

Storytelling Training:

Unlock the Power of Executive Storytelling

What is it?

In a world overloaded with information, it's the stories we remember - especially when they're personal, authentic and resonate emotionally with your audience.

At ByDesign Communications, we help company leaders go beyond just presenting information. We work with executives to craft and deliver stories that connect...with people, with purpose, and with the brand. The kind of stories that make audiences sit up, listen, and walk away remembering not just the message, but the person who shared it.

With over 25 years of experience, we have helped senior executives and brands shape and share their stories in a way that builds trust, strengthens identity and inspires action. Our Associate team, all with more than a decade of storytelling experience, bring deep expertise in communication, media and message strategy.

We keep it simple, focused and practical:

- **1.5-hour Storytelling Training Session**
- **Breakout Sessions for story development, peer feedback, and live coaching**

Led by seasoned facilitators with decades of experience, ByDesign Communications has a proven track record of transforming executives into storytellers who move hearts, minds and businesses forward.



Why it matters?

People don't connect with bullet points. They connect with people. We help your leaders show up as more relatable, persuasive communicators.

- When a story is memorable, the message sticks. Our training builds storytelling experience that lasts far beyond the next big presentation.
- By linking personal stories to company values, your executives become powerful ambassadors of your brand.

At ByDesign Communications, we don't just teach storytelling – we partner with you to uncover the stories that already live within your leaders and shape them into powerful tools for connection and influence.

Get In Touch



Kevin Welman
Director & Co-Founder
Mobile: (+27) 82 924 5048
Email: k.welman@bdcomms.co.za



Vanessa Baard
Director & Co-Founder
Mobile: (+27) 82 331 8158
Email: v.baard@bdcomms.co.za