



CHRIST
(DEEMED TO BE UNIVERSITY)
DELHI-NCR, INDIA

Mr. Aman Zaidi

Founder

Fortius

STORYTELLING IN BUSINESS

E-WORKSHOP

With 21 years of extensive experience, this highly skilled mentor helps his learners gain insight into their own selves, and unfold their inner potential to achieve mastery in the areas of Leadership Development, Communication Skills, Customer Relationship, whilst improving competencies required at a professional level owing to his unique role of "People Manager"

OBJECTIVES

- Recognise the impact of stories on the brain
- Discover the various applications of storytelling
- Discuss the ways of using storytelling to educate and influence

WHO CAN ATTEND?

- Students
- Academicians
- HR professionals
- Business associates
- Entrepreneurs

Platform: Zoom

For more details, Contact:

Rishita Bhatnagar

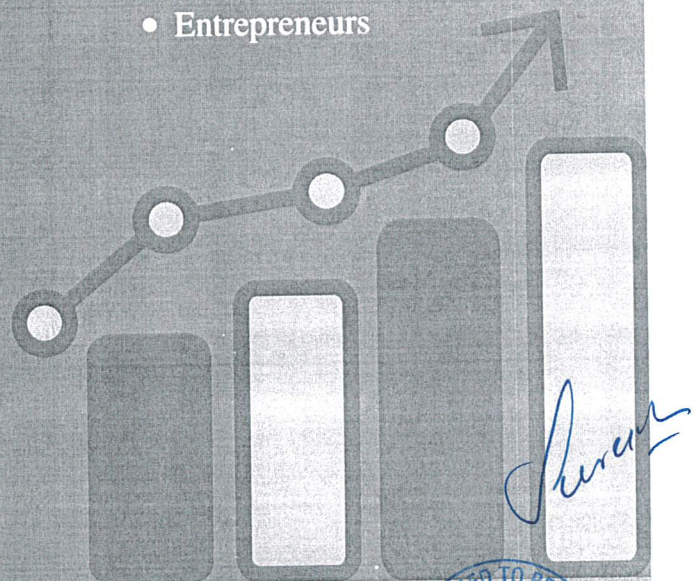
8650890015

rishita.bhatnagar@commerce.christuniversity.in

Antony Joseph

8586892820

antony.joseph@mba.christuniversity.in



6 NOVEMBER 2020

11 AM-1 PM
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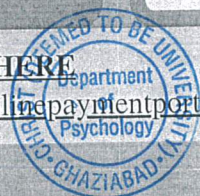
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Department of Psychology
CHRIST (Deemed to be University), Delhi NCR
Event Report

Event Name: Storytelling in Business

Date: 6.11.20

Time- 11-1pm

Platform: Zoom

Url of Recording-

https://zoom.us/rec/share/mCB6jmqJqelm7JQVkeDNfFWWz2wRZefGaHSmUZkxdlr_wjNRHVY7H_GFYXl4cS3uc.gvR3FzVFcfzXKBZu

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Resource Person: Mr. Aman Zaidi, Founder Fortius

Coordinated by: Dr. Harguneet Kaur

Attended by: 43 Participants

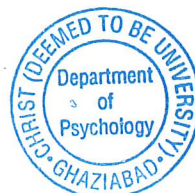
Description of the event

The session started with Mr. Zaidi starting with his personal story, how he started his professional journey in 1997, how he came to be known as 'People Manager' and how his organization came to be known as 'Fortius'. This was followed by an interactive session where he asked participants if they could in any way relate to his story. Mr. Zaidi then explained how storytelling can be used by people to introduce themselves or in business by sales professionals to convince people to buy their products. This was followed by highlighting the role of empathy in becoming a 'People Manager'. Stories create an impact on people's as different parts of the brain get actively engaged when a person listens to a story.

Mr. Zaidi next started with his daughter's story who perceived all dark women as maids and how he managed to change her incorrect concept. This was followed by another interactive discussion on the story. A four-minute breakout session was done in which one participant was randomly paired with another and they were instructed to tell each other one story.

Towards the end Mr. Zaidi showed Budweiser brand video and asked participants about the emotional story which could be seen in the video. This was followed by questions and answers. In the last, the faculty in charge gave a vote of thanks to the speaker and all participants.

Feedback Analysis:



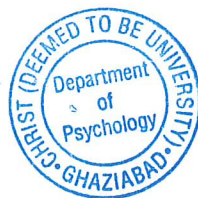
A handwritten signature in blue ink, appearing to read "Aman Zaidi".

Feedback from the participants was taken at the end of the session through a google form. Feedback was taken to understand how relevant was the content of the lecture w.r.t the field of their study. Practicality of the techniques suggested and shared by the speaker were enquired from all participants. As the target audience was management and psychology students having a basic knowledge of the topic, it was important to understand if the students found the lecture insightful doing value addition to their basic knowledge or not. Complexity and pace of the content delivered was also taken into account. Clarity of the expression of the speaker and the level of engagement that the speaker showed with the students was also mapped.

Participants found the content of the speaker very relevant, practical and insightful. Participants rated the workshop highly engaging as Mr. Aman Zaidi asked a lot of self-reflective questions from the participants and encouraged them to share their experiences and stories. To increase interaction and create a comfortable atmosphere the speaker requested all participants to switch on their video cameras. The content was reported to be given at an appropriate pace so that students find it easier to understand. Clarity of expression of the speaker and etiquette was appreciated by many participants. The content was reportedly not too complex in nature as there were non-business administration attendees as well.

Impact of the Event:

Student responses highlighted the major impact in the understanding they developed about the art of storytelling and that it can be learnt and practiced. The importance of storytelling in effective communication was appreciated by many students. It was heartening to see many students willing to speak about their experiences and the role of storytelling in their lives openly in front of the guest speaker and other participants.



Aman Zaidi

Profile:

Mr. AMAN ZAIDI

Founder Fortius Mumbai

Mr. Aman Zaidi is skilled at facilitation. He helps his learners to develop insights on how they can achieve more in the areas of Leadership Development, Employee Engagement for Managers, Coaching Skills, Communication Skills, Advanced Presentation Skills, and Managing Customer Relationships etc. For 20 years, He has been helping individuals and organizations better their performance.

He has 19+ years of extensive experience working within the challenging confines of industry, doing coaching, mentoring, hiring, retention, motivation, engagement and performance management amongst his various roles as a 'People Manager'. He has worked with several industries like, Information Technology, Financial Services, ITES, Automobile, Water Treatment and Technology, Manufacturing, Infrastructure, Telecom etc.



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Objectives of the workshop:

- Recognise the impact of stories on the brain
- Discover the various applications of storytelling
- Discuss the ways of using storytelling to educate and influence

Target Audience:

Students, Academicians, HR professionals, Business associates

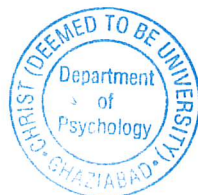
Time of the workshop: 11-1pm, date: 6 November

Platform: Google Meet

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S. No.	Name of the Attendees
1	Aayushi Patni
2	Aayushi Shrivastava
3	Afeefa
4	Angela Mathias
5	Anna
6	Antony Joseph
7	Anuska Mitra
8	Aparna Singhal
9	Atul Joshy
10	Ayushi Kashyap
11	Bhakti Asopa
12	Bhavika
13	Christyna
14	Devanshi Agarwal
15	Devika Bharany
16	Divya Shaiju
17	Ishita
18	Ishita Goel
19	J B Lakshmi
20	Jincy Mol G
21	Karen Isaac
22	Major Nupur Gupta
23	Malvika Tandon
24	Manushi Parwani
25	Muskaan Makkar
26	Nadeem Hamid
27	Nainika
28	Neha Khilwani
29	Nishita Srivastava
30	Padma Rajesh
31	Pallavi Madan
32	Radhika Rajput
33	Rishita Bhatnagar
34	Shreya
35	Sohini palit
36	Sonakshi Nayar
37	Swarnima Gupta
38	Tamanna
39	Twinkle Gupta
40	Yamini Sharma
41	Yashojit Das
42	Dr. Harguneet Kaur



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