



Anjali Sharma

Managing Director

Anjali is the Managing Director of Narrative: The Business of Stories. Anjali works with private and government organizations to determine what their individual and unique business challenges are and by incorporating Story Skills, crafts individualized solutions to help solve those challenges. Narrative was formed with the belief that:

“Rarely can a response make something better, what makes something better is a connection”*

Anjali has helped companies increase Staff Engagement and Performance, increase Client Satisfaction and Sales, define Company Values and effectively Position Brands by embedding Story Skills into their organizations.

Her work with Business Organizations has involved Narrative’s own programs in Corporate Consulting to identify and solve corporate difficulties and promote strengths. Teaching and incorporating Story Skills to present brands and products successfully and to engage clients. Using Story Skills in the Narrative Medicine program. Speaking on Business Storytelling at keynotes in conferences and teaching business leaders to more effectively engage and inspire clients and employees. Anjali has worked with a wide variety of private and government organizations such as SAP, BASF, Roche, Shell, Danone, Cisco, Economic Development Board and Central Provident Fund.

Anjali has worked in corporate roles for over 15 years and has an extensive background in Sales, Marketing, Business Development, Branding, Events and Client Relations having worked in management roles with the Hyatt Hotels and Resorts and Brand Experience Agencies such as Jack Morton Worldwide and George P. Johnson, in India, Singapore and Australia. Anjali has also had an opportunity to work with the world’s best airline – Singapore Airlines.

In her various roles she has been responsible for managing sales, new business revenues and staff. Hence her background constantly informs her work and programs, so that they are not just theoretical, but are based on extensive experience, knowledge and understanding of strategic issues facing companies and of the issues facing employees in delivering their best for their companies. Anjali’s focus and skill have always been with relating with people, clients and companies and moulding solutions to problems based on her experience and an ability to tell pertinent stories that engage, change, persuade, explain inspire and influence.

No matter the industry, there is in every situation a need to engage, change, persuade, and to explain, inspire and influence. Having taught Business Storytelling to clients from a wide variety of industries including airlines, education, health, IT, tourism and pharmaceuticals she knows that this is a skill that can be learnt and applied to all workplaces and companies for enduring change.

For more information please go to www.narrative.com.sg or contact Anjali at anjali.sharma@narrative.com.sg

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- Dr. Brené Brown