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CSR STORYTELLING: SHARING THE WHY AND THE WIN

Start Date:	04/10/2026	**End Date:**	08/10/2026
Categories:	Sustainability & ESG	**Venues:**	Dubai
Formats:	In Person	**Instructors:**	

OVERVIEW

This course helps CSR and sustainability professionals craft powerful narratives that connect CSR efforts to business purpose and community outcomes. Participants will learn to humanize their impact, engage diverse audiences, and amplify trust through authentic storytelling.

OBJECTIVES

By the end of this course, participants will be able to: – Identify the core purpose and emotional drivers behind their CSR initiatives. – Use storytelling to connect with stakeholders, communities, and internal teams. – Translate data into compelling narratives that highlight impact and intent. – Create content that is consistent across digital, print, and live communication. – Build a CSR communication strategy that balances inspiration and credibility.

COURSE OUTLINE

1- Storytelling for Social Impact: Why It Matters 2- Finding the Narrative: Purpose, People, and Progress 3- Translating Metrics into Meaningful Stories 4- Choosing the Right Medium for Your Message 5- Strategic Planning for CSR Communication

TARGET AUDIENCE

All Supervisory Levels, CSR leads, ESG professionals, internal comms specialists, marketing and branding teams working in purpose-driven organizations.

METHODOLOGY

Narrative mapping, case study analysis, storytelling labs, message framework design, and cross-platform content planning.

CONCLUSION

Participants will leave with a powerful CSR story, a multi-channel communication strategy, and the skills to share social impact with clarity and heart.

DAILY AGENDA

Day 1: Why Storytelling Works

Explore how narrative elevates CSR communication and builds trust with audiences.

Day 2: Crafting the Core Message

Identify emotional themes and purpose-driven messages for your CSR story.

Day 3: Data with a Heartbeat

Turn metrics into memorable stories that move people to care and act.

Day 4: Delivering the Message

Choose platforms, formats, and voices to reach your audience authentically.

Day 5: Your CSR Story Strategy

Build a full storytelling plan with objectives, timeline, and distribution tactics.

For more information, please contact us:
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