



IFCCI Pune | Workshop on The Art of Business Storytelling



Date: 25th April 2024

Indo-French Chamber of Commerce & Industry (IFCCI) Pune in association with FLAME University successfully organized a half day workshop on **The Art of Business Storytelling** on **25th April 2024**. The workshop focused on the significance of storytelling in the business environment.

The event brought together professionals from various industries, including marketing, public relations, communication, and leadership, with the goal of exploring how storytelling can enhance business strategies and foster stronger connections with audiences.

Ms. Shweta Pahuja, Regional Director, Western Region at IFCCI shared the welcome remarks and set the context for the workshop.

Mr. Deepesh Chandran, Business Storytelling Coach conducted a highly interactive workshop which began with an overview of business storytelling, highlighting its role in shaping brand identity, engaging customers, and building corporate culture. He also discussed how storytelling can humanize a brand and make it relatable to customers.

Mumbai office:
Ador House, Plot/CS No.34,
6-K, 2nd Floor, Dubash Marg,
Opp. Lion Gate,
Fort, Mumbai-400 001
Tel: +91 90040 21821
contact (@) ifcci.org.in

Delhi office:
DLTA Complex, RK Khanna
Stadium, 1st Floor (Gate 3)
1, Africa Avenue
New Delhi - 110 029
Tel: +91 11 6922 3100
contactdelhi (@) ifcci.org.in

Chennai office:
Old 27, New 66, III Street,
Abiramapuram,
Chennai - 600 018
Tel: + 91 44 4217 8710
contactchennai (@) ifcci.org.in

Bangalore office:
Unit 1303-1304, 13th Floor
Prestige Meridian II, No.30,
MG Road, Bangalore - 560 001
Tel: +91 80 6194 9749
contactbangalore (@) ifcci.org.in

Hyderabad Office:
T-Hub 2.0, 20 Inorbit Mall Rd,
Vittal Rao Nagar, Madhapur,
Hyderabad, Telangana 500081
Tel: +91 80 6194 9749
contactbangalore (@) ifcci.org.in

Pune Office:
Awfis, 3rd Floor, Baner Business
Bay, Pashan - Sus Road, Behind
Audi Showroom, Off Mumbai
Bangalore Highway, Pune 411045
Tel: +91 90 2101 5861
contact (@) ifcci.org.in



The workshop delved into knowing the essentials of a powerful story – the story framework, importance of communication, and creating memorable characters which evoke emotions. Case studies and examples from companies that have successfully used storytelling to drive business results were shared. These cases demonstrated how narrative techniques can be applied to marketing campaigns, internal communications, and customer relationships to create meaningful connections.

The psychological aspects of storytelling, explaining why stories resonate with people and how they can influence behavior and decision-making, were highlighted with case studies. The importance of authenticity and emotional connection in storytelling was emphasized.

The framework for the perfect Sales Elevator pitch in a story format was also discussed. Attendees had the opportunity to collaborate in small groups, fostering a dynamic learning environment.

This interactive workshop was followed by a Q&A session.

This event was highly appreciated and well received by 45+ participants & concluded with a networking hi tea.

Ms. Rucha Awati, Manager – Events & Membership, IFCCI Pune concluded the session with closing remarks.

We express our sincere gratitude to FLAME University for hosting us and Mr. Deepesh Chandran for conducting a successful workshop.



About Indo-French Chamber of Commerce & Industry (IFCCI)

Established in 1977, the Indo-French Chamber of Commerce belongs to a worldwide network of 120 French Chambers (CCIFI) in 90 countries with over 33,000 companies. One of the most active bilateral chambers in India, the Indo-French Chamber is a private association that promotes mutually beneficial trade relations between India & France and caters for its members' needs and interests. The Chamber has four offices in Mumbai, New Delhi, Chennai, Bengaluru, Hyderabad and two representations in Chandigarh and Pune.

For more information, please visit [HTTPS://WWW.IFCCI.ORG.IN/](https://www.ifcci.org.in/)

For event enquiries, please contact:

Rucha Awati Manager – Membership & Events (Pune)

E-mail: RUCHA.AWATI@IFCCI.ORG.IN

Mumbai office:
Ador House, Plot/CS No.34,
6-K, 2nd Floor, Dubash Marg,
Opp. Lion Gate,
Fort, Mumbai-400 001
Tel: +91 90040 21821
contact (@) ifcci.org.in

Delhi office:
DLTA Complex, RK Khanna
Stadium, 1st Floor (Gate 3)
1, Africa Avenue
New Delhi - 110 029
Tel: +91 11 6922 3100
contactdelhi (@) ifcci.org.in

Chennai office:
Old 27, New 66, III Street,
Abiramapuram,
Chennai - 600 018
Tel: + 91 44 4217 8710
contactchennai (@) ifcci.org.in

Bangalore office:
Unit 1303-1304, 13th Floor
Prestige Meridian II, No.30,
MG Road, Bangalore - 560 001
Tel: +91 80 6194 9749
contactbangalore (@) ifcci.org.in

Hyderabad Office:
T-Hub 2.0, 20 Inorbit Mall Rd,
Vittal Rao Nagar, Madhapur,
Hyderabad, Telangana 500081
Tel: +91 80 6194 9749
contactbangalore (@) ifcci.org.in

Pune Office:
Awfis, 3rd Floor, Baner Business
Bay, Pashan - Sus Road, Behind
Audi Showroom, Off Mumbai
Bangalore Highway, Pune 411045
Tel: +91 90 2101 5861
contact (@) ifcci.org.in