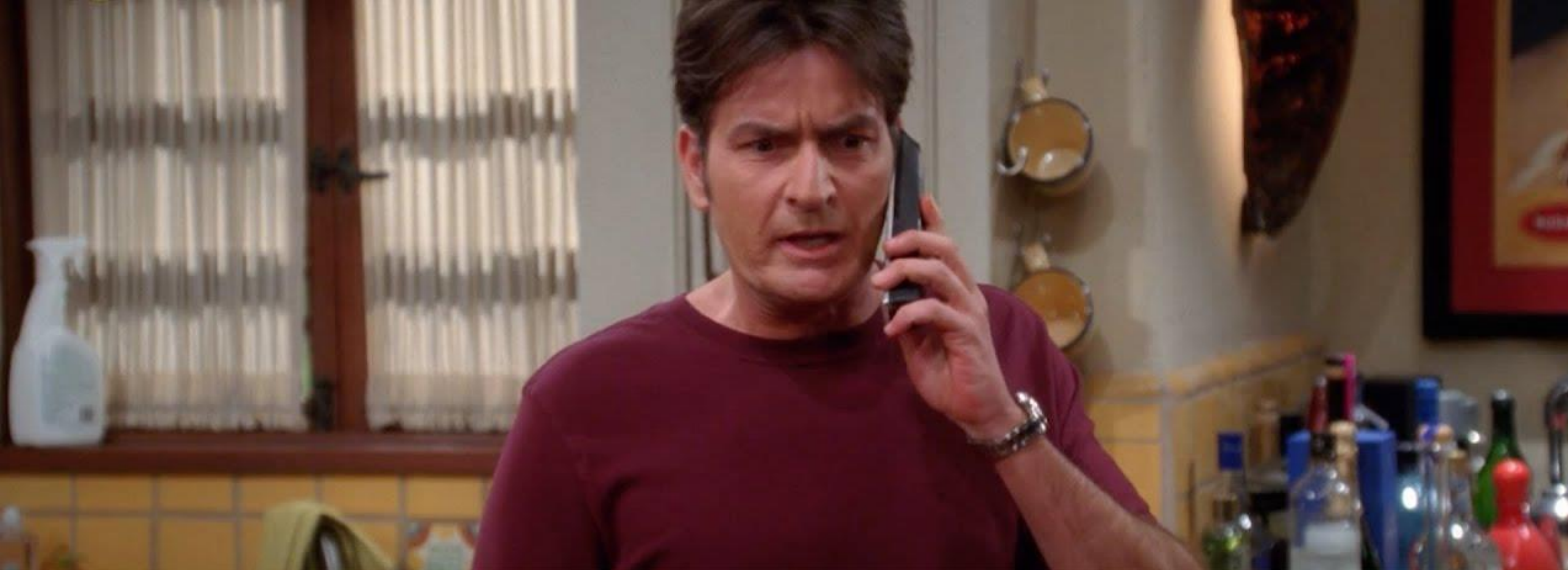




Sandeep Das

- FMCG and Consulting Leader
- Best-selling author (5 books)
- 200+ thought leadership pieces
- Guest faculty at IIM A, IIM B, ISB & IIM L
- International Keynote Speaker
- 75 million views on LinkedIn

Strategy, Storytelling and Negotiation Coach



**CHARLIE NEEDS
A COLONOSCOPY**

Which one do you want?

Scenario 1: 10 minutes of colonoscopy which is highly irritating, say a 7 on a pain scale of 1-10 where 10 is the maximum

Scenario 2: 15 minutes of colonoscopy which is a combination of 10 minutes of irritating pain on a scale of 7 out of 10 and the last 5 minutes as a dummy exercise where the tube is largely pulled outside, and so the irritation is 2 out of 10.

Nearly 60% of Gen Z had mental health issues during COVID, some of them went into severe depression

**Your sister suffered from mental health issues
during COVID,
she went into severe depression**



Rule
of 3

Applications of Written Storytelling



JOY

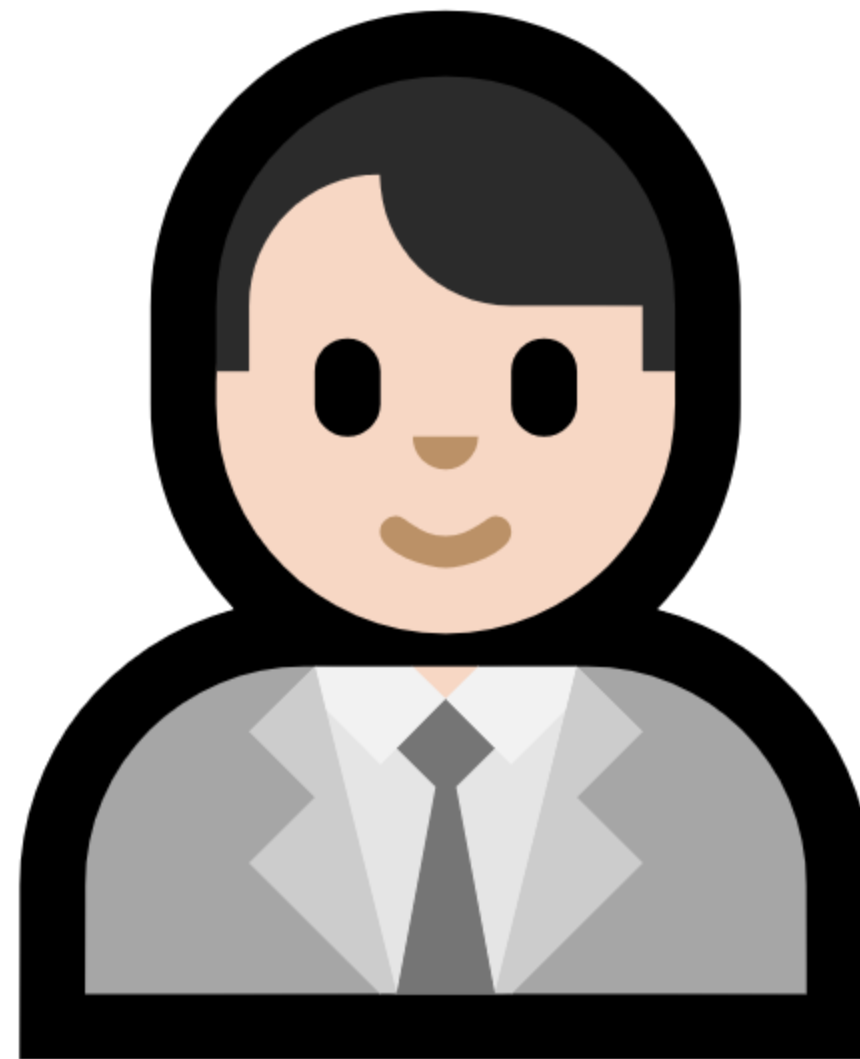
#INSIDEOUT



How do I build an origin story?

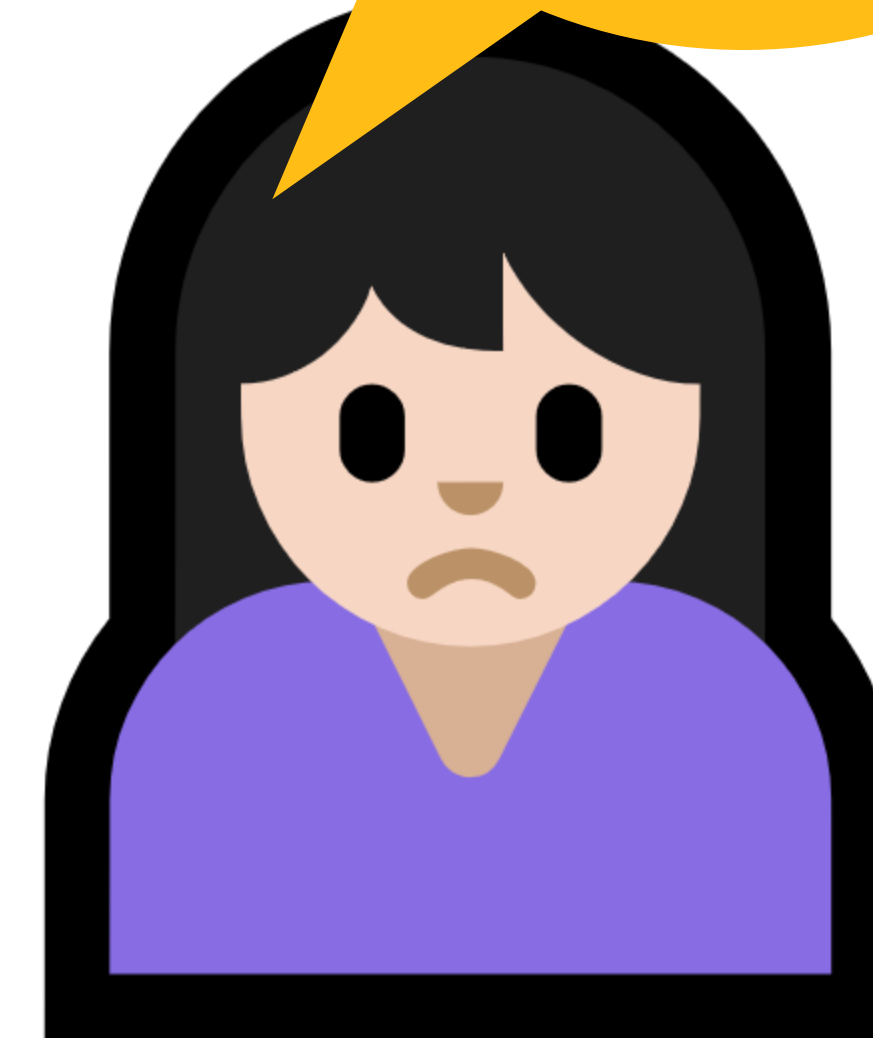


Today



James, Sales Executive,
selling washing
machines for a company that
has multiple products

Hi Natasha, do you
want to take a look
at our new line of
washing machines?

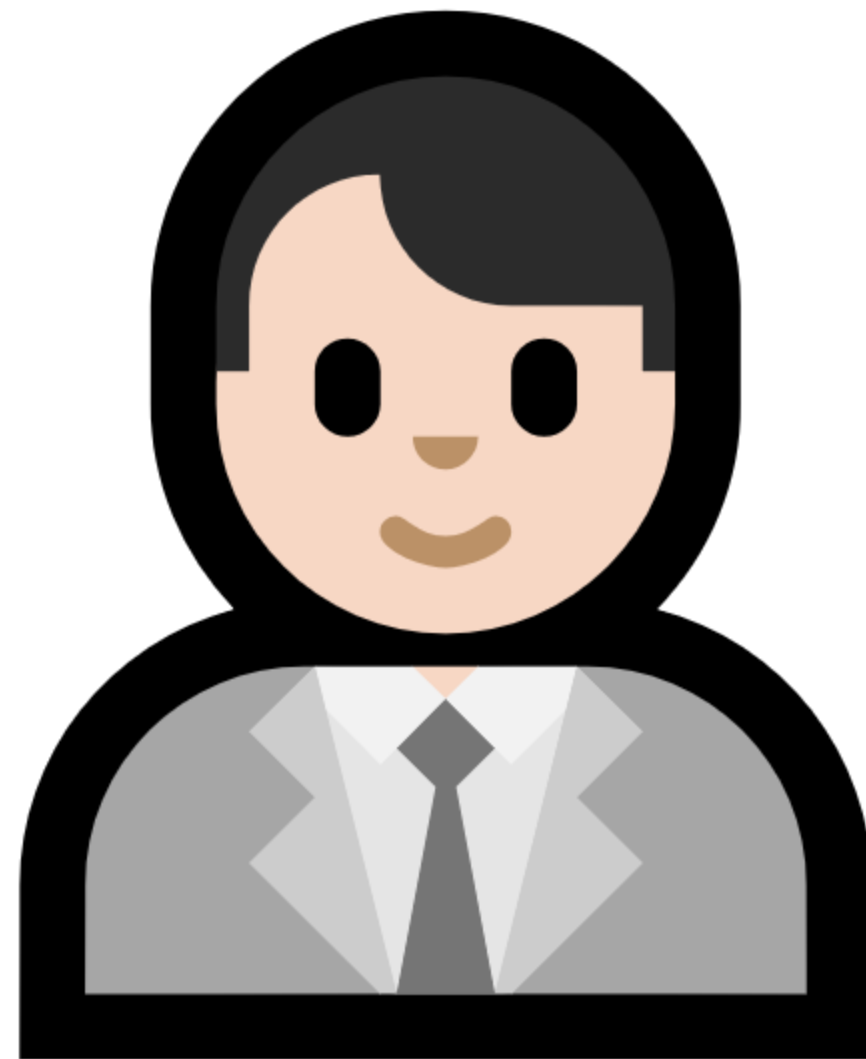


Natasha, Store Manager

Hi James, I don't
right now. But can
you send me a batch
of the latest line of
microwaves?

James, however, doesn't look after microwaves. It is not his responsibility. He takes down the statement verbatim without clarifying and types it in his phone that he should tell his manager. At the end of a long day, he forgets to mention it.

In the future



James, Sales Executive,
selling washing
machines & microwaves
for his company

Hi Natasha, do you
want to take a look
at our new line of
washing machines?



Natasha, Store Manager

Hi James, I don't
right now. But can
you send me the
latest line of
microwaves?

o now. He asks Natasha on the specifications she is looking for. He even shows her some of the videos of the latest microwaves on his tablet. She is very happy and orders

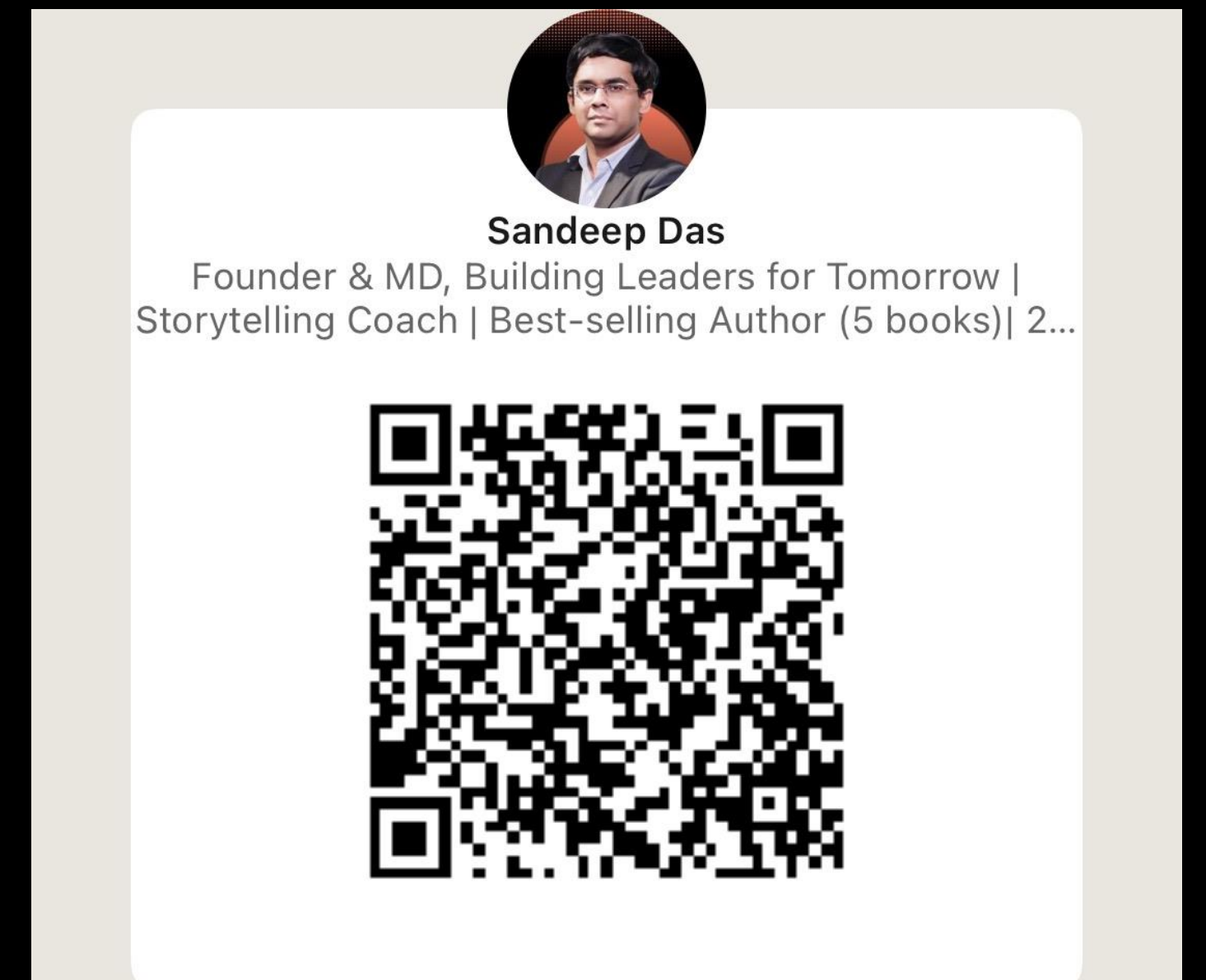
Storytelling and AI



Time to reflect...

What can you start doing from tomorrow?

Email: sandeepdas99@gmail.com



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