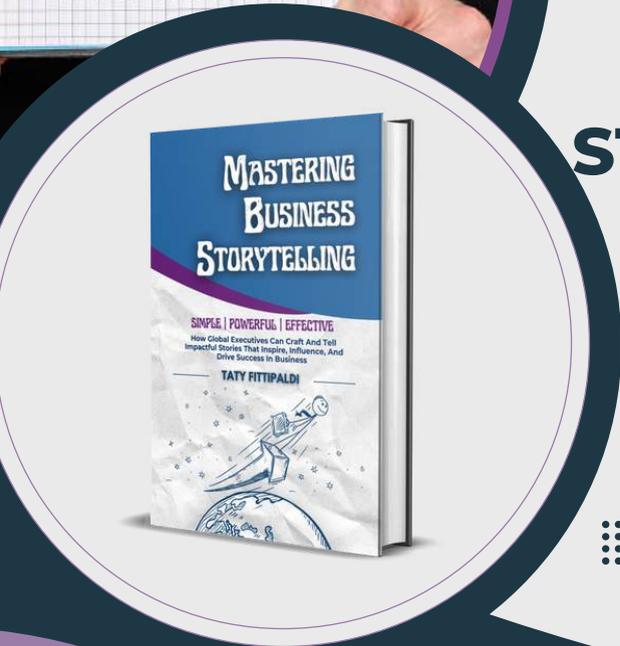




MEDIA KIT

MASTERING BUSINESS STORYTELLING

Quotes &
Book Excerpts



+1 551-227-4499



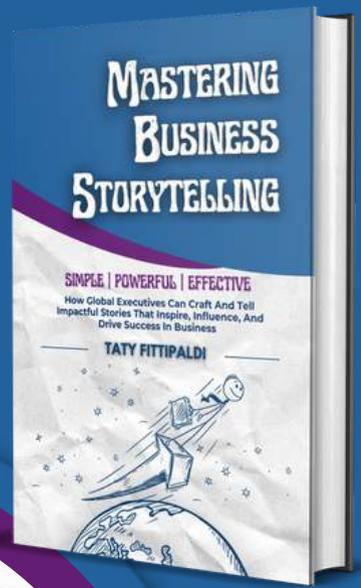
<https://www.coachingexpatriates.com>



276 East Main Street - Suite 10 # 407 | Denville, NJ, USA



Press@coachingexpatriates.com



Stories don't just inform; they inspire. They don't just explain; they engage. And nowadays, the ability to connect through a story is no longer optional – it's essential.



GET ON AMAZON!

[https://www.coachingexpatriates.com/
business-storytelling-blueprint-series/](https://www.coachingexpatriates.com/business-storytelling-blueprint-series/)

MASTERING BUSINESS STORYTELLING

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

TATY FITTIPALDI

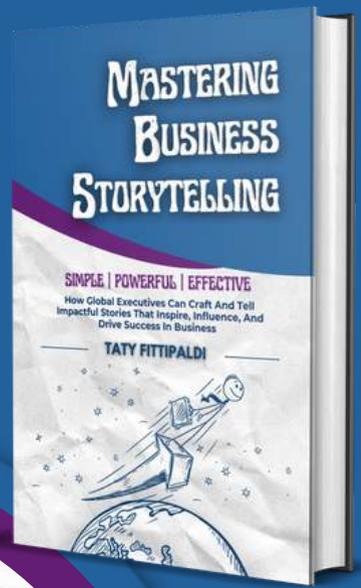


**In essence, business storytelling is
where logic meets humanity,
making your message both
impactful and unforgettable.**

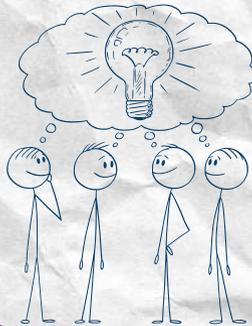


GET ON AMAZON!

[https://www.coachingexpatriates.com/
business-storytelling-blueprint-series/](https://www.coachingexpatriates.com/business-storytelling-blueprint-series/)

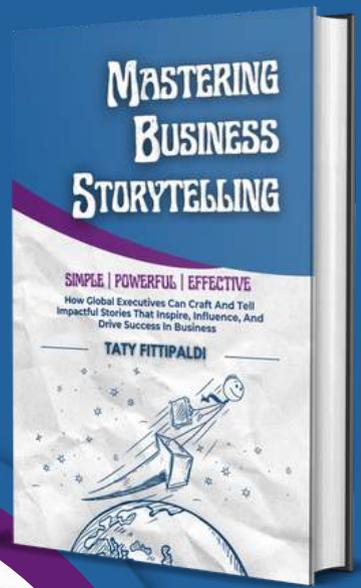


...people don't act based on logic alone – they act based on emotions. Stories have the unique ability to stir emotions like hope, excitement, or determination.

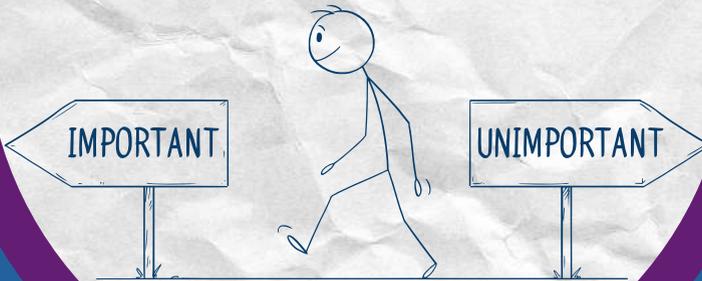


GET ON AMAZON!

[https://www.coachingexpatriates.com/
business-storytelling-blueprint-series/](https://www.coachingexpatriates.com/business-storytelling-blueprint-series/)

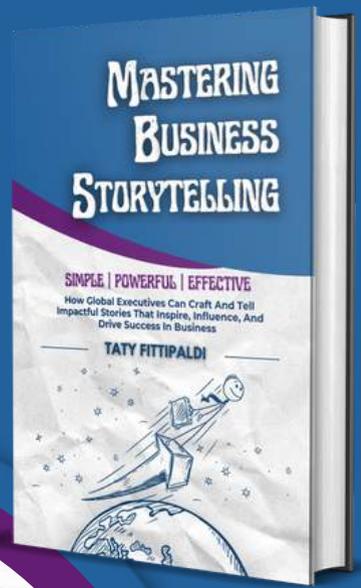


**Traditional
communication might
inform, but storytelling
transforms.**



GET ON AMAZON!

[https://www.coachingexpatriates.com/
business-storytelling-blueprint-series/](https://www.coachingexpatriates.com/business-storytelling-blueprint-series/)

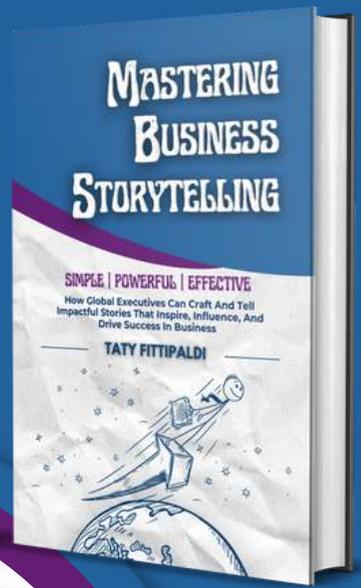


**“Show, Not Tell” means
immersing the audience in the
experience rather than simply
informing them of it.**

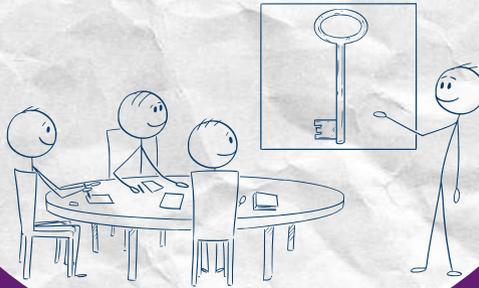


GET ON AMAZON!

[https://www.coachingexpatriates.com/
business-storytelling-blueprint-series/](https://www.coachingexpatriates.com/business-storytelling-blueprint-series/)



Leaders, like generals, need to stay in tune with their team's morale and use storytelling as a tool to engage, inspire, and align everyone toward a common goal.



GET ON AMAZON!

[https://www.coachingexpatriates.com/
business-storytelling-blueprint-series/](https://www.coachingexpatriates.com/business-storytelling-blueprint-series/)

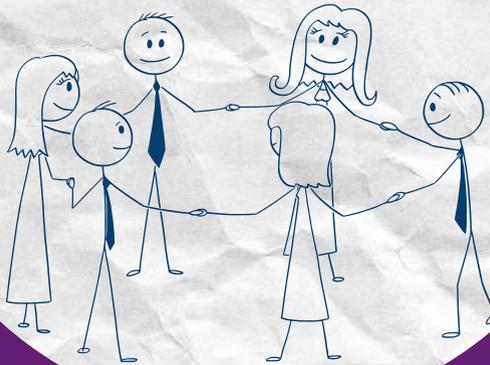
MASTERING BUSINESS STORYTELLING

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

TATY FITIPALDI

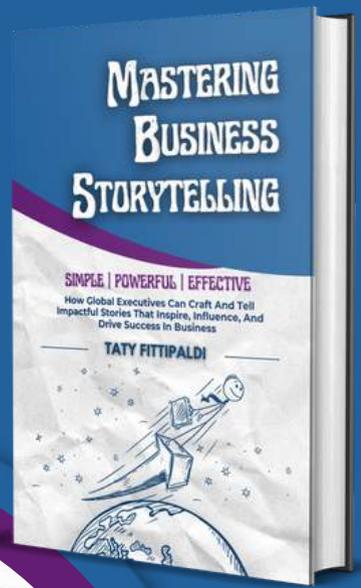


**...it's important to understand that
storytelling isn't about compromising
clarity – it's about creating connection.**

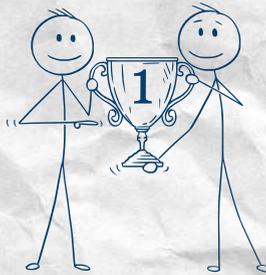


GET ON AMAZON!

[https://www.coachingexpatriates.com/
business-storytelling-blueprint-series/](https://www.coachingexpatriates.com/business-storytelling-blueprint-series/)

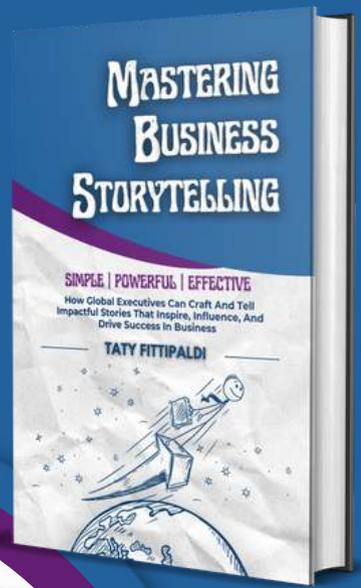


Stories that release the Angel's Elixir align with the Powers of Creation because they generate trust, relaxation, and focus – key ingredients for collaboration and a success-driven mindset.



GET ON AMAZON!

<https://www.coachingexpatriates.com/business-storytelling-blueprint-series/>

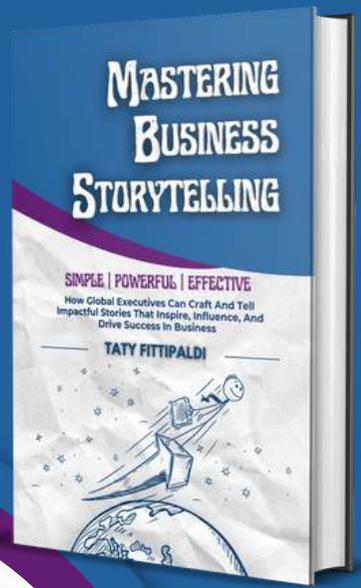


...go a step further to make it really functional by indexing stories based on their themes and goals and the leadership skills they relate to. This way, you can quickly find the perfect story to suit your desired context or outcome when connecting a story to a narrative.



GET ON AMAZON!

[https://www.coachingexpatriates.com/
business-storytelling-blueprint-series/](https://www.coachingexpatriates.com/business-storytelling-blueprint-series/)

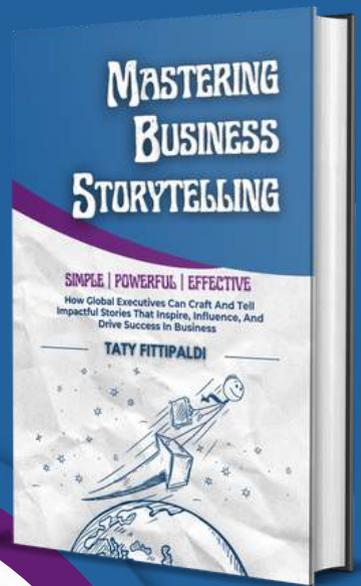


By letting people fill in the blanks themselves, we lose control over how the story is interpreted. And when their imagination takes over, the physiological impact of the story – the emotions and reactions it triggers – can be so overwhelming that the core message or takeaway gets completely lost.

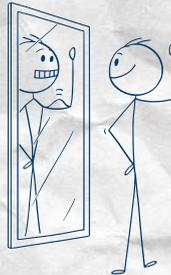


GET ON AMAZON!

[https://www.coachingexpatriates.com/
business-storytelling-blueprint-series/](https://www.coachingexpatriates.com/business-storytelling-blueprint-series/)

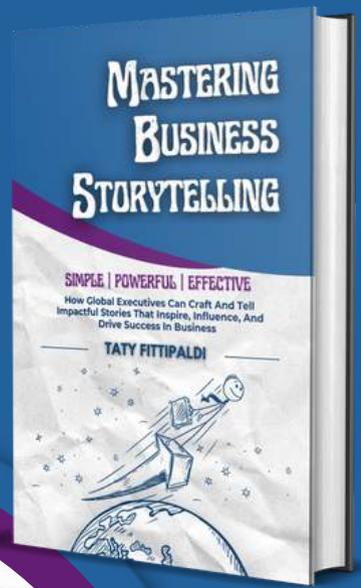


Internal narratives are the personal stories we tell ourselves. They reflect how we interpret our experiences, challenges, and abilities and have a profound effect on our confidence, resilience, and outlook as leaders.



GET ON AMAZON!

[https://www.coachingexpatriates.com/
business-storytelling-blueprint-series/](https://www.coachingexpatriates.com/business-storytelling-blueprint-series/)

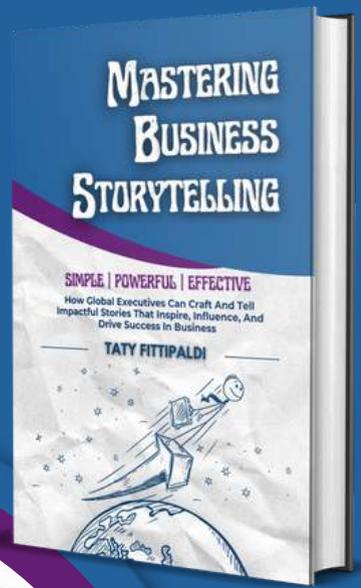


The impact of storytelling grows as it progresses from the internal to the external and, ultimately, to the collective level. Leaders who guide these narratives can create a culture that's connected, value-driven, and united around a shared purpose, even during times of change and challenge.



GET ON AMAZON!

[https://www.coachingexpatriates.com/
business-storytelling-blueprint-series/](https://www.coachingexpatriates.com/business-storytelling-blueprint-series/)

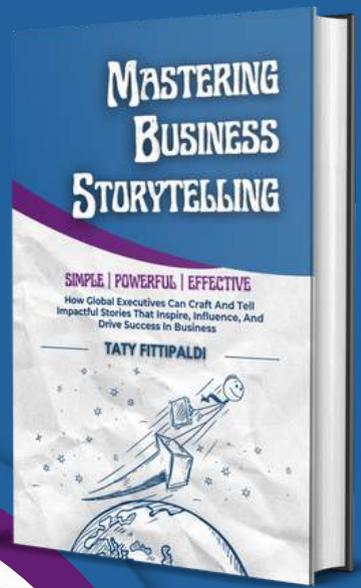


For companies facing misinformation or negative perceptions, providing a better story – rather than just correcting facts – can help shift public opinion.



GET ON AMAZON!

[https://www.coachingexpatriates.com/
business-storytelling-blueprint-series/](https://www.coachingexpatriates.com/business-storytelling-blueprint-series/)



What makes data storytelling so effective is that it uses all three of these elements together – visuals, data, and narrative – to help our brains connect facts with feelings, bridging the gap between information and emotion.



GET ON AMAZON!

[https://www.coachingexpatriates.com/
business-storytelling-blueprint-series/](https://www.coachingexpatriates.com/business-storytelling-blueprint-series/)

MASTERING BUSINESS STORYTELLING

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

TATY FITIPALDI

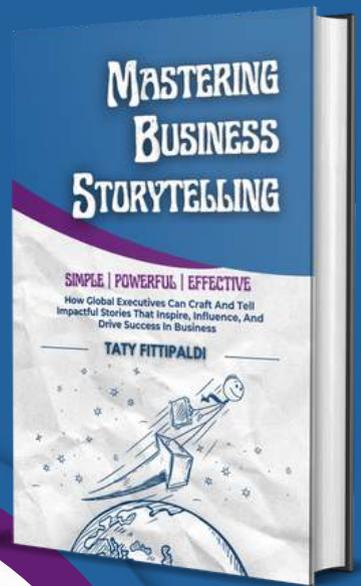


Global leadership is multidimensional, with four foundational pillars: Personal Leadership, People Leadership, Organizational Leadership, and Cultural Leadership. Each of these pillars represents a unique area of influence and impact, and each can benefit from specific storytelling approaches that align with its purpose.



GET ON AMAZON!

[https://www.coachingexpatriates.com/
business-storytelling-blueprint-series/](https://www.coachingexpatriates.com/business-storytelling-blueprint-series/)

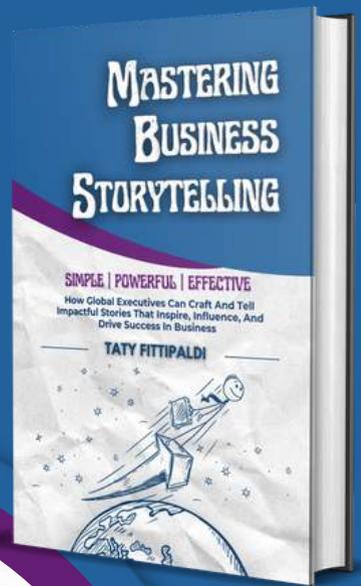


Each story type holds a unique power to engage, inspire, and drive action, whether in one-on-one settings, team meetings, or across entire organizations. By selecting the right story type, leaders can guide internal, external, and collective narratives, shaping a culture that is both unified and purpose-driven.



GET ON AMAZON!

[https://www.coachingexpatriates.com/
business-storytelling-blueprint-series/](https://www.coachingexpatriates.com/business-storytelling-blueprint-series/)

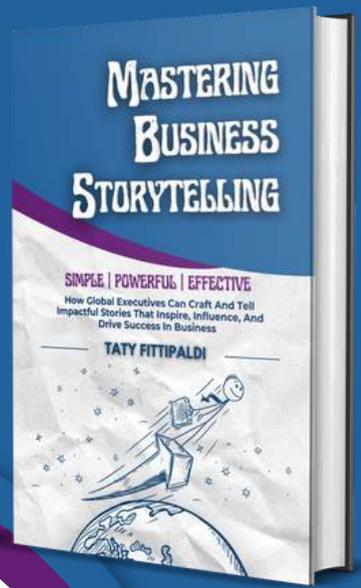


In complex situations, combining several reframing techniques can yield the most effective results. Leaders might start with powerful questions to generate insight, then use scenario analysis to explore options and forensic analysis to solidify their narrative...

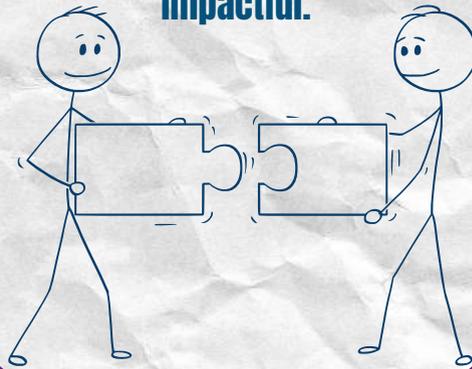


GET ON AMAZON!

[https://www.coachingexpatriates.com/
business-storytelling-blueprint-series/](https://www.coachingexpatriates.com/business-storytelling-blueprint-series/)

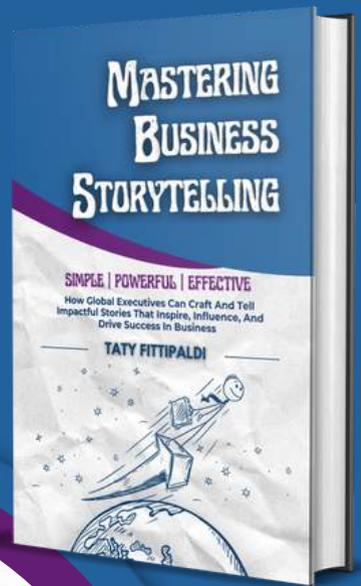


The HOW should offer clear steps, solutions, or actions that make the story's lesson actionable and impactful.



GET ON AMAZON!

[https://www.coachingexpatriates.com/
business-storytelling-blueprint-series/](https://www.coachingexpatriates.com/business-storytelling-blueprint-series/)

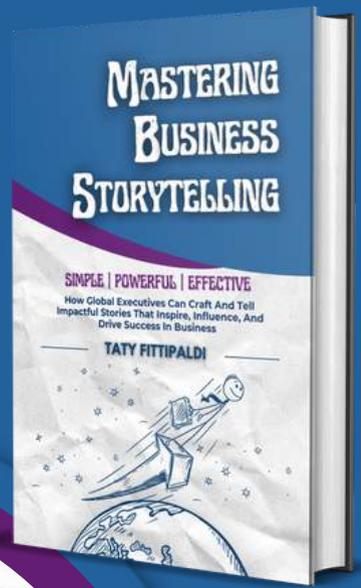


Storytelling isn't about being wordy or flashy; it's about connection. By starting with a HOOK and the WHY, sharing the WHAT, and wrapping it up with the HOW, you can create stories that stick – and inspire action long after the conversation ends.

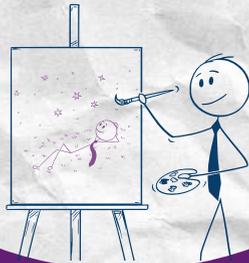


GET ON AMAZON!

[https://www.coachingexpatriates.com/
business-storytelling-blueprint-series/](https://www.coachingexpatriates.com/business-storytelling-blueprint-series/)



In storytelling, sometimes, the most powerful way to communicate a message is by embedding a story within a story. This approach adds depth to the narrative, making it relatable, engaging, and more impactful.



GET ON AMAZON!

[https://www.coachingexpatriates.com/
business-storytelling-blueprint-series/](https://www.coachingexpatriates.com/business-storytelling-blueprint-series/)

MASTERING BUSINESS STORYTELLING

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

TATY FITTIPALDI



**Audiences remember the narrative
not just for its content, but for how it
made them feel and the questions it
inspired.**



GET ON AMAZON!

[https://www.coachingexpatriates.com/
business-storytelling-blueprint-series/](https://www.coachingexpatriates.com/business-storytelling-blueprint-series/)

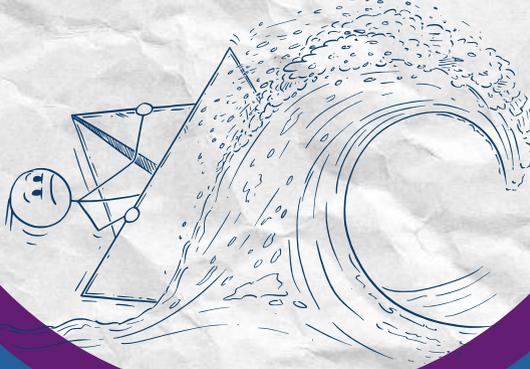
MASTERING BUSINESS STORYTELLING

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

TATY FITTIPALDI

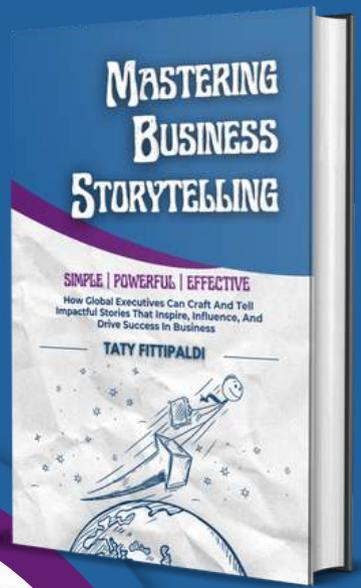


**...having clarity means you can
navigate challenges more
effectively, inspire your team, and
make decisions that align with your
long-term goals**



GET ON AMAZON!

[https://www.coachingexpatriates.com/
business-storytelling-blueprint-series/](https://www.coachingexpatriates.com/business-storytelling-blueprint-series/)

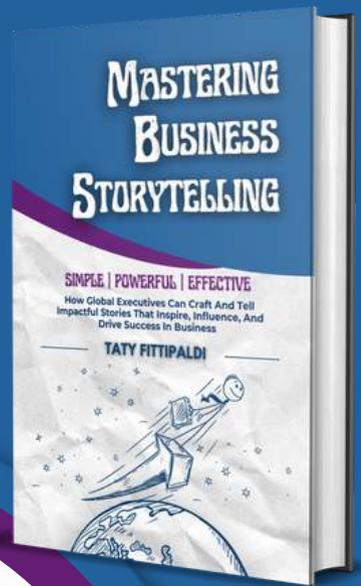


Gaining clarity starts with effectively processing the information you already have.



GET ON AMAZON!

[https://www.coachingexpatriates.com/
business-storytelling-blueprint-series/](https://www.coachingexpatriates.com/business-storytelling-blueprint-series/)



A critical thinking mindset that includes powerful questions and the 5WH framework together help you gain the clarity you need to make informed decisions and take effective actions.



GET ON AMAZON!

[https://www.coachingexpatriates.com/
business-storytelling-blueprint-series/](https://www.coachingexpatriates.com/business-storytelling-blueprint-series/)

MASTERING BUSINESS STORYTELLING

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

TATY FITIPALDI

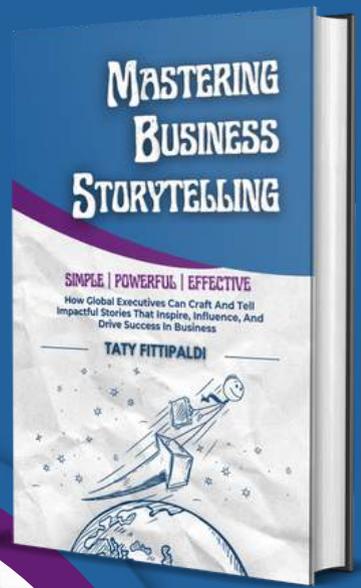


**...collect new information to close
gaps and gain a clearer
understanding of any topic.**

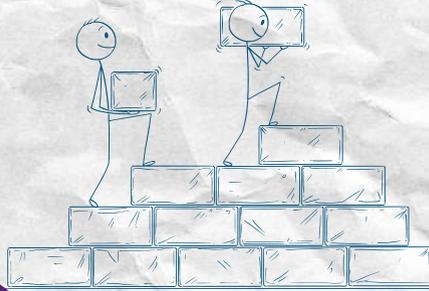


GET ON AMAZON!

[https://www.coachingexpatriates.com/
business-storytelling-blueprint-series/](https://www.coachingexpatriates.com/business-storytelling-blueprint-series/)

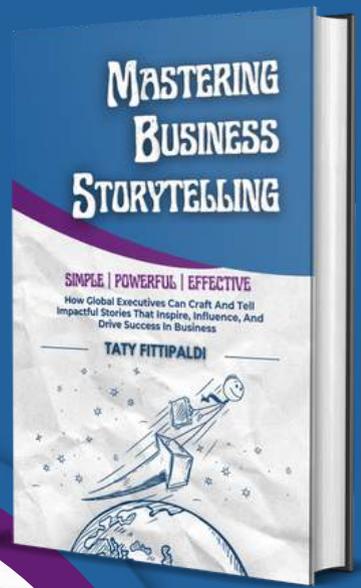


To gain clarity, it's crucial to structure your ideas and information in an organized way. If one doesn't do that, they might feel overwhelmed by the wealth of information.



GET ON AMAZON!

[https://www.coachingexpatriates.com/
business-storytelling-blueprint-series/](https://www.coachingexpatriates.com/business-storytelling-blueprint-series/)



Crafting your business storytelling with a purpose ensures that the clarity you've gained is translated into narratives that connect, inspire, and drive meaningful outcomes.



GET ON AMAZON!

[https://www.coachingexpatriates.com/
business-storytelling-blueprint-series/](https://www.coachingexpatriates.com/business-storytelling-blueprint-series/)

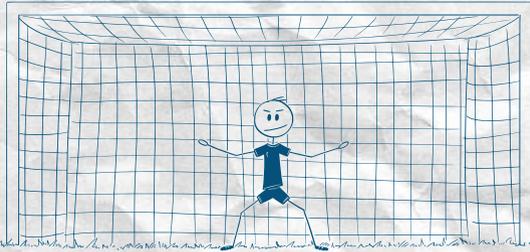
MASTERING BUSINESS STORYTELLING

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

TATY FITTIPALDI



**Focus management helps you drive
focus to what is really meaningful
and important at the right time. And
that's why gaining clarity on what's
important first is so crucial.**



GET ON AMAZON!

[https://www.coachingexpatriates.com/
business-storytelling-blueprint-series/](https://www.coachingexpatriates.com/business-storytelling-blueprint-series/)

MASTERING BUSINESS STORYTELLING

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

TATY FITTIPALDI



When focus and attention aren't aligned – when they're not directed toward the same goal – results may still occur, but they're often unimpressive.



GET ON AMAZON!

[https://www.coachingexpatriates.com/
business-storytelling-blueprint-series/](https://www.coachingexpatriates.com/business-storytelling-blueprint-series/)

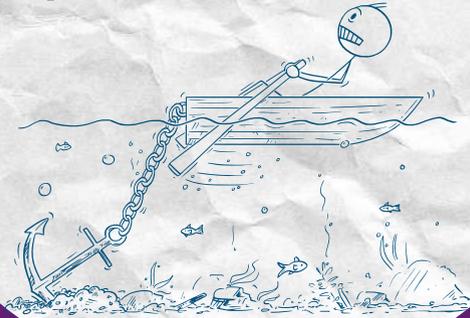
MASTERING BUSINESS STORYTELLING

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

TATY FITTIPALDI

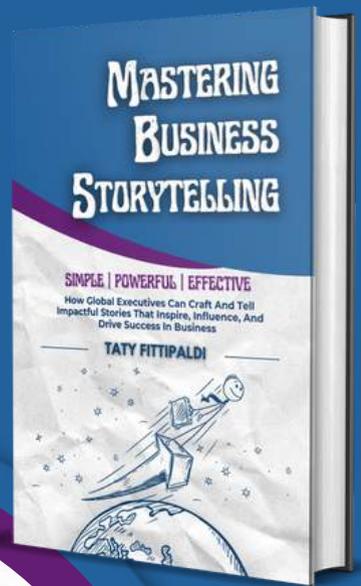


**...it takes an average of 23 minutes
and 15 seconds for a person to
regain focus after an interruption.
Even brief distractions can derail
productivity significantly.**

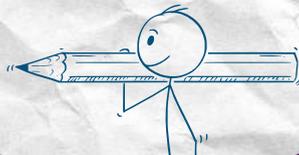


GET ON AMAZON!

[https://www.coachingexpatriates.com/
business-storytelling-blueprint-series/](https://www.coachingexpatriates.com/business-storytelling-blueprint-series/)

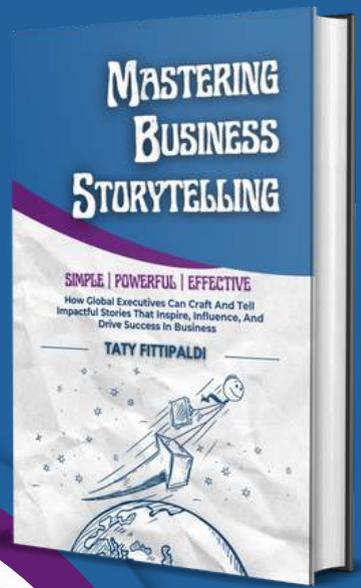


Storytelling strengthens the feedback loop between focus and importance. As a story engages attention, it signals to the brain, "This is worth focusing on." The brain, in turn, interprets this focus as a marker of importance, embedding the message more deeply into memory.



GET ON AMAZON!

[https://www.coachingexpatriates.com/
business-storytelling-blueprint-series/](https://www.coachingexpatriates.com/business-storytelling-blueprint-series/)



Indexing makes it easy to find the right story at the right moment, while cataloging provides the structure to store, explore, and classify stories for long-term storytelling mastery. Together, they form the backbone of a storytelling indexed catalog – a tool that ensures every tale in your repertoire is at your fingertips when you need it most.



GET ON AMAZON!

[https://www.coachingexpatriates.com/
business-storytelling-blueprint-series/](https://www.coachingexpatriates.com/business-storytelling-blueprint-series/)

MASTERING BUSINESS STORYTELLING

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

TATY FITTIPALDI

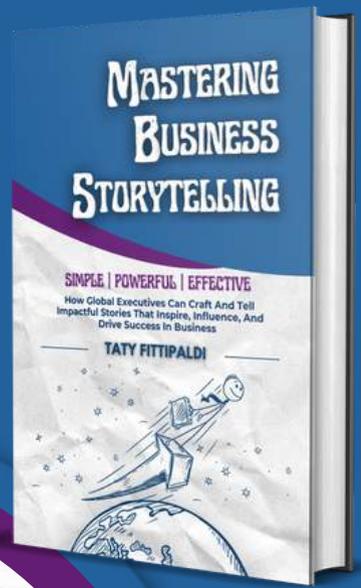


**Indexing complements cataloging
by providing specific access points
that facilitate quick retrieval of
stories based on particular criteria.**

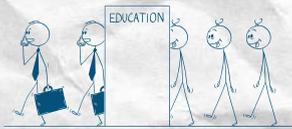


GET ON AMAZON!

[https://www.coachingexpatriates.com/
business-storytelling-blueprint-series/](https://www.coachingexpatriates.com/business-storytelling-blueprint-series/)

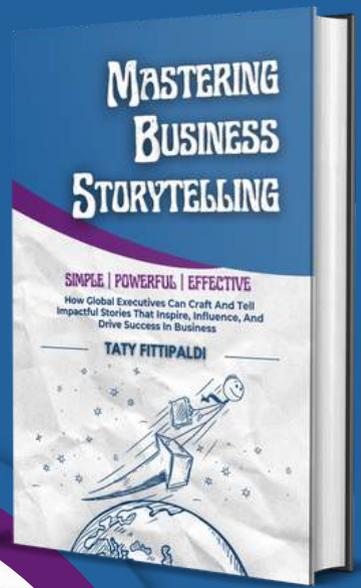


Storytelling isn't about manipulation – it's about alignment. By weaving relatable and purposeful narratives and educating your audience, you can make even the most daunting challenges feel achievable, and the toughest decisions feel necessary. In the end, stories don't just influence people – they transform outcomes.



GET ON AMAZON!

[https://www.coachingexpatriates.com/
business-storytelling-blueprint-series/](https://www.coachingexpatriates.com/business-storytelling-blueprint-series/)

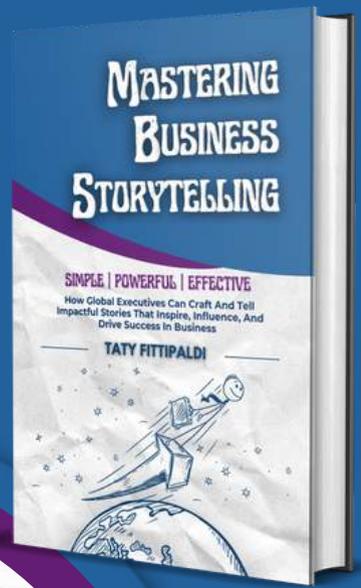


Storytelling isn't just a skill – it's a muscle. The more you practice cataloging, mapping, structuring, and delivering stories, the more natural and impactful your storytelling will become.

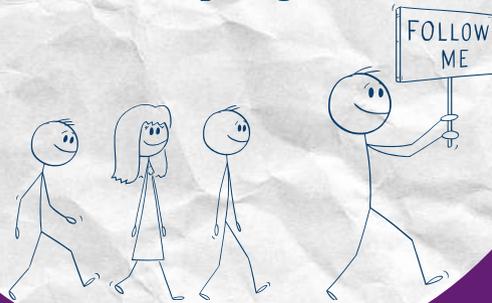


GET ON AMAZON!

[https://www.coachingexpatriates.com/
business-storytelling-blueprint-series/](https://www.coachingexpatriates.com/business-storytelling-blueprint-series/)



As a global executive who starts to embrace storytelling, you'll gain the ability to communicate not just strategies but the heart and vision behind your goals.



GET ON AMAZON!

[https://www.coachingexpatriates.com/
business-storytelling-blueprint-series/](https://www.coachingexpatriates.com/business-storytelling-blueprint-series/)