

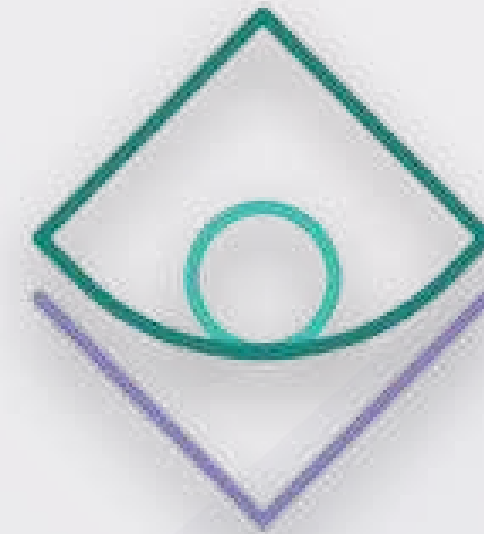


Educator's Guide

MODULE 6

Storytelling: the role of storytelling in business
and sustainable

Prepared by:



SCALE-UP

foStering women's finanCing
in sociAL EntrepreneUrshiP



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Learning approach

- Active learning

Teaching method

- Blended-learning opportunity
- F2F training
- Individual e-learning



LEARNING OUTCOMES

After completing the module, learners will acquire the following knowledge, skills, and competences:

Knowledge

- Define the role of storytelling in business and its relevance to social enterprises.
- Understand sustainable storytelling and the integration of ESG (Environmental, Social, Governance) factors.
- Learn the typologies and contexts of pitching.

Skills

- Develop corporate narratives and strategies for storytelling.
- Craft and deliver various types of pitches effectively.

Competences

- Master storytelling as a tool for business communication and sustainability.
- Integrate storytelling into broader strategic objectives.



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Preparation

Before the session, participants must read Module 6, focusing on storytelling basics, ESG factors, and types of pitches.

Warm-up/ice - breaking activity

Invite participants to share personal or professional experiences where storytelling created a significant impact.



MODULE OVERVIEW

At the beginning of the session, a trainer gives an **overview of the module.**

FACILITY/EQUIPMENT

- Computers/tablets with Internet access.
- Projector and screen.
- Handouts: storytelling frameworks, ESG communication strategies, and pitch templates.

INTRODUCTION

Provide an overview of the concepts of storytelling in business, the role of ESG in communication, and the significance of pitching in entrepreneurial contexts. Highlight examples of successful storytelling in business.

MAIN TASKS / PROCEDURE

1. Exploring Business Storytelling

- Discuss the fundamentals of storytelling and why it is vital in the context of social entrepreneurship.
- Activity: Analyze a corporate storytelling example and identify its key elements.

2. Sustainable Storytelling Practices

- Introduce sustainable storytelling and the role of ESG in corporate communication.
- Activity: Groups create a brief story incorporating ESG factors for a hypothetical social enterprise.

3. Pitch Development and Delivery

- Explain the types of pitches (e.g., elevator, sales, investor) and their applications.
- Activity: Teams prepare and deliver a pitch for a business idea, focusing on storytelling.

4. Evaluating Storytelling and Pitches

- Discuss KPIs for storytelling success and methods for evaluating the impact of pitches.
- Activity: Peer evaluation of delivered pitches with feedback on narrative effectiveness and clarity.



COMPLETION AND DEBRIEF

- Groups present their storytelling exercises and pitches.
- Facilitate a discussion:
 1. What challenges did participants face in crafting stories?
 2. How can storytelling enhance business strategy and stakeholder engagement?



CLOSING

Thank participants for their active involvement. Encourage them to integrate storytelling techniques into their professional practices and emphasize the importance of sustainable communication.



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TIPS/ADDITIONAL ACTIVITIES

- **Enhance Engagement:** Incorporate visuals, videos, or real-life case studies into exercises.
- **Encourage Creativity:** Use role-playing for pitching exercises to simulate real-world scenarios.
- **Incorporate Technology:** Introduce digital storytelling tools for creating narratives.

Additional Resources:

- [Corporate Storytelling Strategies](#)
- [Effective Pitch Deck Examples](#)



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