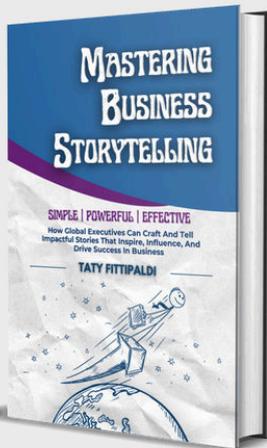




**INSPIRE  
SOMEONE  
TODAY**



**MEDIA KIT**

# MASTERING BUSINESS STORYTELLING

Quotes &  
Book Excerpts

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## MASTERING BUSINESS STORYTELLING

I want you to, however, understand these general concepts so that you can use them when needed, but also because transposing this idea to business storytelling will make a lot more sense now.

Here's where business storytelling shines: in global leadership, "show, don't tell" can be achieved by using stories to illustrate your point. They are your "showing" during your "telling."

Instead of explaining or instructing directly, stories evoke reflection and provoke critical thinking, allowing your audience to engage with the message on their own terms.

Through storytelling, you're not simply telling people what to think or do — you're inviting them to come to the conclusion you want. This approach makes your communication not only more impactful but also more memorable.

And that's what business storytelling is all about: showing through clever narrative, including stories, creating space for engagement, and leading with connection.

For example, I once led a workshop about people's core values and how our focus shifts depending on what we value most. To show this concept, I shared the following story, which was loosely based on a behavioral science research experiment:

A Wall Street banker came home one night, and over dinner, his wife started telling him about something her friend had experienced earlier that day.

Her friend had just gone through a difficult breakup after a five-year relationship. Feeling overwhelmed, he decided to take a walk in the park to clear his mind.

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**SIMPLE | POWERFUL | EFFECTIVE**  
How Global Executives Can Craft And Tell  
Impactful Stories That Inspire, Influence, And  
Drive Success In Business

TATY FITTIPALDI



**In essence, business storytelling is  
where logic meets humanity,  
making your message both  
impactful and unforgettable.**



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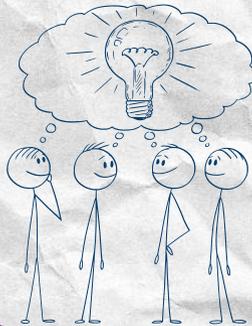
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**...people don't act based on logic  
alone – they act based on  
emotions. Stories have the unique  
ability to stir emotions like hope,  
excitement, or determination.**



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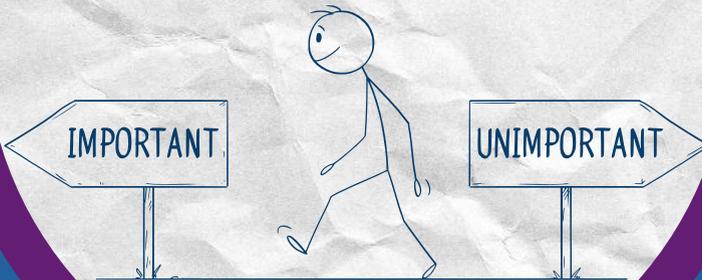
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**Traditional  
communication might  
inform, but storytelling  
transforms.**



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