



भारतीय प्रबंध संस्थान कोषिकोड

Indian Institute of Management Kozhikode

Globalizing Indian Thought



Story Telling Artistry at Work

September 10 - 12, 2025

Overview:

Interestingly, even before we spoke, our distant ancestors communicated stories through forms including dialogue, a dialogue of many forms, dance, gestures, and pictures. It is also transparent that humans seek inspiration from authentic personal stories. Therefore, reverberating with humans' most prevalent nature, this programme sets storytelling as a mechanism by which appropriate workplace mindsets and behaviours can be promoted. This programme delivers value through "art and science" and "intent". With reference to "Art and science," the instructor would engage in a discourse on 1. what is a story and 2. What is the working principle of stories. The instructor shall introduce a set of established storytelling techniques, forms, and mediums of storytelling. The intent of storytelling is then discussed along the lines of how stories work in societies and in workplaces and how to effectively employ them. Also, the programme intends to demonstrate how stories can be used not only to communicate and motivate employees for productivity but can also be used to promote collective mindsets such as inclusivity and collective identity, build organisational culture through folklore, create meaning among their teams, and understand people issues. At the end of the programme, the participants will be able to use storytelling as a strategy to understand their colleagues/members, curate a story with effective mediums, form better impactful story structures to motivate and inspire their stakeholders, and solve several people issues.

Learning outcome:

This programme would be suitable for a wide set of executives who are interested in understanding the significance and applications of storytelling in their workplaces. The programme helps participants to:

- Learn the various techniques and frameworks of storytelling.
- Ethically inspire and influence their stakeholders.
- Create meaning among their colleagues and build a constructive work environment.
- Understand self and others in the workplace.
- Develop a self-narrative
- Understand how cultural differences affect one's narratives and how to manage cross cultural teams using story telling techniques.
- Curate storytelling as a strategy for change implementation.

Programme themes and Coverage:

The programme covers the following themes:

- **What is a story?** Myths and misconceptions of storytelling
- How does the human brain process stories?
- Frameworks and techniques of storytelling
- Storytelling mediums
- Demystifying speeches of leaders
- The voices of the many: Stories of various stakeholders
- Storytelling during transformation and crisis
- Cross cultural understanding using storied frameworks
- The collective storytelling (The story of I and Us)
- Destructive storylines to avoid



Participants Profile:

The programme will be suitable for a wide range of executives from various industries, entrepreneurs, middle level managers, new bee managers, and individuals who are inclined towards people facing and futuristic managerial roles.

Pedagogy:

The pedagogy includes formats such as reflective exercises, group exercises based on scenarios and situations, and discourses based on videos and research insights.

Programme Fee:

**Rs. 60000 (Residential),
Rs. 50000 (Non-Residential).
GST @ 18%**

Facilitator:



Prof. Nivedhitha KS

Assistant Professor, Organizational
Behaviour and Human Resources

Nivedhitha KS holds a PhD in gamification research and is currently working as a faculty member in the organisational behaviour and human resource area at the Indian Institute of Management, Kozhikode. She has taught organisational behavioural dynamics, Leadership, and HR analytics to several cohorts, including management students and mid-management and senior executives.

Also, being a recipient of the UGC-Junior Research Fellowship award, she extensively focuses her research on building a nexus between technology and behavioural psychology. Being a happily working mother, she also contributes to the area of women's psychology through

pieces. Her research works have been published in several internationally acclaimed journals. At the same time, her opinion articles are covered in mainstream business magazines, including Forbes, MINT, and Economic-Times HR World.

Beyond academia, she is a fiction writer, and her two novels, 'Breaking My Façade' and "Lost in Your Façade," are well received for the unique narration on Indian vernacular architecture intertwined with contemporary romance. Integrating academia with her passion for storytelling, she has introduced and taught "Storytelling Artistry" for management students and executives.

Cancellation Policy:

Joining instructions will be sent to the selected candidates 10 days prior to the start of the programme. Kindly do not make your travel plans unless you receive the confirmation email from IIM Kozhikode. If the programme is cancelled, the participants or the sponsoring organization will have the option to either get the fee paid by them adjusted against any other future management development programme(s) of the Institute or get a refund. IIM Kozhikode will not be liable for any other expenses incurred by the organization or the participant. Also the transaction fee will not be refunded.



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Management Development Programme

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