



Confederation of Indian Industry



CII - Suresh Neotia Centre  
of Excellence for Leadership

# SANDEEP DAS

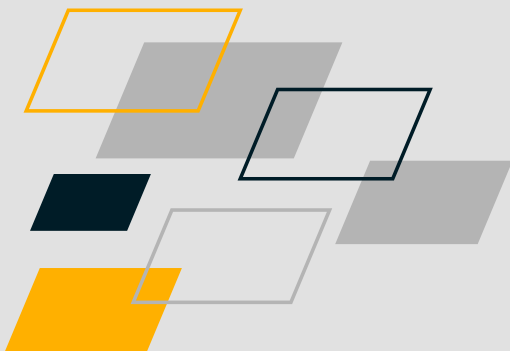
Negotiation, Storytelling and  
Strategic Thinking  
Expert Visiting Faculty at  
IIM Ahmedabad, Bangalore,  
Lucknow & ISB



Leadership Masterclass on

# Business Storytelling & Executive Presence

30th May 2026 | CII-SNCEL, Kolkata



## CONTACT

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# Business Storytelling & Executive Presence

## ABOUT THE MASTERCLASS:

The masterclass is curated to help participants elevate client influence, strengthen workforce engagement, and build investor trust through clear and compelling communication. It would help in cultivating the narrative sharpness and executive presence required to perform and be perceived at a CXO level. It is designed to help leaders shape high-stakes decisions, rally teams effectively, and communicate strategic intent with authority and conviction. The programme also enables participants to craft a distinctive leadership story that enhances credibility, expands influence, and drives long-term professional as well as entrepreneurial impact.



## WHO SHOULD ATTEND

- C-Suite Executives (CEOs, COOs, CIOs, CTOs, CDOs, CHROs)
- Senior Management Executives and Function Heads
- Entrepreneurs, Startup Founders, Changemakers, Chief Growth Officers
- Project Coordinators and Managers



## KEY TAKEAWAYS

- Elevate client influence, workforce engagement and investor trust through clear and compelling communication.
- Cultivate the narrative sharpness and executive presence required to perform and be perceived at a CXO level.
- Strengthen your ability to shape high-stakes decisions, rally teams and communicate strategic intent with authority and conviction.
- Craft a distinctive leadership story that builds credibility, expands influence and compounds long-term professional and entrepreneurial impact.



# Business Storytelling & Executive Presence

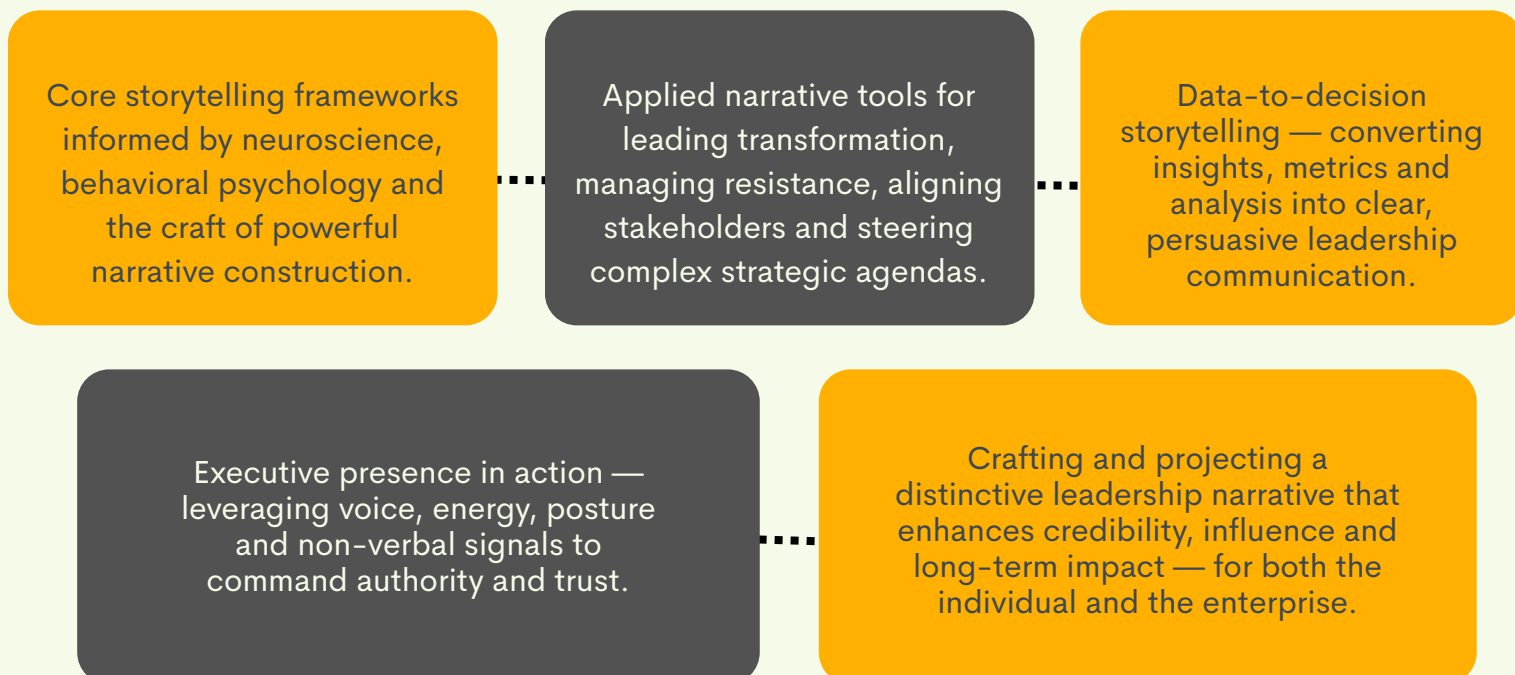
## WHY STORYTELLING AND EXECUTIVE PRESENCE?

Human progress has always been driven by stories. Long before formal strategy, financial models or technology platforms, stories were the mechanism through which people made sense of uncertainty, built trust and coordinated collective action as a society. That hasn't changed and will continue to determine growth over the next decade. In an AI-powered, VUCA environment, leaders are no longer competing on access to information — they are competing on the ability to create clarity and influence their ecosystem.

In moments of digital transformation & change management, data alone rarely moves people. Teams look for direction. Customers look for conviction. Investors look for confidence. Leaders who can translate complexity into a compelling narrative create alignment faster, reduce resistance and mobilize action with greater momentum. Executive presence amplifies that impact — the voice, composure, authenticity and non-verbal authority that signal credibility before a single slide is presented.

Storytelling is therefore not a communication technique; it is a strategic instrument of leadership for competitive advantage. The ability to frame reality, shape meaning and define the narrative before others do determines who influences outcomes and who merely reacts to them. Those who control the story often control the future.

## PROGRAMME COVERAGE



# Business Storytelling & Executive Presence

## FACULTY PROFILE



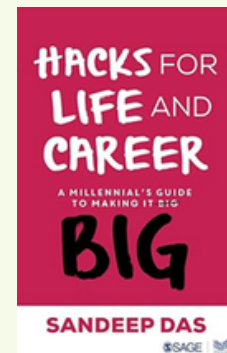
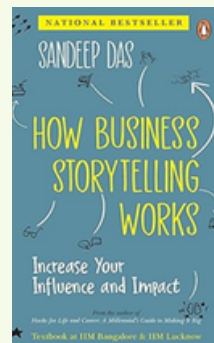
Sandeep Das is a leadership coach, best-selling author and a global speaker. After graduating from IIM Bangalore, Sandeep built a distinguished corporate career spanning over 15 years. He served as Director at PwC—one of the youngest to do so—and later as Global Foresight Lead at Mars Wrigley, where he advised senior leadership on strategy and long-term growth.

As a leadership coach and founder of 'Building Leaders for Tomorrow', Sandeep has facilitated more than 100 leadership teams across the world in the areas of Business Storytelling, Negotiation, Executive Presence, Personal Branding and Strategic Thinking. Some of his global clients include Unilever, Mondelez, Novo Nordisk, Amazon, DCM Shriram, Infosys, etc.

Sandeep is also a prolific author and thought leader. He is a best-selling writer of 6 books out of which 3 have been published by Penguin Random House. One of this books, 'How Business Storytelling Works', was on the bestseller list for 40 successive weeks and is now a prescribed book at IIM Bangalore and IIM Lucknow.

He conducts leadership workshops in partnership with the Economic Times Masterclass series. In addition, he regularly teaches Executive Education at IIM Bangalore and at IIM Lucknow.

His digital courses, run as part of the Sandeep Das Academy, coach around 6000-8000 senior professionals every month on programs related to consulting, storytelling, negotiation and strategic thinking.



Beyond classrooms and boardrooms, Sandeep has shaped public discourse on leadership, strategy and business through over 200 opinion columns in leading publications including The Times of India, Mint, The Economic Times, Fortune, and Forbes. He has been invited on Raj Shamani's podcast (India's leading podcaster) for 4 times.

He is an international keynote speaker having been invited to speak on Storytelling, Negotiation and Strategic Thinking at conferences in Los Angeles, New York, Washington DC, Berlin, Amsterdam, Oxford, Miami, Atlanta, Singapore, Dubai, Bangkok, etc.

His teachings and thought leadership are widely read on social media with over 1.5 crore views every month. His social media footprint is over 300,000 followers across the various platforms.



Confederation of Indian Industry

## ABOUT CII

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering Industry, Government and civil society through advisory and consultative processes.

CII is a non-government, not-for-profit, industry-led and industry-managed organisation, with around 9,700 members from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 365,000 enterprises from 318 national and regional sectoral industry bodies.

For 130 years, CII has been engaged in shaping India's development journey and works proactively on transforming Indian Industry's engagement in national development. CII charts change by working closely with the Government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness, and business opportunities for industry through a range of specialised services and strategic global linkages. It also provides a platform for consensus-building and networking on key issues.

Through its dedicated Centres of Excellence and Industry competitiveness initiatives, promotion of innovation and technology adoption, and partnerships for sustainability, CII plays a transformative part in shaping the future of the nation. Extending its agenda beyond business, CII assists industry to identify and execute corporate citizenship programmes across diverse domains, including affirmative action, livelihoods, diversity management, skill development, empowerment of women, and sustainable development, to name a few.

For 2025-26, CII has identified "Accelerating Competitiveness: Globalisation, Inclusivity, Sustainability, Trust" as its theme, prioritising five key pillars. During the year, CII will align its initiatives to drive strategic action aimed at enhancing India's competitiveness by promoting global engagement, inclusive growth, sustainable practices, and a foundation of trust.

With 70 offices, including 12 Centres of Excellence, in India, and 9 overseas offices in Australia, Egypt, Germany, Indonesia, Singapore, UAE, UK, and USA, as well as institutional partnerships with about 250 counterpart organisations in almost 100 countries, CII serves as a reference point for Indian industry and the international business community.



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## ABOUT CII-SNCEL

The CII- Centre of Excellence for Leadership (CII-SNCEL) is part of CII's integrated agenda of building competitiveness through Centres of Excellence. CII-SNCEL is one of the 12 COEs set up for enhancing development and progress through a diverse range of services. The Centre was established on the basis of CII's core belief that the quality of leadership will play a key role in enabling India to succeed in its mission for inclusive growth and competitiveness and claim its rightful position in the global arena.

Established in 2009 at Kolkata, the Centre was initiated with the purpose of serving as a key facilitator of leadership development across various segments of business and socio-cultural demographics through a range of interventions, especially focusing on "people" and "process" transformations.

### **CII-Suresh Neotia Centre of Excellence for Leadership**

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