



# START-UP STORYTELLING

## CRAFTING COMPELLING NARRATIVES FROM VISION TO DELIVERY



**“The most successful entrepreneurs are those who tell stories that inspire others to take action.”**

– John Mackey, Co-founder and CEO of Whole Foods Market

The power of a well-told story can set a start-up apart from the competition. It’s time to unlock the potential of powerful narratives. Our immersive experience equips founders with what’s needed to craft and share stories that set them apart in a crowded market. You’ll practice the art of shaping stories that will explain their company’s value, convey their passion of their business, and forge emotional connections with their target audience.

We’ll cover topics ranging from the foundational elements of an engaging story to refining its message and perfecting its delivery. Founders and other leaders will become adept at communicating their vision, mission, and unique value proposition in ways that resonate deeply and authentically.

### AUDIENCE

- Start-up founders, co-founders, and key executive team members eager to communicate their business's essence and values effectively
- Business consultants, marketing and PR professionals, pitch designers, and innovators within larger corporations
- Anyone in the entrepreneurial ecosystem who recognizes the transformative power of storytelling

### LENGTH

4 hours

### DELIVERY

Online or In-person

### MORE INFO

<https://www.duetslearning.com/start-up-storytelling.html>

### YOUR INSTRUCTOR: HADIYA NURIDDIN

Hadiya Nuriddin, a distinguished figure in learning and development, has championed the power of storytelling for over two decades. She transforms lives and organizations through her work at Duets Learning, emphasizing the power of narrative. Hadiya is also the esteemed author of *StoryTraining: Selecting and Shaping Stories That Connect*, a significant contribution to learning and development literature.