BLEWMINDS
believe. be. beyond.

STORYLAB
Virtual StoryTelling Workshop
05:30 PM – 09:30 PM (IST)

By Sandeep Kochhar
CEO & Founder, BlewMinds Consulting LLP

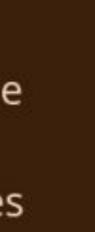Storytelling is the art of setting life to words.

The most powerful person in the world is the story teller. The storyteller sets the vision, values and agenda of an entire generation that is to come.

— Steve Jobs —

STORYTELLER | SANDEEP KOCHHAR

WHO IS HE?

- Inspirational StoryTeller | TEDx speaker

- LinkedIn Top Voices 2019: India | World's Best Storyteller Awardee

- Lean-in activist | Social Media Influencer | Personal Brand Expert

- Intelligent Leadership Certified Coach | Indian Institute of Management – Bangalore
alumnus

WHAT ARE HIS CONTRIBUTIONS?

- 30 years of experience in StoryTelling & Creative Writing | Wabi Sabi stories

- 670,000 followers | 2500 stories | over 250 million views

WHAT MAKES HIS DAY FULFILLING?

- StoryMaker | Finds solace in connecting with people & enabling them to connect with self
- Indulging in intellectually stimulating conversations | Community building

'I have finally discovered my life purpose after meandering around for years: it is to Touch & Transform 5 billion humans by 2030'.

STORYLAB OUTCOMES

What we as a whole should achieve out of this program?

A Workshop designed to aid - Aspiring Storytellers | Sales & Marketing Professionals | Entrepreneurs | Public Speakers | Teachers | Young leaders | ANYONE who is keen to learn & practice the Art of StoryTelling, with the following outcomes:

- **Understanding What & Why of StoryTelling**

- **Curating Engaging & Compelling Stories**

- **StoryTelling for Personal/Organizational Brand building**

- **Communicating transformational Stories through Social Media**

We will co-create unique & powerful stories about ourselves, our career, our jobs & organizations.
Join us as we commit ourselves to experiment with our narratives & learn how to tell our stories to the world, powerfully.

WORKSHOP PLAN
Session Wise Break-Up – DAY I

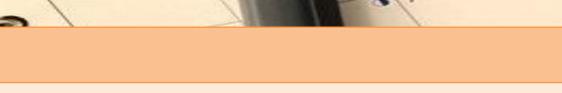| StoryLab Day 1			
Time	Agenda	Techniques/Approaches	Exercises/Models/Frameworks
5:30 - 6:00 pm	Introductions & Context setting	i. Facilitator & Participants Introduction ii. Context setting	i. Opening story & context brief ii. Participant introduction
6:00 - 7:30 pm	SL 1 Individual StoryLab	i. What & Why of StoryTelling ii. Power of Stories iii. The Process of StoryTelling	i. Narration of Your Stories along with your Story Title ii. Debrief through EEE & CDE Models iii. Process Framework + Discussion
7:30 - 9:00 pm	SL 2 StoryTelling in Action Lab	i. Movie of My Life – 1st, 2nd & 3rd Person Perspective ii. Facing Fears & Sharing Stories	i. Movie of My Life - Perspective taking ii. What is Your Spine Story Exercise?
9:00 - 9:30 pm	Concluding session	i. Taking the First Step on Day I ii. Learnings from the day & Wrap up	i. DOTS – Do One Thing Surely ii. Pre work for Day II - What's your Story of Transformation – SWOT analysis of Self?

WORKSHOP PLAN
Session Wise Break-Up – DAY II

StoryLab Day 2			
Time	Agenda	Techniques/Approaches	Exercises/Models/Frameworks
5:30 - 6:00 pm	Recap & Context setting	i. Recap & Reflections of Day I ii. Context setting	i. How was Yesterday? What did you do differently? ii. Opening story & context brief
6:00 - 7:30 pm	SL 3 Personal Brand Presence Lab	i. How to build my Personal Brand? ii. Personal Brand Development as a StoryTeller iii. Methodologies of Personal Branding	i. Pre-work Narration	Identifying Innate Strengths ii. My B.R.A.N.D Mantra	3 Common Mistakes ii. Social Media Presence	Thought Leadership
7:30 - 9:00 pm	SL 4 Inspirational StoryLab	i. How do others Perceive My Brand? ii. Intent vs. Impact – Perception Gap	i. 360 Degree Feedback Exercise ii. Identifying the Gap – Building Next Steps
9:00 - 9:30 pm	Concluding session	i. Personal Development Plan ii. Take Aways & Wrap up	i. Start. Stop. Continue ii. Closing Story by Facilitator

Any Questions?
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www.blewminds.com