

PUBLIC RELATIONS

Strategic Storytelling & Thought Leadership Development

A two-day programme in strategic storytelling & thought leadership, with eight modules and workplace application.



DURATION 2 days

DELIVERY Public or in-house

Why this programme

This program helps organizations and corporate leaders discover unique narrative hooks, build IP-driven thought leadership platforms, and stand out as visionary authorities in their industries.

What participants will learn

- 01** Thought Leadership IP: Uncover and package unique operational insights into recognized executive platforms.
- 02** Compelling Narrative Structures: Use proven storytelling arcs to make complex topics engaging and memorable.
- 03** Executive Profile Growth: Build C-suite influence across high-tier publishing, keynotes, and industry panels.
- 04** Sustained Authority: Maintain long-term intellectual authority through steady content production.

Who should attend

PR professionals, corporate communication teams, corporate affairs managers, marketing leaders and organisational spokespersons.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application. Workshop: Designing an end-to-end 12-month thought leadership strategy for an executive or corporate brand.

Detailed programme

Day 1: Storytelling Architecture & Content Ideation

01 The Power of Narrative in Business

- Why storytelling outperforms facts and figures in driving emotional connection and action.

02 The Core Elements of Strategic Storytelling

- Protagonist, friction, transformation, and resolution: Applying classic story arcs to corporate scenarios.

03 Unearthing Organizational Intellectual Property

- Extracting unique insights, proprietary data, and distinct methodologies to build thought leadership.

04 Defining the Executive Voice & Platform

- Mapping core thematic pillars for C-suite executives based on market relevance and personal expertise.

Detailed programme

Day 2: Amplification, Publishing & Long-Term Authority

05 Writing High-Impact Op-Eds & Bylined Articles

- Structuring opinion pieces that tier-one publications like Harvard Business Review or Forbes want to publish.

06 Securing & Elevating Keynote Opportunities

- Pitching tier-one industry conference organizers and building impressive speaker reels.

07 Repurposing Thought Leadership Across Channels

- Distilling long-form research papers into social posts, infographics, podcast topics, and media quotes.

08 Thought Leadership Platform Blueprint

- Workshop: Designing an end-to-end 12-month thought leadership strategy for an executive or corporate brand.

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TRAINER PROFILE

Sharves Bala

A corporate communications strategist and executive trainer with more than 20 years of experience in PR, media relations, reputation management and stakeholder engagement. Her sessions use practical frameworks, case studies and simulations.

Trainer availability is confirmed for each programme.

Confirm HRD Corp (HRDF) eligibility and claim arrangements with ISDS before booking. Where applicable, claims are arranged through Orange Revolution.

Plan your training with ISDS

Discuss fees, delivery options and a programme suited to your team.

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