



Confederation of Indian Industry



CII - Suresh Neotia Centre
of Excellence for Leadership

Leadership Masterclass on

Business Storytelling & Executive Presence



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Saturday



CII-SNCEL
Kolkata

SANDEEP DAS

Negotiation, Storytelling and
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Visiting Faculty at IIM Ahmedabad,
Bangalore, Lucknow & ISB

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WHY STORYTELLING AND EXECUTIVE PRESENCE ?

Human progress has always been driven by stories. Long before formal strategy, financial models or technology platforms, stories were the mechanism through which people made sense of uncertainty, built trust and coordinated collective action as a society. That hasn't changed and will continue to determine growth over the next decade. In an AI-powered, VUCA environment, leaders are no longer competing on access to information – they are competing on the ability to create clarity and influence their ecosystem.

In moments of digital transformation & change management, data alone rarely moves people. Teams look for direction. Customers look for conviction. Investors look for confidence. Leaders who can translate complexity into a compelling narrative create alignment faster, reduce resistance and mobilize action with greater momentum. Executive presence amplifies that impact – the voice, composure, authenticity and non-verbal authority that signal credibility before a single slide is presented.

Storytelling is therefore not a communication technique; it is a strategic instrument of leadership for competitive advantage. The ability to frame reality, shape meaning and define the narrative before others do determines who influences outcomes and who merely reacts to them. Those who control the story often control the future.

PROGRAMME CONTENT

- Core storytelling frameworks informed by neuroscience, behavioral psychology and the craft of powerful narrative construction.
- Applied narrative tools for leading transformation, managing resistance, aligning stakeholders and steering complex strategic agendas.
- Data-to-decision storytelling – converting insights, metrics and analysis into clear, persuasive leadership communication.
- Executive presence in action – leveraging voice, energy, posture and non-verbal signals to command authority and trust.
- Crafting and projecting a distinctive leadership narrative that enhances credibility, influence and long-term impact – for both the individual and the enterprise.

KEY TAKEAWAYS

- Elevate client influence, workforce engagement and investor trust through clear and compelling communication.
- Cultivate the narrative sharpness and executive presence required to perform and be perceived at a CXO level.
- Strengthen your ability to shape high-stakes decisions, rally teams and communicate strategic intent with authority and conviction.
- Craft a distinctive leadership story that builds credibility, expands influence and compounds long-term professional and entrepreneurial impact.



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FACULTY PROFILE



Sandeep Das is a leadership coach, best-selling author and a global speaker. After graduating from IIM Bangalore, Sandeep built a distinguished corporate career spanning over 15 years.

He served as Director at PwC—one of the youngest to do so—and later as Global Foresight Lead at Mars Wrigley, where he advised senior leadership on strategy and long-term growth

As a leadership coach and founder of 'Building Leaders for Tomorrow', Sandeep has facilitated more than 100 leadership teams across the world in the areas of Business Storytelling, Negotiation, Executive Presence, Personal Branding and Strategic Thinking. Some of his global clients include Unilever, Mondelez, Novo Nordisk, Amazon, DCM Shriram, Infosys, etc.

Sandeep is also a prolific author and thought leader. He is a best-selling writer of 6 books out of which 3 have been published by Penguin Random House. One of his books, 'How Business Storytelling Works', was on the bestseller list for 40 successive weeks and is now a prescribed book at IIM Bangalore and IIM Lucknow

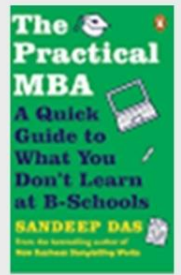
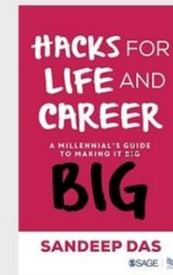
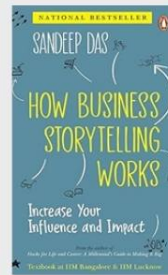
He conducts leadership workshops in partnership with the Economic Times Masterclass series. In addition, he regularly teaches Executive Education at IIM Bangalore and at IIM Lucknow.

His digital courses, run as part of the Sandeep Das Academy, coach around 6000-8000 senior professionals every month on programs related to consulting, storytelling, negotiation and strategic thinking.

Beyond classrooms and boardrooms, Sandeep has shaped public discourse on leadership, strategy and business through over 200 opinion columns in leading publications including The Times of India, Mint, The Economic Times, Fortune, and Forbes. He has been invited on Raj Shamani's podcast (India's leading podcaster) for 4 times.

He is an international keynote speaker having been invited to speak on Storytelling, Negotiation and Strategic Thinking at conferences in Los Angeles, New York, Washington DC, Berlin, Amsterdam, Oxford, Miami, Atlanta, Singapore, Dubai, Bangkok, etc.

His teachings and thought leadership are widely read on social media with over 1.5 crore views every month. His social media footprint is over 300,000 followers across the various platforms.



WHO SHOULD ATTEND



CXO-level Leaders



High-potential Mid-to-Senior Managers



Marketing and Communications Professionals



Strategy and Transformation Specialists



Sales and Business Development Executives



Entrepreneurs



Academic and Professional Educators