



**narrative**  
the business of stories

Get to know  
who we are, our work,  
our clients and more!



# So what exactly do we do?

Go Make  
the Change  
Happen  
with Stories

Imagine communicating with someone in a business setting.

Most likely you will find yourself in these sort of situations:

- Presenting complex data, introducing a change imperative.
- Trying to communicate organisational values.
- Trying to sell a product.
- Or simply a discussion with your team, clients, partners or bosses where despite your solid preparation and knowledge, your message doesn't stick.

At some stage in our careers, we have all left these conversations, discussions and presentations not being heard and feeling frustrated.

In a business setting, every communication happens with a desired action in mind, but often our voices fall on deaf ears and nothing changes. This problem of not being able to drive the right change has only become worse with overwhelming information that's available online.

This leaves business professionals with only one option, which is to communicate in a way that the desired change is driven, with motivation, engagement and connection.

**And for all those business professionals who want their communication to lead to their desired action, "Narrative: The Business of Stories" exists.**

Want to know  
what we do in the  
time it takes you to  
make Cup Noodles?



Click here



# Who we have worked with



and more...

## What we offer

Most of our storytelling training and workshops are 'in-house' for organisations. Simply because it gives us an opportunity to make the experience relevant and tailored to the organisation we are working with.



Change Management  
Storytelling



Storytelling for  
Presentations



Sales Storytelling



Video Storytelling



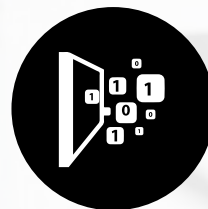
Narrative Medicine



Narrative Storytelling  
Coaching



Storytelling Speaks



Data Storytelling

Click on the icons to know more about the programmes.



# What clients say



**Uen-Li Chia**

General Manager  
Global Operations,  
Lubricants Supply Chain  
at Shell Eastern Petroleum  
Pte Ltd

*"I have enjoyed working and collaborating with Anjali. She has an amazing ability to break the craft of storytelling into pieces that helps the learning process. She also takes great pride and care in customising her work such that they have maximum impact to the audience."*

*Due to this care and preparation, my leadership team had an impactful working experience with her recently. The lessons learnt were practical with great insights and some of my team members were able to apply the learning the very next day."*



**Wong Peng Hong**

Customer Regional Director,  
GE Crotonville

*"Working in collaboration with Anjali of Narrative: The Business of Stories, we provide "Executive Communication by Storytelling" as one of the modules in our customer leadership programs."*

*Her effective facilitation of the workshop earned her positive feedback and high scores from our participants. Anjali always strives to be flexible and was able to tailor the content and schedules to our requirements. She takes great care to ensure that her work is practical and not just theoretical."*

*Our leadership team has learnt plenty from her workshops. We are delighted with the partnership we have had with Anjali."*



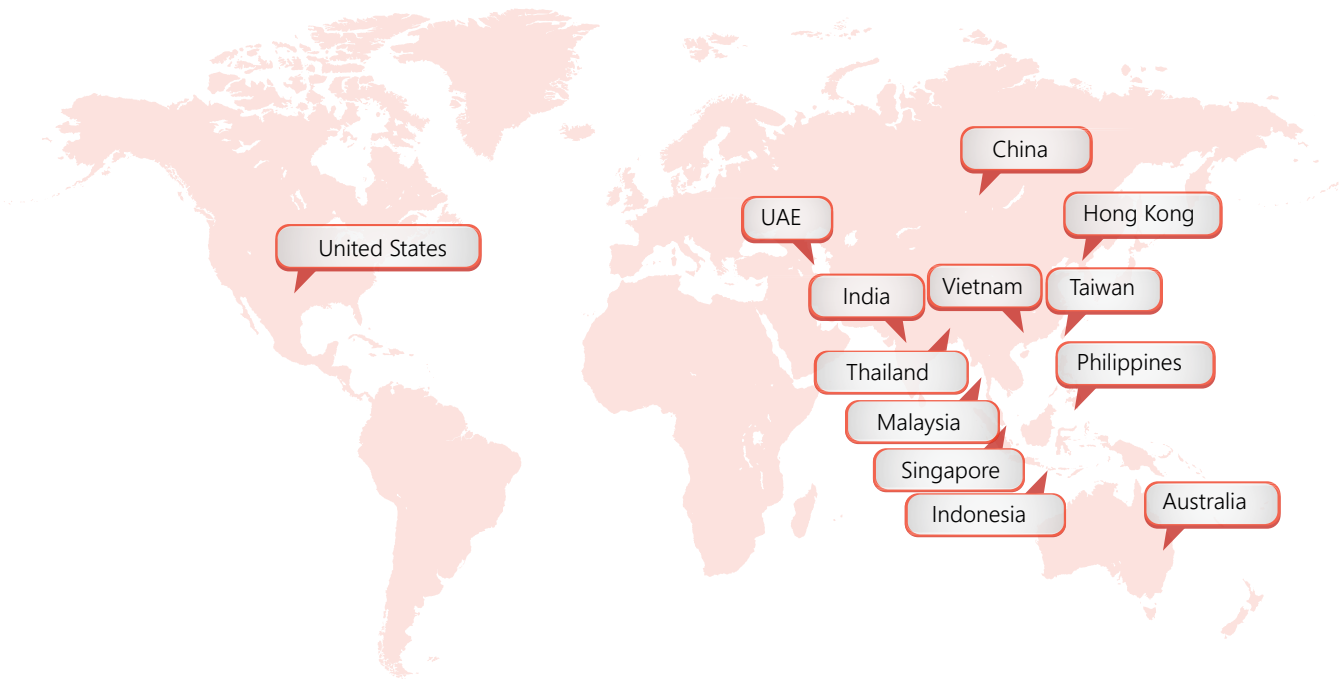
**Saurin Shah**

Country Manager, BASF

*"I met Anjali last year when we had planned to try some innovative ways to solve our business communication challenges. I had many questions going in to that session with Anjali. She started discussions with a video of a great brand story and asked us WHY IS THE BRAND TELLING A STORY? Immediately all my doubts, questions were removed and I knew I was at the right place. Later on she introduced techniques and other stuff on story telling in a very simple and genuine way."*

*After working with Anjali, I realized that story telling can be learned and one can become proficient at it. I applied the technique I learnt from her during many business and people situations – it feels wonderful seeing the instant results."*

# Where we've worked



# How to get in touch

Lets talk and find out how we can help your business to engage, influence and inspire through storytelling.

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