



CRAFTING CORPORATE NARRATIVES AND THOUGHT LEADERSHIP TRAINING COURSE

21 - 25 DEC 2026

LISBON

4500 € (PER PERSON)

REF: #PR4471_134727



COURSE INTRODUCTION / OVERVIEW:

In today's hyper-competitive business landscape, a strong corporate narrative is no longer a luxury but a strategic necessity. It is the foundational story that shapes perception, builds trust, and drives stakeholder engagement. This narrative, when powerfully articulated through credible thought leadership, can position an organization and its executives as definitive industry authorities. This intensive training course is meticulously designed to bridge the critical gap between corporate storytelling and executive influence. We will delve into the principles of narrative construction, drawing inspiration from the work of academics like Robert J. Shiller and his seminal book, "Narrative Economics: How Stories Go Viral and Drive Major Economic Events". Participants will learn to craft a compelling and authentic corporate story that resonates with customers, investors, and employees. At BIG BEN Training Center, we believe that a powerful narrative is the engine of thought leadership. This program provides a comprehensive roadmap for identifying unique points of view, developing a strategic content platform, and activating that platform across key channels to build measurable industry influence and drive tangible business outcomes. This is a practical, hands-on journey from foundational concepts to advanced implementation strategies.

TARGET AUDIENCE / THIS TRAINING COURSE IS SUITABLE FOR:

- Chief Executive Officers (CEOs) and C-Suite Executives.
- Vice Presidents and Directors.
- Heads of Marketing, Communications, and Public Relations.
- Senior Brand and Strategy Managers.
- Business Owners and Entrepreneurs.
- Public Affairs and Investor Relations Professionals.
- Consultants and Subject Matter Experts seeking to build their profile.



TARGET SECTORS AND INDUSTRIES:

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

TARGET ORGANIZATIONS DEPARTMENTS:

- Executive Leadership and Senior Management.
- Corporate Communications.
- Public Relations (PR).
- Marketing and Brand Management.
- Investor Relations.
- Sales and Business Development.
- Human Resources and Internal Communications.
- Strategy and Corporate Development.



COURSE OFFERINGS:

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

- Develop a cohesive and compelling corporate narrative aligned with strategic business goals.
- Identify and articulate a unique and authentic thought leadership position.
- Master advanced storytelling techniques to engage diverse audiences.
- Create a multi-channel content strategy to amplify key messages and build influence.
- Align executive personal brands with the overarching corporate narrative.
- Effectively leverage digital platforms like LinkedIn for thought leadership.
- Prepare for high-stakes communication opportunities such as media interviews and keynote speeches.
- Measure the impact and return on investment of thought leadership initiatives.
- Build a sustainable framework for long-term narrative and influence management.

COURSE METHODOLOGY:

The training methodology at BIG BEN Training Center is designed for maximum engagement and practical application. This course moves beyond traditional lectures to create an immersive learning environment. We utilize a blend of interactive presentations, expert-led discussions, and in-depth case study analyses of successful corporate narratives and thought leaders. A significant portion of the course is dedicated to hands-on workshops where participants will actively work on developing their own narrative frameworks and thought leadership platforms. Collaborative group exercises and peer-to-peer feedback sessions provide a dynamic space for refining ideas and gaining diverse perspectives. Participants will engage in practical activities such as message mapping, content brainstorming, and simulated media scenarios. Our approach emphasizes learning by doing, ensuring that attendees leave not just with theoretical knowledge, but with tangible assets and a clear, actionable plan they can implement immediately within their organizations. The focus is on translating strategic concepts into real-world communication skills and measurable business impact.



COURSE AGENDA (COURSE UNITS):

UNIT ONE: FOUNDATIONS OF NARRATIVE AND INFLUENCE

- The strategic importance of a corporate narrative in the modern economy.
- Defining thought leadership versus subject matter expertise.
- The psychological principles of storytelling and audience connection.
- Analyzing the link between a strong narrative and organizational reputation.
- Case studies of iconic corporate narratives and their impact.
- Understanding the role of authenticity in building trust and credibility.
- Mapping key stakeholders and their narrative expectations.

UNIT TWO: ARCHITECTING THE COMPELLING CORPORATE NARRATIVE

- Identifying the core components of a powerful story: purpose, hero, conflict, and resolution.
- Conducting a narrative audit of your organization's current messaging.
- Defining your organization's unique value proposition and "why".
- Crafting a foundational narrative framework and key message pillars.
- Aligning the corporate narrative with vision, mission, and values.
- Techniques for weaving the narrative into all corporate communications.
- Testing and refining the narrative for maximum resonance and impact.

UNIT THREE: CULTIVATING THE AUTHENTIC THOUGHT LEADER

- Identifying and honing your unique point of view and area of expertise.
- Developing a personal brand that complements the corporate narrative.
- Techniques for building confidence and an authoritative public voice.
- Crafting a personal mission statement for your thought leadership.
- Strategies for staying ahead of industry trends and generating novel insights.
- Ethical considerations and responsibilities of a thought leader.
- Creating a personal development plan for continuous learning and growth.



UNIT FOUR: STRATEGIC CONTENT AND CHANNEL ACTIVATION

- Developing a multi-format thought leadership content plan.
- Mastering the art of writing compelling articles, white papers, and blog posts.
- Leveraging video and audio formats like podcasts and webinars.
- Optimizing LinkedIn and other social platforms for executive visibility.
- Strategies for securing speaking engagements and media opportunities.
- Building relationships with industry journalists, analysts, and influencers.
- Repurposing core content for maximum reach and efficiency.

UNIT FIVE: MEASURING IMPACT AND SUSTAINING MOMENTUM

- Establishing key performance indicators (KPIs) for thought leadership.
- Tools and techniques for tracking brand sentiment and share of voice.
- Measuring audience engagement, reach, and conversion metrics.
- Linking thought leadership activities to tangible business outcomes like leads and sales.
- Creating a long-term content calendar and editorial process.
- Building a culture of storytelling and thought leadership within the organization.
- Managing criticism and navigating crisis communications within your narrative.

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:

In an era of AI-generated content, how can a leader maintain authenticity and a unique voice in their thought leadership narrative?

WHAT UNIQUE QUALITIES DOES THIS COURSE OFFER COMPARED TO OTHER COURSES?

This course distinguishes itself by holistically integrating two often-siloed disciplines: corporate narrative development and individual thought leadership. While many programs focus on one or the other, we operate on the principle that they are intrinsically linked and mutually reinforcing. We move beyond generic public relations or content marketing tactics to focus on the strategic architecture of influence. The curriculum is uniquely designed to foster a deep, intellectual understanding of narrative economics and the psychology of persuasion, empowering participants to build stories that not only engage but also drive action. Another key differentiator is our relentless focus on practical application and measurable outcomes. This is not a theoretical seminar; it is an intensive workshop where participants actively build their strategic frameworks. They will leave with a drafted narrative, a personal thought leadership plan, and a clear set of KPIs to demonstrate the value of their efforts to their organization. The emphasis is on creating sustainable, long-term assets that enhance both corporate reputation and executive credibility in a tangible, demonstrable way.