



About Narrative: The Business of Stories

Anjali Sharma

Anjali is one of the leading business storytelling consultants, author, global keynote speaker, and founder of Narrative: The Business of Stories.

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 organisations.

Her work with business organisations has involved Narrative's own programs in corporate consulting to identify and solve difficulties and promote strengths, teaching and incorporating story skills to present brands and products successfully and engage customers and speaking on business storytelling at keynotes in conferences.

Anjali has worked with a wide variety of private and government organizations such as Facebook, Airbnb, LinkedIn, SAP, Microsoft, Danone, Economic Development Board Singapore, Ministry of Manpower Singapore etc.

Narrative: The Business of Stories is a management- consulting firm that provides business storytelling for organizational change.

Narrative: The Business of Stories was formed with the belief that a response rarely makes the change happen. What makes the change happen is a story.

Some talks she has given recently:

Storytelling for HR professionals and Recruiters
(LinkedIn Virtual Conference 2020)

Storytelling for Diversity and Inclusion
(Micron Japan, Danone Australia, Danone Singapore, Suntory Singapore 2019)

If Women Told their Stories, They Won't Be Hidden Figures
(International Women's Day, National Gallery of Singapore, 2019)

Storytelling for Change
(Historia, Russia, 2020)

Storytelling for Change
(SIO, New York, 2020)



Contact Anjali on Social Media

Anjali has worked in corporate roles for over 18 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.

She has been publishing her ideas on storytelling on www.narrative.com.sg since 2014.



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