

Business Storytelling and Executive Presence

OF COMMUNICATION
TO LEAD EFFECTIVELY

AUG 30 - SEP 1, 2025

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

In today's corporate arena, leadership is not only defined by your decision-making but also by the impact of your storytelling. The **Business Storytelling and Executive Presence programme** is crafted to empower you with the art of storytelling, enabling you to build connections, inspire action, and establish a leadership presence that stands out. Through this programme, you will master the art of conveying powerful messages that engage stakeholders, drive organisational change, and lead with an impact.



KEY BENEFITS

Participants will leave this programme with the capability to construct and deliver compelling stories that resonate with their audiences. They will enhance their executive presence, perfect their delivery techniques, and harness the persuasive power of narratives to lead with authenticity and influence.

Business Storytelling and Executive Presence

This intensive 3-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.

Programme Details

DATES

AUG 30 - SEP 1, 2025

FEES

₹1,10,000 + TAXES

FORMAT

ON-CAMPUS (HYDERABAD)

APPLY NOW 7



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 and 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.

TO ENROL YOURSELF:

TO NOMINATE YOUR TEAMS:









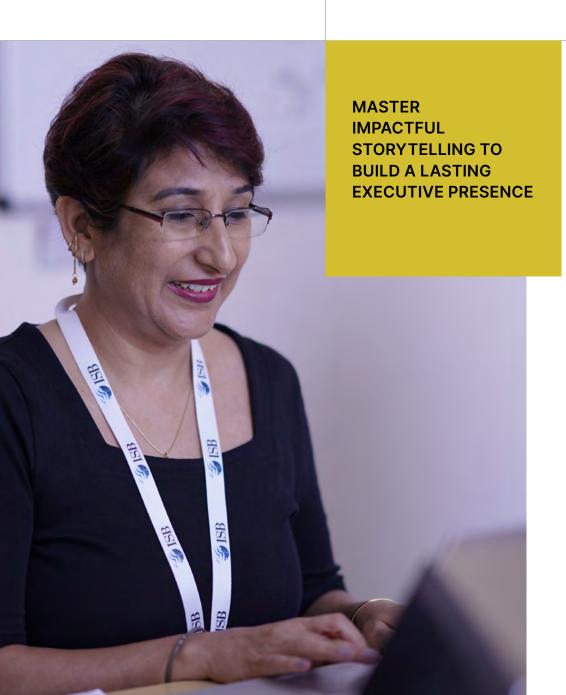
Who Should Attend?

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 Will You Learn?

- Understand the importance of storytelling as a core leadership skill and its relevance to business success
- Prepare effective elevator pitches by learning to convey key messages succinctly and powerfully, considering the shrinking attention span in today's world
- Integrate data and numbers into compelling narratives, using techniques to avoid overwhelming the audience while ensuring data enhances the story
- Apply best practices for starting stories in different formats (emails, presentations, speeches, etc.) to immediately engage and captivate an audience
- Build and maintain a personal story bank with a collection of personal, organisational, and life stories to ensure you always have the right story to share at the right time
- Develop your executive presence by leveraging physical presence, body language, voice, and emotional intelligence to make a lasting impact in any professional environment
- Identify and craft specific stories for various leadership scenarios by studying and reflecting on the storytelling techniques used by influential leaders
- Participants will be able to define their personal brand, build executive presence, craft and deliver their brand story, and evaluate how storytelling influences perception and organisational culture

Learning Experience

ISB Executive Education programmes are replete with distinctive teaching methodologies and an intense and challenging learning environment that pushes participants' learning horizons beyond their preexisting beliefs. Through lectures from distinguished faculty, local and global case studies, business simulations, and group discussions with extraordinary peers from a broad range of industries, regions, and functions, you will be equipped with the strategies, tools and insights required to transform your thinking and achieve ambitious business objectives. You will return to your organisation, fully ready to apply what you have learned. You will also take with you a rich network of relationships that will enrich your personal and professional lives long after you complete the programme. Experience learning in state-of-the-art classrooms and campus facilities designed to create an environment conducive to spark self-reflection, innovation, and collaboration.



IS THIS PROGRAMME FOR YOU?

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: Leaders, Directors, Vice Presidents, Startup founders, HR Managers, L&D Heads, R&D leads, Innovators, Brand Managers.

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.

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Rankings

FT EXECUTIVE EDUCATION CUSTOM RANKING 2025

H IN ASIA

FT EXECUTIVE EDUCATION OPEN RANKING 2025

#6 IN ASIA

#23 GLOBALLY



What Participants Say?



"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."



"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."



"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:

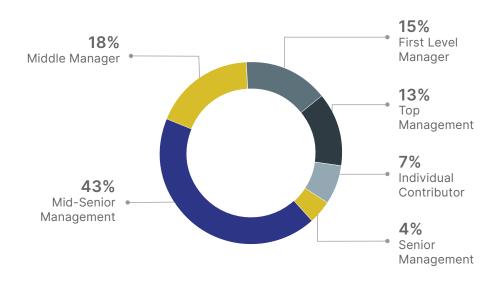
- ISB Executive Education Newsletters with the latest updates
- Networking opportunities via ISB Executive Network Group on LinkedIn
- Exclusive invitations to Online and Offline events like Webinars,
 Conferences, and Master Classes, amongst others
- Preferential pricing: 5% discount on ISB Executive Education programmes
- Preferential pricing: 10% discount on ISB Online programmes

Class Profile

Industry Diversity

8% Government, Education, and Real Estate Other 7% Retail and **Consumer Services** 35% 10% Information Healthcare and Technology Pharmaceuticals 21% 10% Manufacturing Finance and and Industrial Insurance

Leadership Levels





Programme Curriculum

MODULE 1 | BUILDING BLOCKS OF EXECUTIVE PRESENCE AND INTRODUCTION TO THE MOST POWERFUL TOOL IN ESTABLISHING ONE'S PRESENCE

- Discover what truly defines executive presence and why it matters for impactful leadership
- Uncover the limitations of popular executive presence models and what they often overlook
- Learn what it really takes to build executive presence through intentional skills and behaviours

MODULE 2 | ADVANCED TECHNIQUES TO ELEVATE BUSINESS STORIES

- Master five high-impact storytelling techniques used by influential leaders and communicators
- Strengthen your storytelling skills by applying these techniques to real business situations

MODULE 3 | BUILDING NARRATIVES AROUND DATA AND SIMPLIFYING THE COMPLEX

- Understand how to present data in ways that inspire clarity, relevance, and informed decision-making
- Master the skill of simplifying complex information to drive action and influence stakeholders



MODULE 4 GOING BEYOND THE VISIBLE: OTHER IMPORTANT DIMENSIONS OF EXECUTIVE PRESENCE

- Identify common derailers that can undermine your executive presence and impact
- Reflect deeply to create a personal roadmap for developing a strong and authentic presence
- Strengthen self-awareness and presence through guided group exercises and peer feedback

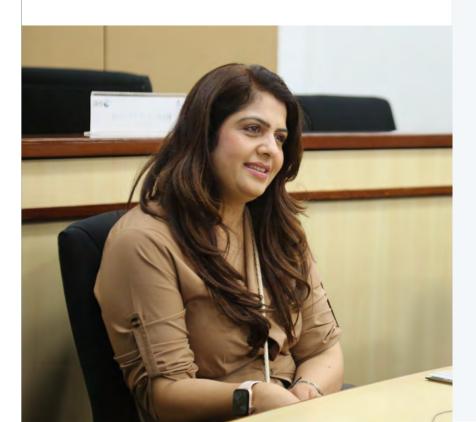
MODULE 5 | PERSONAL BRANDING

- Define and refine your personal brand by identifying your unique strengths, values, and leadership identity
- Build executive presence through focused development of gravitas, communication, and appearance
- Craft and deliver your brand story with confidence, using storytelling to influence perception and drive impact at both personal and organisational levels

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.





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

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