts

## 3. Story Architecture

Core narrative structure for business settings

Balancing authenticity, clarity, and relevance

Crafting stories for impact

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### For Whom:

- Whom Is This Program For
  - Mid-level managers (10–15 years of experience)
  - Emerging leaders preparing for senior roles
  - Functional heads and team leaders
  - HR and organizational development professionals
  - Client-facing professionals
  - Entrepreneurs and business owners

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### Key Takeaways:

Participants will gain:

- A practical toolkit for persuasive communication
- Greater self-awareness of leadership identity
- Techniques to influence without authority
- Enhanced executive presence

- Stories ready for immediate professional use

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**Facilitator profile:****Fee Details:**

- **Fee Details**
- Member amount : Rs 2950.00- (Including 18%GST)
- Non Member amount : Rs 0.00- (Including 18%GST)
- Total Member count :