

KEYNOTE

The One Organisational Strategy You're Not Using

Beatrice Ngalula Kabutakapua

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IDEAL FOR

- People & Culture summits
- Internal communications teams
- HR conference
- Corporate culture & belonging events
- Manager development programmes

Visibility & Mindset

Authentic Leadership

Lived Experience

Psychological Safety



WATCH A PREVIEW OF THE KEYNOTE



ABOUT THE KEYNOTE

Most organisations don't know that the most expensive problem in the workplace does not show on any balance sheet. It lives in the gap between what people know and what they feel safe to say. Between the values on the wall and the culture in the room. Between the engagement strategy the HR team designed and the quiet disengagement happening in every meeting. Business storytelling is the organisational infrastructure that closes that gap and most organisations are not using it.

This keynote introduces two strategic approaches to building a story-led organisation: top-down, where senior leaders model authentic communication and give permission for the whole culture to follow; and bottom-up, where listening is built into the everyday: onboarding, goal-setting, performance conversations, so that the gap between intention and lived experience finally begins to close. Because listening is not a one-off campaign. It is a muscle. And most organisations have never been shown how to build it.

KEY TAKEAWAYS

- **Why employee engagement strategies fail** and the one thing missing from almost every programme
- **The three-step storytelling framework:** A practical method for embedding story into the everyday rhythm of an organisation, not just its big moments.
- **The two strategic approaches** and how to choose, combine and sequence them for your organisation's specific culture and goals.
- **Tools for senior communicators:** how to use storytelling to influence, align and engage employees around strategy, values and change, without it sounding like corporate jargon.

KEYNOTE ENQUIRIES

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BOOK THIS KEYNOTE

Available for keynotes, fireside conversations, workshops and full-day programmes worldwide.

THIS KEYNOTE IS RIGHT FOR YOU IF

THE AUDIENCE

- Internal communications leads who know their messaging is technically correct but somehow not landing.
- HR and People and Culture professionals who have invested in engagement programmes and watched the survey scores stay flat.
- Senior leaders who want to build the kind of culture people do not want to leave, but are not sure where the current one is breaking down.

WHAT PEOPLE SAY

"Before the session, I undervalued how I could describe what I bring to my workplace. And now I feel confident to describe my work-worth."

— Futurenet Media

"I now feel more confident telling stories that are authentic to me and my network pool has expanded massively since the business storytelling training session."

— Aviva

"I plan on using the SHAPE framework for my next client presentation in a week. The things I learnt were invaluable!"

— WPP Media

FORMATS AVAILABLE

Keynote

45 min

- Mainstage
- Plenary
- Opener or closer

Fireside Chat

30 - 45 min

- Interview-style
- Retreats
- Panel

Workshop

Half day

- ERG programmes
- Away days
- Leadership development programmes

Full day

Keynote + workshop

Maximum transformation for cohorts

ABOUT THE SPEAKER

Beatrice Ngalula Kabutakapua

Beatrice Ngalula Kabutakapua is a transformational speaker specialised in storytelling, an Amazon bestselling author of *Lead With Your Story*, and the founder of The Business Storytelling Centre. A former journalist and documentary maker, she has spent over two decades at the intersection of human experience and strategic communication.

Beatrice works with leaders inside global organisations to do what most leadership training ignores: help people understand that their story, their actual lived experience, is not a liability. It is their most powerful leadership asset. She specialises in supporting women from the Global Majority, LGBTQIA+ leaders, and those from historically marginalised backgrounds to step into visibility with confidence and conviction.

Her work has reached over 10,000 people across three continents, in English, French, and Italian and consistently receives a 90% satisfaction rate.



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