



INDIAN INSTITUTE OF MANAGEMENT CALCUTTA

STRATEGIC STORYTELLING FOR EXECUTIVES

 Programme Directors: Prof. Pragyan Rath & Prof. Nandita Roy

 Programme Dates: January 09 - 13, 2023

 Programme Venue: MDC, IIM Calcutta



INTRODUCTION

“There have been great societies that did not use the wheel. But there have been no societies that did not tell stories.” - Ursula le Guin

In recent years, storytelling has emerged as a significant tool for leaders and managers, not only as a system of communication but also as a tool for individual and organizational success. It is a ubiquitous, persuasive and effective way of communication. In this programme, we will introduce the concepts and structures of storytelling and acquaint participants with methods of systematic application of storytelling techniques to leverage business outcomes in diverse contexts. This introduction to the strategies of storytelling will include unique perspectives that will enable executives to communicate more persuasively and equip them with skills that lend a competitive edge in various platforms of communication.



OBJECTIVES

- To explore strategic storytelling as an advanced tool of communication
- To use strategic storytelling as a persuasive tool for delivering business outcomes
- To leverage storytelling techniques in data driven communications
- To understand the new media landscape and craft communication strategies accordingly
- To develop an empathetic understanding of diversity and drive change through storytelling strategies
- To craft leadership narratives
- To employ techniques of narrative gamification
- To unpack brand narratives
- To customise narratives for hyper-relevance
- To create psychographic specific narratives



PEDAGOGY

Pedagogy involves an interactive mix of case studies (curated case studies from various media), discussions, role-plays and game based learning. Final presentations will be an attempt to apply all the storytelling principles discussed in classes. These presentations will be video-recorded and comprehensive personalized feedback will be given, along with the recorded videos.



WHO MAY ATTEND

This programme has been designed for middle level executives in public and private sector industries and multinational companies, whose job profiles involve engagements in managerial responsibilities.



KEY TOPICS

The Programme will be woven around the following themes:

- Leadership Storytelling and Monomyth Framework
- Brand Storytelling and World Building Framework
- Strategic Storytelling Frameworks
- Inclusive Storytelling
- Storytelling for Different Audiences – Nudge Framework from Behavioural Economics
- Hyper-relevance and Psychographics in Storytelling
- Trans-Medial Storytelling – Broadcasting/Narrowcasting Frameworks
- Storytelling in Video-Gaming
- Data Storytelling
- Immersive Narratives
- Gamifying Narratives
- Presentation with Games



PROGRAMME DIRECTORS

Dr. Pragyan Rath teaches communication at the Indian Institute of Management Calcutta. Her research is multidisciplinary, at the intersection of post positivist critical thinking traditions, visual-verbal media intersection with special emphasis on semiology. Her academic training in ekphrastic traditions (visual- verbal) in humanities and aesthetics informs her understanding of corporate communication. She seeks to better understand how the intersecting fields of visual and verbal representations can help create a more nuanced methodology in market research.

Dr. Rath's teaching philosophy is to inculcate conceptual imagination and the transitioning ability of the same into innovative methods of inquiry. Through design based critical pedagogy using elements of visual-verbal representational

intersection, she seeks to contextualize the application of a new technique of representation – ekphrasis – into market analysis, thereby bridging the gap between the arts and business.

She has written extensively on innovative methods of communication analytics and pursues to contribute further in the multi-disciplinary field of corporate communication.

Dr. Nandita Roy teaches communication at the Indian Institute of Management Calcutta. Her research is multidisciplinary, at the intersection of philosophy, technology, gender studies, storytelling and new media, with special emphasis on video games. Her academic training in qualitative research methods in humanities and new media, coupled with her experience in the media and communications industry, informs her understanding of philosophy, ethics, gender and media. She seeks to better understand how these intersecting areas can help create a more diverse, inclusive and ethical business environment.

Dr. Roy's teaching philosophy is to inculcate in her students a sense of inquisitiveness and joy in learning. Through inclusive critical pedagogy using elements of game-based learning, she seeks to contextualise theoretical ideas for application in business contexts, thereby bridging the gap between theory and praxis. She has previously worked at the Indian Institute of Management Lucknow, and National Geographic Channel, India.

PROGRAMME DETAILS

- **Duration:** January 09 - 13, 2023
- **Programme Commencement:** 9:00 AM on January 09, 2023
- **Programme Conclusion:** 2:00 PM on January 13, 2023
- **Venue:** Management Development Centre (MDC), IIM C Campus
- **Accommodation:** For Residential participants
 - **Check in:** January 08, 2023 (6:00 pm onward)
 - **Check out:** January 13, 2023 (2:00 pm)



PROGRAMME FEES

- **Residential (R):** ₹ 120,000/- plus taxes and surcharges as applicable.
- **Non-Residential (NR):** ₹ 110,000/- plus taxes and surcharges as applicable.

We would strongly encourage candidates to enroll as Residential participants, as the experience of an MDP is optimized in a full-immersion mode.

Discount on Programme fees:

A discount of 10% on the Programme fees can be availed by an organization if it nominates at least 4 participants for a particular MDP.

TERMS & CONDITIONS

- Participants would have to make their own travel arrangements.
- Accommodation at IIM C will be provided till 2.00 p.m. on the last day of the Programme. Participants staying beyond this time will have to bear additional stay and food charges, which they have to settle directly with the hospitality service provider, conditional upon room availability.
- Cancellation Policy: In case you/your nominated candidate(s) does(do) not attend the programme, 40% of the programme fees will be retained, as per policy.
- Executive Education Alumni: With effect from April 1, 2017, participants of IIM Calcutta's 'Open' MDPs who attend 20 days of learning through two or more Open MDPs will be eligible to apply for 'Executive Education Alumni of IIM Calcutta' status.



HOW TO APPLY

- You can apply/nominate your personnel by clicking on the “Apply Now” link corresponding to the particular MDP, as appearing on our online calendar available at: <https://iimcal.ac.in/mdp/mdp-calendar>
- Once the candidature(s) is (are) approved, the sponsoring authority or participant (in case of self-nomination) will be intimated over email along with the Payment Advice seeking programme fees in advance.
- Programme fees can be remitted online through Electronic Fund Transfer (NEFT/RTGS).
- Upon remitting the fees online, kindly intimate CMDP office with the UTRNo./relevant transaction details through email, so that we can connect your remittance to your nomination(s). Please note that confirmation of participation is subject to receipt of Programme fees by CMDP Office before commencement of the MDP.

IIM CALCUTTA’S RANKINGS AND ACCREDITATIONS

- Triple accreditations by AACSB (Association to Advance Collegiate Schools of Business), AMBA (Association of MBAs) and EQUIS.
- IIM Calcutta is the only B-school in India to be a part of the prestigious CEMS. (The Global Alliance in Management Education or CEMS (formerly the Community of European Management Schools and International Companies) is an international cooperation of leading business schools and universities with multinational companies and NGOs).
- IIM Calcutta has been ranked at No. 2 in India and 59 Globally in the Financial Times Executive Education Ranking 2022. IIM Calcutta had secured 2nd rank amongst all B-schools in India and 21st Globally, in Financial Times: Masters in Management Rankings 2020.



Our correspondence address is as follows:

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For all other details on administrative matters please refer to the ‘Guidelines for Participants’ on our website or e-mail to program_mdp@iimcal.ac.in