

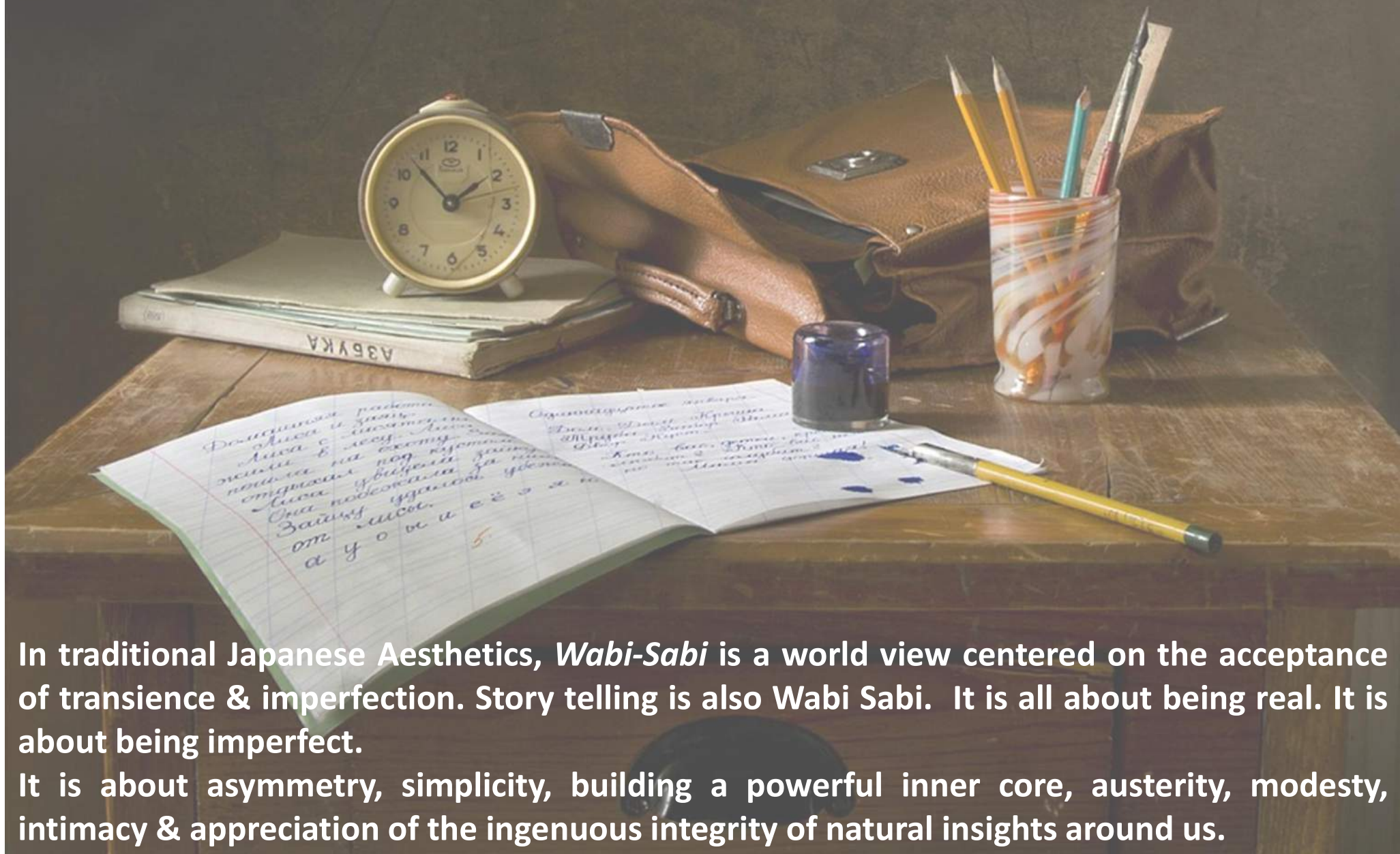
Wabi Sabi

Stories within Stories

STORYTELLING
WITH
SANDEEP KOCHHAR

STORYTELLER & FOUNDER
www.blewminds.com

WHY WABI-SABI



In traditional Japanese Aesthetics, *Wabi-Sabi* is a world view centered on the acceptance of transience & imperfection. Story telling is also Wabi Sabi. It is all about being real. It is about being imperfect.

It is about asymmetry, simplicity, building a powerful inner core, austerity, modesty, intimacy & appreciation of the ingenuous integrity of natural insights around us.



**There are two ways to share knowledge & experiences
By pushing information out or by pulling them in with a Story!**

Be a StoryTeller!
**StoryTelling is all about Authenticity, being yourself,
letting your fears be & being in the state of flow.**

Are you willing to let go?
Are you willing to share your powerful Stories

**“Story tellers restore order with imagination.
We instill hope...again & again & again “**
- Walt Disney

WHAT IS STORYTELLING REALLY

Being Real
Being your own Brand
Being Authentic
Being in a state of flow
Being fearless

Stories have power. They delight, enchant, touch, teach, recall, inspire, motivate, challenge. They help us understand. They imprint a picture on our minds. Consequently, stories often pack more punch than sermons. Want to make a point or raise an issue? Tell a story - Janet Litherland

Simply put, Storytelling is the art of communication using experiences & narratives. It requires creativity, connecting the dots, imagination, self-disclosure & the ability to bare one's heart completely without any fears of vulnerability. Stories are a powerful medium of experiential learning since they emulate particular responses from the brain & 'light up' more of the brain than factual reporting & logic.

Stories command attention from an otherwise wandering mind & hence have improved retention of what is being told. Stories can change the brain's chemistry - allow the listener to learn vicariously & discover lessons seemingly on their own.

Stories feed the human mind & heart which crave emotional connection. We simply are not moved to action by data dumps, dense PowerPoint slides or spreadsheets packed with figures. When we see or hear factual arguments, we become critical & skeptical. But when we are absorbed in a good story, we drop our guards!

CHIEF STORYTELLER - SANDEEP KOCHHAR

He has 5 million+ views per month on his LinkedIn StoryTelling platform. He has been awarded as one of World's Best Storytellers at WorldHrdCongress India. His journey as a powerful StoryTeller has been that of surmounting odds & learning through practice.

Before he found his calling, he meandered a bit. He is an IIM B Alumnus & has more than 18 years of experience in Corporations in Technology roles. He has more than 30 years of StoryTelling experience having lived in his own beautiful make-believe world since childhood.

His authenticity & Wabi Sabi stories have helped individuals recalibrate their lives & make that elusive big switch. He is a John Mattone (steve Jobs' Coach) certified Intelligent Leadership Coach & works with adults & the youth alike to move them to their best versions. His other areas of interest include entrepreneurship, helping individuals find their Mojo & aiding transformation.

WHO IS THE AUDIENCE?

- Organizations
- Organization Leaders
- Organization Teams
- Aspiring Storytellers
- Disparate Teams which wish to come together
- Individuals who want to build a powerful personal Brand
- Sales & Marketing Folks
- Corporate Communications aficionados
- Entrepreneurs, Leaders
- Teachers
- Anyone who is keen to learn



LEARNING OUTCOMES

- 
- ☐ To write & tell engaging stories
 - ☐ To learn how to use metaphors, layering & referencing
 - ☐ To communicate effectively & effortlessly
 - ☐ To influence others effectively both personally & at work
 - ☐ For self transformation, growth & development
 - ☐ To build a powerful Personal Brand

This eclectic intervention also features useful concepts, practice exercises, simulations, group work designed to help you learn & transform oneself immediately.

A dark, textured wooden surface serves as the background. In the upper right, there is a small potted plant with green leaves. In the center right, a bright orange pumpkin sits on the surface. In the lower right, another small potted plant with dark, fleshy leaves is visible.

At BlewMinds we work on the 'Inside' to make stories powerful on the 'Outside'. We concentrate on the individual side of Personal Brand, the business side of Organization Brand & the market side of Social Media brand. We help clients create their stories through Lagos (Logic), Pathos (Emotions) & Ethos (Culture & Values). We help you better yourself on influencing, winning relationships & effective stakeholder management through long term Global StoryCoaching frameworks.

Personal Branding

Building your very own powerful personal brand - EEE Model of Entice, Engage, Educate
Executive Impact - The Intent Vs Impact juggle
Executive Presence - Speak up, Act, Be Noticed

Organizational Branding

Telling your Organization's story powerfully - Building your organization Culture
Powerful Presentations - Building your organization Communication Strategy
Building & nurturing your Organization Brand Stories - Customer Value generation & growth
Marketing & Communications

Social Media Branding

Building your Social Media presence
Utilizing the CSS model of Character, Substance & Style to make your mark
Increasing your Social Media outreach, becoming an influencer, building your Social Media visibility
& marketing yourself better
Helping you Speak without actually speaking

THIS IS OUR STORY

BLEW MINDS consulting is an Ivy League Founder driven boutique Leadership Coaching, Tech Consulting & People Advisory organization head quartered in India with presence across Geographies, born out of a compelling revolutionary need to enable organizations / individuals towards sustainable growth & progress through transformation, self- reflection, opening oneself to incredible arenas of change, adaptability & inner mastery.

Our expertise in Organizational & People Transformation areas include:

Leadership Development & Coaching

Advisory & Consulting (Human Resources & Technology)

Capability Building: Learning & Talent

Change Management & Culture Transformation

Executive Search

WHAT'S YOURS?