



Beatrice Ngalula Kabutakapua: **Keynotes**

360° Business Storytelling Coach

Authentic Leadership and Storytelling **45 Minute Keynote**

Business storytelling is the practice of using narratives and storytelling techniques to convey information, ideas, and messages within a business or organizational setting. It involves the strategic use of stories to engage, inspire, and influence various stakeholders, such as employees, customers, clients, investors, and partners.

Business storytelling is a cost-effective way to: improve employee performance and productivity; enhance brand reputation; build trust; improve communication; increase employee retention and create a positive culture.

Beatrice Kabutakapua delivers engaging, actionable, empathetic, and transformational talks on how to bring the business of stories to your leaders. During her keynotes, she shares her story, asks the audience to complete brief exercises and provides frameworks to use business storytelling in the workplace.

Who needs this keynote?

- Leaders who have been recently promoted but haven't had the opportunity to develop their leadership style and are now struggling to bring their qualities to their new roles;
- Diverse leaders who struggle to see themselves represented in leadership positions or in the broader workforce and have a difficult time navigating the workplace and finding role models or mentors;
- Organisations that have registered low employee satisfaction and high turnover which is often an indication that leaders need to be more authentic;
- Workplaces that have observed a lack of trust and engagement among employees.

What will the audience learn?

- How to create a vision of the leader they want to become;
- The correct roadmap and steps to take to get closer to their vision;
- Strategies to tackle the five most common leadership challenges;
- An internationally-proven framework to share stories in the workplace.

ABOUT BEATRICE NGALULA KABUTAKAPUA

Beatrice Ngalula Kabutakapua is an inspiring trainer and genius storyteller who speaks on a range of topics including leadership, business storytelling, employee engagement and story-based communication with incredible energy.

Having been an award-winning international journalist, Beatrice has the great ability to train people in how to tell better stories even if they have never done it before so that they can enhance communication and be inspiring. Her unique approach to business storytelling is innovative because she focuses on internal stories within organisations to foster a positive company culture.

Using her coaching skills, knowledge of human behaviour, and empathy, Beatrice doubles employee's confidence in writing stories that are targeted to specific audiences. People who have worked with her shared that their ability in applying stories to their workplace as well as training people in storytelling has increased exponentially.

Her clients in DEI, People and Culture, L&D departments have referred to her work as being "thought-provoking", "genius" and "empowering". Through her content, speeches and training, Beatrice has reached more than 10,000 people from Los Angeles to Istanbul and in three different languages: French, English and Italian.

Beatrice is currently working on her [first book on leadership and storytelling](#), which is a guide to help leaders to transform their lived experiences into their leadership superpowers.

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