

Storytelling in business

01

Within the workplace

Conflict resolution, brainstorming — break up the dry facts of work with interesting stories.

02

In marketing

Create your own "Factory of Happiness" like Coca-Cola, communicate with your customers with stories, stories are better remembered.

03

Networking

Prepare working cases, present the stories of your business at events, and look for ambassadors.

04

Public Relations

Spread stories about your company in the media, create the right image of the company.

05

Recruiting

Use feedbacks, success stories of your best employees to attract new employees.

