



Anjali Sharma

Founder/ Managing Director

Narrative: The Business of Stories

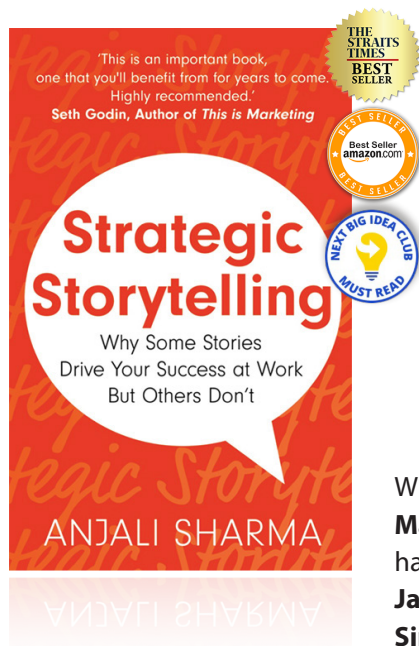
Anjali Sharma is the founder of **Narrative**, a multinational story practice that has collaborated with global brands such as **Meta, LinkedIn, Airbnb, Bytedance (TikTok), Microsoft, and Shell**. Her practice helps individuals and organizations craft and communicate their transformation stories effectively.

A globally recognized speaker on **Business Storytelling**, Anjali has delivered keynote talks and workshops across **New York, France, Russia, India, Singapore, Japan, Australia**, and several other Southeast Asian countries.

She is the **best-selling co-author** of *Unleash Your Voice and Success Mindsets Anthology*—both of which became **Wall Street Journal and USA Today bestsellers**.

Her Latest Book: Strategic Storytelling

Anjali's latest book, *Strategic Storytelling: Why Some Stories Drive Your Success at Work but Others Don't*, launched in **August 2024** and quickly gained widespread recognition:



- **Straits Times Bestseller** – Featured four times on The Straits Times Weekly Non-Fiction Bestseller list.
- **#1 Amazon Best Seller** in the *Business Communication* category.
- **Next Big Idea Club Feature** – Recognized as a Must Read in the **October 2024** list, curated by **Susan Cain, Malcolm Gladwell, Adam Grant, and Daniel Pink**.
- **Acquired by Leading Learning Platforms:**
 - **Skillsoft** – Integrated into Percipio, an award-winning digital learning platform.
 - **Prisma Text** – Selected for a unique language-learning platform that supports 16 languages and helps users improve reading comprehension through machine-learning translations.

With over **15 years of corporate experience**, Anjali has held senior roles in **Sales, Marketing, Business Development, Branding, Events, and Client Relations**. She has worked with **Hyatt Hotels & Resorts**, leading brand experience agencies like **Jack Morton Worldwide** and **George P. Johnson**, and the world's top-rated airline, **Singapore Airlines**.

Anjali's expertise spans **multiple industries**, from **airlines, education, healthcare, and IT to tourism and pharmaceuticals**. She believes that **storytelling is a universal business skill**—essential for engaging, persuading, and inspiring change.

For more information, reach out to **Anjali** at anjali.sharma@narrative.com.sg.

Get in touch!

