

# STORYTELLING DIVECAMP : CASE STUDY (JM BAXI GROUP)



## Client

JM Baxi is a 108-year-old business conglomerate, in marine services, ports and logistics and technology.



## Participants

35 participants across Finance, HR, Port Ops & Legal depts; MD-1 & -2 leaders & their teams



## Objective

How should leaders effectively communicate with their stakeholders



## Scope

Divecamp: Assessment + 1-day workshop + 3 Boosters + Final review of projects



## Recommendation

Leaders need to be adept at 'What to Say', 'Where to Say', and 'How to Say.'



## Format

Classroom + Virtual sessions

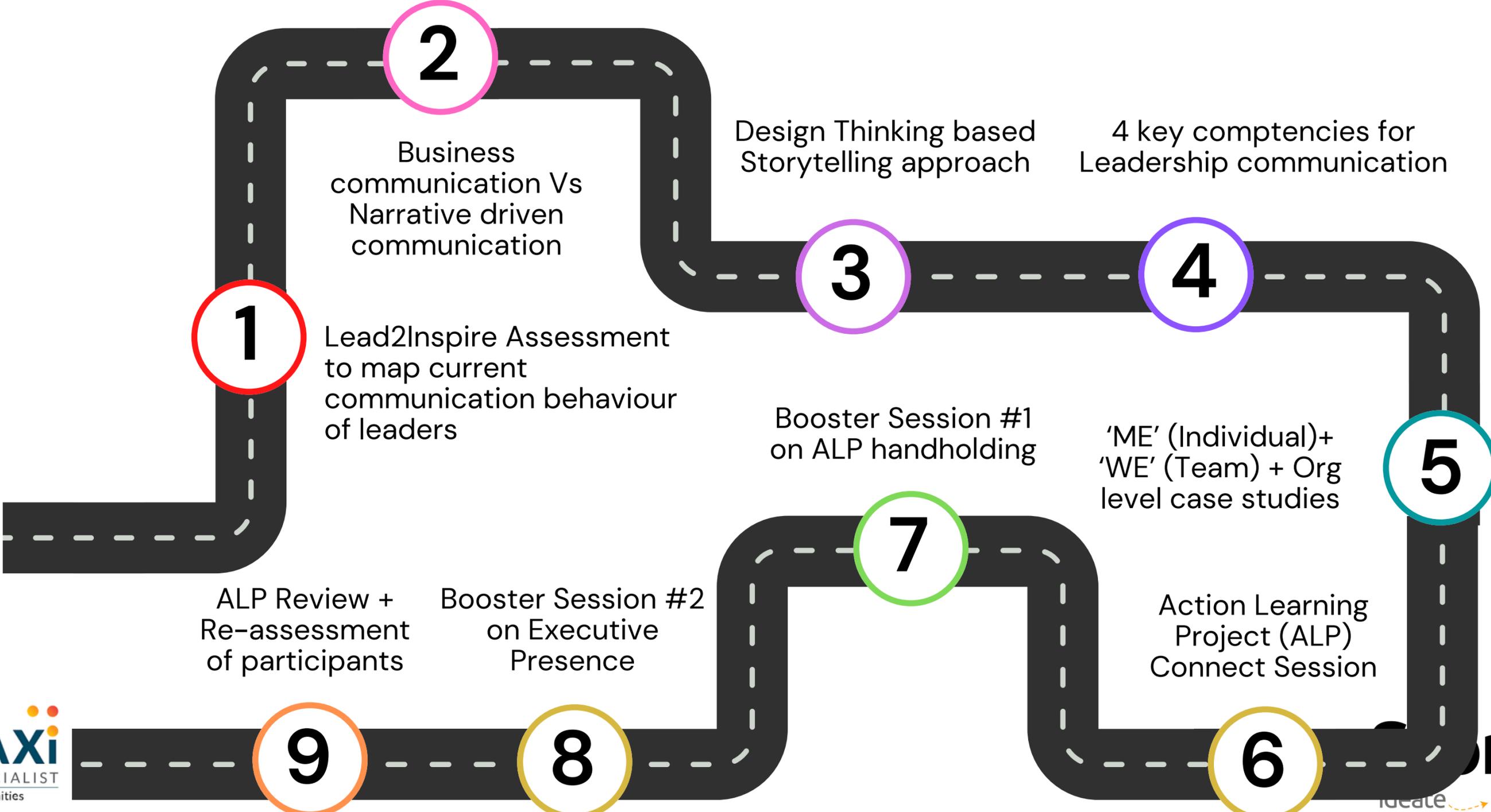


## CLIENT ASK

“Most of our senior leaders are really good at what they do but they lack depth in the way they communicate with their teams and their key external stakeholders.”

– GM, L&D

# STORYTELLING DIVECAMP – FLOW



# STORYTELLING DIVECAMP – IMPACT

## Key takeaways

1. Understanding & applying the 4 key skills required for Leadership communication- Emotional Intelligence, Divergent & Convergent Thinking, Creativity and Persuasion
2. Using the Design Thinking based Storytelling framework to craft stories for key stakeholders through curated case studies
3. Gaining hands-on experience of applying Storytelling techniques to real-world scenarios to achieve specific business outcomes through Action Learning Projects (ALPs)
4. Learning Persuasion techniques to engage and influence stakeholders
5. Peer + Faciliator review of ALPs followed by re-assessment to measure impact

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