Strategic Corporate Storytelling and Narrative Design Training Course



30 Nov - 04 Dec 2026

Lisbon

4500 € (Per Person)

Ref: #CW1317_178844

Course Introduction / Overview:

In today's competitive business landscape, a compelling corporate narrative is no longer a luxury but a strategic necessity. This course provides a comprehensive framework for developing and deploying influential business stories that resonate with every stakeholder, from employees to investors. It moves beyond basic presentation skills to the core of strategic communication, teaching participants how to build a cohesive and powerful corporate identity through the art and science of storytelling. As author Paul Smith notes in his seminal work, "Lead with a Story," narratives are the most effective way to inspire action, communicate values, and drive change. This program, offered by BIG BEN Training Center, is meticulously designed to equip leaders and professionals with the tools to craft authentic narratives that build trust, enhance brand reputation, and align organizational culture with strategic objectives. Participants will learn to transform complex data, corporate history, and future vision into memorable stories that capture attention, persuade audiences, and create a lasting impact, ensuring their organization's message is not just heard, but felt and remembered. This is an immersive journey into mastering the single most powerful tool in a modern leader's arsenal.

Target Audience / This training course is suitable for:

- Chief Executive Officers and Senior Executives.
- Marketing and Brand Managers.
- Corporate Communications and Public Relations Specialists.
- Human Resources and Internal Communications Leaders.
- Sales Directors and Business Development Managers.
- Product Managers and Innovation Leaders.
- Investor Relations Professionals.
- Entrepreneurs and Founders.

Target Sectors and Industries:

- Technology and Software Development.
- Financial Services and Banking.
- Healthcare and Pharmaceuticals.
- Consulting and Professional Services.
- Retail and Consumer Goods.
- Manufacturing and Engineering.
- Governmental and Public Sector Organizations.
- Non-Profit and Educational Institutions.

Target Organizations Departments:

- Executive Leadership and C-Suite.
- Marketing and Brand Strategy.
- Corporate Communications and Public Affairs.
- Human Resources and Organizational Development.
- Sales and Client Relations.
- Investor Relations.
- Product Development and Management.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a cohesive and compelling corporate narrative that aligns with strategic business goals.
- Master various storytelling frameworks to structure influential business communications.
- Translate complex data and financial information into clear and persuasive stories.
- Utilize narrative techniques to lead change, engage employees, and build a strong corporate culture.
- Craft targeted stories for diverse stakeholders, including investors, customers, and the media.
- Enhance executive presence and public speaking skills through powerful storytelling.
- Create a strategic plan for embedding and managing the corporate narrative across all channels.
- Leverage storytelling to effectively manage brand reputation and navigate crisis situations.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and immediately applicable to the participant's professional context. We believe that mastering corporate storytelling comes from doing, not just listening. The course combines expert-led instruction on core theories and narrative frameworks with a series of practical, hands-on exercises. Participants will engage in individual and group activities, including story-crafting workshops, peer-to-peer feedback sessions, and the analysis of real-world case studies from leading global companies. The learning environment encourages active participation through structured discussions, role-playing scenarios simulating stakeholder meetings, and presentations. Each participant will work on developing their own organization's narrative or a specific business story, receiving personalized coaching and constructive feedback from the instructor and peers. This blended approach ensures that participants not only understand the principles of strategic storytelling but also leave with the confidence and tangible skills to implement a powerful narrative strategy within their own organizations, transforming their communication from informational to inspirational.

Course Agenda (Course Units):

Unit One: The Strategic Foundation of Corporate Narrative

- The Neuroscience of Storytelling and Its Impact on Decision-Making.
- Distinguishing Between Story, Message, and Corporate Narrative.
- The Role of Narrative in Building Brand Identity and Trust.
- Analyzing Your Current Corporate Narrative and Communication Gaps.
- The Ethics of Storytelling in a Business Context.
- Identifying the Core Components of a Powerful Origin Story.
- Case Study Analysis of Successful and Failed Corporate Narratives.

Unit Two: Crafting Your Core Narrative and Brand Archetype

- Defining Your Organization's Purpose, Vision, and Values.
- Identifying Your Brand's Archetype for Consistent Messaging.
- The Hero's Journey Framework for Corporate Storytelling.
- Developing Your Key Narrative Pillars and Supporting Messages.
- Mapping Your Narrative to the Customer and Employee Journey.
- Techniques for Uncovering Authentic Stories Within Your Organization.
- Workshop on Writing a Compelling Corporate Mission and Vision Narrative.

Unit Three: Storytelling for Leadership and Internal Engagement

- Using Narrative to Drive Change Management and Transformation.
- Crafting Leadership Stories that Inspire and Motivate Teams.
- Building a Strong Corporate Culture Through Shared Stories.
- Onboarding Narratives for New Employees.
- Communicating Strategy and Vision Through Story.
- Fostering a Storytelling Culture Across Departments.
- Practical Exercises in Personal Leadership Storytelling.

Unit Four: Applying Narrative to External Communications

- Crafting Persuasive Narratives for Marketing and Sales.
- Storytelling for Public Relations and Media Engagement.
- Developing a Compelling Investor Relations Narrative.
- Using Story to Differentiate in a Crowded Marketplace.
- The Art of Data Storytelling and Visual Narratives.
- Turning Customer Testimonials into Powerful Brand Stories.
- Workshop on Adapting a Core Narrative for Different Audiences.

Unit Five: Implementing, Managing, and Measuring Your Narrative

- Integrating the Corporate Narrative Across All Touchpoints.
- Developing a Narrative Governance and Content Strategy.
- Storytelling in Crisis Communication and Reputation Management.
- Techniques for Training and Empowering Brand Storytellers.
- Measuring the Impact and ROI of Your Narrative Strategy.
- The Future of Corporate Storytelling in the Digital Age.
- Capstone Project Presentations and Peer Feedback Session.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can a deeply embedded corporate narrative be adapted in the face of radical market disruption without losing its core identity?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by adopting a holistic and strategic approach to corporate narrative, treating it not as a soft skill but as a critical business asset. While many programs focus solely on public speaking or marketing content, this training integrates storytelling across all organizational functions, from internal culture and change management to investor relations and crisis communication. We move beyond theoretical frameworks by dedicating significant time to practical application, ensuring participants leave with a tangible narrative strategy for their own organization. The curriculum uniquely emphasizes the art of data storytelling, a crucial skill for modern leaders who must translate complex analytics into persuasive insights. Furthermore, the course structure is built around a capstone project where participants actively craft, refine, and present their corporate or leadership narrative, receiving expert and peer feedback. This focus on implementation, combined with a deep dive into both internal and external communication dynamics, provides a comprehensive and actionable learning experience that empowers leaders to build authentic, resilient, and influential brands from the inside out.