

# Business Storytelling and Executive Presence

JUNE 7 - 8, 2025

LEVERAGE THE  
POWER OF  
COMMUNICATION  
TO LEAD  
EFFECTIVELY

Effective storytelling is essential for outstanding leadership today. Visionary leaders like Steve Jobs, Bill Gates, and Ratan Tata mastered the art of shaping their personal and organisational narratives, inspiring their teams toward swift, meaningful action and impactful results. Their success highlights a key trait: the power to unite and drive people through compelling stories.

“If you can harness imagination and the principles of a well-told story, then you get people rising to their feet amid thunderous applause instead of yawning and ignoring you.”

*-Bronwyn Fryer*

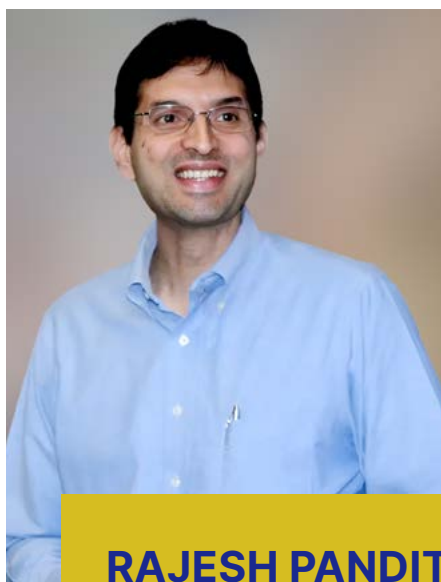
Many believe that executive presence and storytelling are innate, almost mystical qualities that one “has” or doesn’t.

Contrary to this belief, these are highly trainable skills that any business leader can develop. By identifying your strengths and growth areas and committing to consistent improvement, you can master these abilities and elevate your impact.



# Business Storytelling and Executive Presence

This intensive 2-day programme will debunk the common myths around executive presence. You will learn to acquire invaluable skills that are often misconstrued as personality traits. The programme will also show you that the critical combination of business storytelling and executive presence is key to inspiring confidence, motivating commitment, and enabling agency in others.



**RAJESH PANDIT**

Visiting Faculty, ISB

Professor Rajesh is a revenue growth advisor, storytelling coach, and a startup advisor. He has trained senior corporate professionals in Production, Sales, Marketing and customer relationships. His ability to combine conceptual knowledge from academia with considerable industry experience has helped him deliver programmes and consult successfully at several reputed organisations, including Aditya Birla, Robert Bosch, CEAT Tyres, Tata Steel, Tata Motors, Tafe and Provident Housing.

Professor Rajesh comes with three decades of experience in management advisory, training, executive coaching & leading P&L roles. In addition, he is an adjunct faculty at IIM Ahmedabad, IIM Bangalore, IIM Rohtak, IIM Udaipur and IIM Shillong. He has worked with 100+ startups, Aditya Birla, Robert Bosch, TE Connectivity, KPIT, Wipro, Infosys, TCS, Tata Motors, Tata Tele, Tata Lockheed Martin, NSE, Aurolab, DRL, GE Healthcare.

## Programme Details

### DATES

JUNE 7 - 8, 2025

### FEES

₹ 95,000 + TAXES

### FORMAT

ON-CAMPUS (HYDERABAD)

[APPLY NOW](#) ↗



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# Who Should Attend?

The programme has been designed to benefit both novice and experienced speakers. Senior executives and functional leaders from across industries and functions responsible for public speaking, and delivering presentations, both internally and externally will benefit from attending this programme.

## **Ideal candidates include:**

- C-Suite and Executive Leaders
- Department and Function Heads
- Product Managers
- Customer Success Managers
- R&D Leads
- Startup Founders and Entrepreneurs



# What You Will Learn?



**MASTER  
IMPACTFUL  
STORYTELLING TO  
BUILD A LASTING  
EXECUTIVE  
PRESENCE**

- **Say more with less:** Mastering the art of the elevator pitch - how to compress your story yet make it impactful
- **Great ways to begin:** Well begun is half done - learn some of the best ways to begin your story
- **Structure, Structure, Structure:** We all know what we want to say - learn how to structure your stories better and make them impactful
- **Articulate Your Value Proposition:** It is not what we say but also how we say it that makes all the difference
- **Data Storytelling Techniques:** Learn how to weave numbers into a narrative
- **Executive Presence & Voice:** Your presence makes an impression even before you speak - understand the elements of virtual presence
- **Pitching an idea/ story/ programme:** Learn how to pitch a new idea/product to internal or external stakeholders
- **Virtual Storytelling Hacks:** Unlock unique ways to tell a story on Zoom
- **Build a Bank of Stories:** Expand the repertoire of your stories so that you have one ready for any situation

# Admission Details

This programme does not have any formal education requirements. However, we admit candidates based on their professional experience and organisational responsibilities.

We encourage you to apply as early as possible to secure your seat in the programme.

## ADMISSION CRITERIA

The On-Campus sessions are subject to evolving global situations. Programme content, dates, schedule, fees, delivery platforms, and faculty are subject to change. The programme fee includes food and accommodation at the ISB campus or an equivalent facility based on availability.

## Rankings

Executive Education Custom 2024 Rankings by FT

**#1** RANKING IN INDIA

**#2** RANKING IN ASIA

**#26** RANKING GLOBALLY



# What Participants Say?



**MAHITHA RAVILLA**

FOUNDER  
STORIES & MAGIC WITH MAHITHA

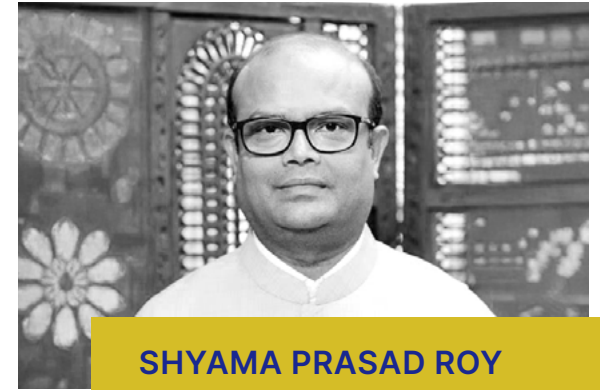
“I realised just how powerful authenticity is in storytelling. It doesn't matter if it's a myth or a business case-stories create a bridge between an idea and a call to action, influencing how others think and feel. Learning alongside a diverse group from various industries was an eye-opening experience; each person brought unique insights, shaped by their backgrounds, age, and expertise.”



**PRATEEK VIDYA**

CHIEF GROWTH OFFICER  
GRAVITY I-LABS

“One of the most valuable takeaways from the programme for me is the heightened awareness of how I communicate-both in terms of content and delivery. The concepts we've discussed have given me tools to be more effective, and I feel confident they will help me inspire my team and align decisions more strategically.”



**SHYAMA PRASAD ROY**

SECRETARY  
CAPACITY BUILDING COMMISSION

“Executive presence is essential for civil servants, especially in moments of crisis. When people look to you for guidance, your ability to project calmness, confidence, and clarity can make all the difference. This programme has been invaluable in strengthening these skills, helping me communicate effectively to build trust and drive meaningful change.”



# ISB Executive Network

On successful completion of an ISB Executive Education programme, you will be awarded an official certificate from ISB Executive Education, a formal recognition of your professional development.

You will be a part of the ISB Executive Network, a vast community of senior executives and entrepreneurs across the Globe.

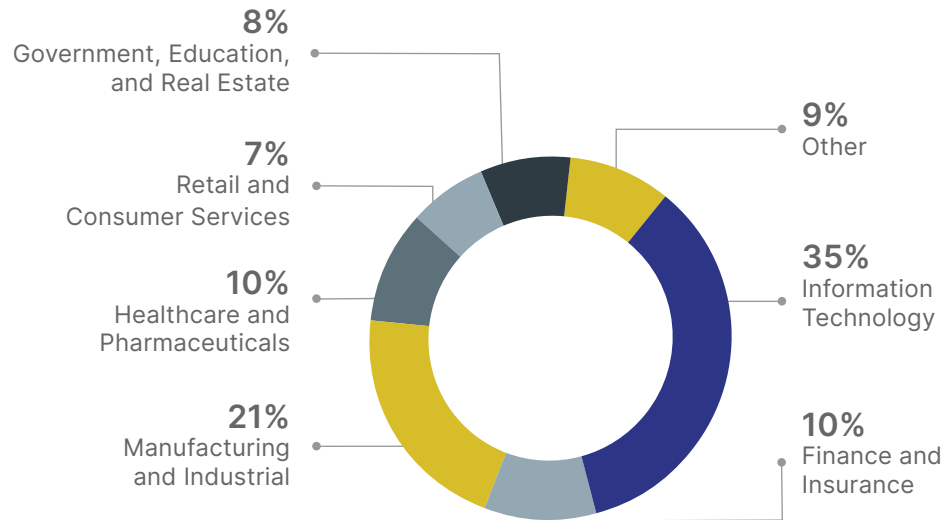
## **ISB EXECUTIVE NETWORK BENEFITS INCLUDE:**

- ISB Executive Education Newsletters with the latest updates
- Networking opportunities via ISB Executive Network Group on LinkedIn
- Exclusive invitations to Online and Offline events like Webinars, Conferences, and Master Classes, amongst others
- Preferential pricing with 10% discount on programme fee on ISB Executive Education programmes

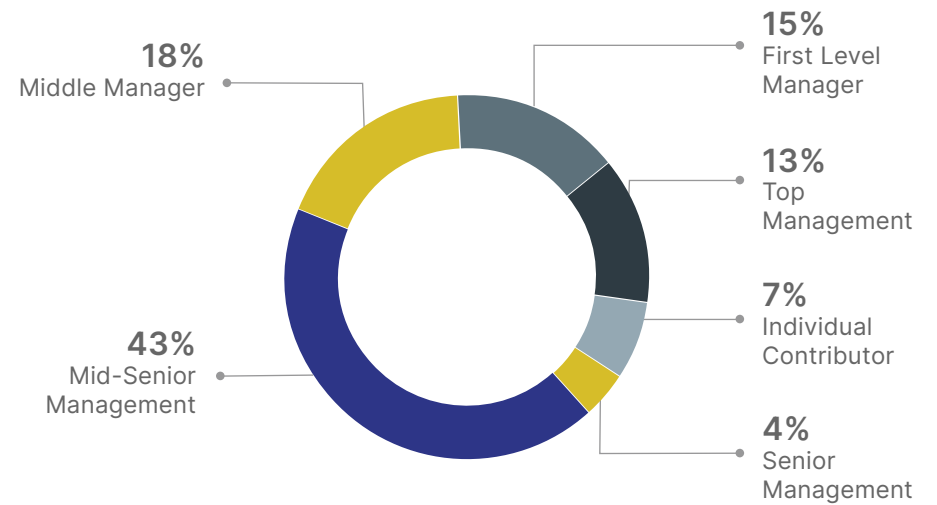


# Class Profile

## Industry Diversity



## Leadership Levels



# Create Winning Narratives

Attending this programme will equip decision makers across organisations and functions with invaluable, transferable skills and practices essential to communicating with and convincing diverse stakeholders both within, and beyond their organisation. The programme will show you how to use narrative power to align, commit and motivate all stakeholders to a unified purpose of achieving shared organisational goals.



## TOPICS COVERED

**MODULE 1**  
Core Construct of  
Leadership Presence



**MODULE 2**  
Elevating Communication  
in Business

**MODULE 3**  
Foundations of Leadership  
Communication



Reflection Time

**MODULE 4**  
Three S of Leadership  
Presence Model



Action Plan  
Creation

# ISB Advantage

Leaders and organisations today must continually reinvent themselves to navigate complex disruptive environments and create and renew their competitive advantage over time.

ISB Executive Education empowers executives with the skills, mindsets and vibrant networks required to manage and lead in this new world and achieve their distinctive personal and professional goals.



## GLOBALY RENOWNED FACULTY

ISB faculty includes leading academics who will challenge your existing way of thinking and broaden your horizons to include new perspectives on complex problems.



## TRANSFORMATIONAL LEARNING EXPERIENCE

Our distinctive teaching methodologies and an intense and challenging learning environment work in concert to expand participants' learning horizons.



## RESEARCH-BACKED THOUGHT LEADERSHIP

ISB is the top business school in India for research. At our research centres and institutes, faculty collaborate with top minds to foster groundbreaking thought leadership.



## DEEP EXPERTISE IN EMERGING MARKETS

ISB has developed rigorous intellectual capital and a vast number of case studies that explore critical challenges facing organisations and leaders in emerging economies in the East and South.



## FUTURE-READY PERSPECTIVES

Discover organisational “unlocks” and create future-ready companies.

## PROGRAMME ADVISORS

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## TO NOMINATE MEMBERS OF YOUR TEAM

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## **Indian School of Business**

Hyderabad | Mohali

Hyderabad Campus: Gachibowli, Hyderabad - 500 111.

Mohali Campus: Knowledge City, Sector 81,  
SAS Nagar, Mohali - 140 306.

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Corporate Identity Number: U80100TG1997NPL036631

ISB Executive Education reserves the right to make changes in the programme without prior notice.

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