

# Storytelling in Business

Storytelling is one of the most powerful tools available to effective communicators. Leaders and managers use stories to build trust, influence others and inspire action. Participants will make an impact on their business communication by improving their ability to tell the right story at the right time.

## On completion of this training, you'll walk away with:

- An understanding of the importance of storytelling as an influencing tool
- An understanding of the audience needs, wants and hooks
- Crafting stories to meet specific communication needs
- The importance of storytelling to behaviour change
- The opportunity to practise storytelling

## This training is for you if:

- You are a Leader and you want to learn how you can use stories to inspire and motivate your teams and clients, building at the same time trust and rapport with them.
- You want to learn how you can use stories to make your services relevant to your clients.

## PwC's Academy Cyprus

### Date and time

9 July 2024

9:00 - 13:30  
(4.5 CPD units)

### Location

PwC Central, Business Suites, Nicosia

### Facilitator

**Marilena Shakalli Maroudia**  
*Senior Learning and Coaching Consultant,  
PwC's Academy*

### Fee

€125 (+VAT)

### Registration

Follow [this link](#) to register

# Marilena Shakalli Maroudia

*Senior Learning and Coaching Consultant, PwC's Academy*



Marilena is a Senior Learning and Coaching Consultant at PwC's Academy Cyprus for over 13 years. She has recently founded her own company, M-Brace Ltd offering Training, Coaching and Coaching Supervision services.

Marilena holds a BSc in Management Sciences from the London School of Economics (LSE). She is a Fellow Chartered Accountant, a member of the Institute of Chartered Accountants in England and Wales (ICAEW) as well as the Institute of Public Certified Accountants of Cyprus (ICPAC). She is an experienced trainer, approved by the Cyprus Human Resource Development Authority (Cy-HRDA), specialising in Business Skills as well as Financial Accounting and Reporting. Marilena is also an Accredited Coach and Mentor under the European Mentoring and Coaching Council (EMCC), at Senior Practitioner level. She is mainly involved in Leadership and Skills coaching. She holds the Diploma in Coach|Mentor Supervision and is pursuing her official Supervision Accreditation.

Marilena was living and working in London for 8 years where, after qualifying as a Chartered Accountant, she made a kick start to her career as a trainer with Kaplan Inc. With over 21 years of training experience, she is involved in high level training for professional accountancy exams (ICAEW and ACCA), as well as delivery of technical and business skills seminars for clients, in Cyprus, overseas and online. Examples of seminars she delivers include "Coaching skills", "Leadership skills", "Presenting with impact", "Effective communication", "Negotiation skills", "Time Management", "Collaboration skills", "Accounting for non-accountants" etc. She delivered seminars around the globe, exposing herself to different cultures and diverse surroundings which means she can bring a multicultural perspective both to her training and coaching sets.