



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 colleague.
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?**

James is in charge of microwaves also 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 for 3 more batches of microwaves.

Storytelling and AI

**PAINT
THE
FUTURE**



Time to reflect...

What can you start doing from tomorrow?

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