Strategic Storytelling for Business Impact

Laboratory and Research

Course Overview

Strategic Storytelling for Business Impact: a 5-day professional training course from LTC Consultants, delivered in-classroom across Africa and live online.

What You Will Achieve

- Explain the core principles and current good practice in Strategic Storytelling for Business Impact
- Apply practical tools and techniques for Strategic Storytelling for Business Impact in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Strategic Storytelling for Business Impact in practice
- Build a personal action plan to implement what you have learned

Who Should Attend

Professionals, specialists and managers at every level who want to strengthen this capability and apply it with confidence at work.

Course Outline

1. Foundations of Strategic Storytelling for Business Impact: principles, terminology and context
2. The business case: why Strategic Storytelling for Business Impact matters to performance
3. Core tools, frameworks and methods
4. Applying the tools: guided case study and exercises
5. Common pitfalls and how experienced practitioners avoid them
6. Working with stakeholders: communication and influence
7. Measuring results and continuous improvement
8. Personal action planning and course review

Upcoming Dates and Fees

DATES	VENUE	FEE (PER DELEGATE)
9 to 13 Nov 2026	Kampala	**$1,450**
16 to 20 Nov 2026	Johannesburg	**$1,550**
23 to 27 Nov 2026	Durban	**$1,550**
30 Nov to 4 Dec 2026	Accra	**$1,450**
7 to 11 Dec 2026	Online	**$800**

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Every delegate receives a Certificate of Attendance. Group and in-house rates available on request.