

A Strategic Storytelling Academy —→



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Njiko Storytelling is a creative storytelling academy founded in 2022. We have helped many individuals and organisations turn strategy into compelling narratives that engage your audience. Whether it is presenting data in stories, doing a keynote, public speaking, embedding your strategy in hearts your stakeholders, or communicating your brand, our methodology blends storytelling with strategic communication to help you grow engagement. Using frameworks like the Origin Story Loop, Storyboard Backcasting model, we have worked with individuals and organizations to create the process of using Storytelling as a tool for that gets your message your audience. We will teach you the art and science of storytelling, the process of story creation and discovery.

"Njiko" in Igbo denotes "harmony." Harmony is the state of being in harmony and working together towards a common goal. Through communication, people can build trust, and find common ground for collaboration. We promote harmony through programs for building strong relationships, improving communication, and forming strategies by using storytelling techniques.

Njiko is harmony



# Our Programs

Our programs are designed to boost your engagement strategy using Storytelling as the tool. We teach you how to master that tool. We train you to use Storytelling when pitching to investors, working in a diverse team, giving a presentation, or keynote speech, designing internal and external communications strategy.

Each solution encompasses a wide range of modules, rigorously tested to ensure they consistently deliver the desired results. Our trainings include:

- Storyboard Backcasting Framework
- Origin Story Loop Framework
- Business Storytelling
- Data Storytelling
- Pitching
- Podcasting

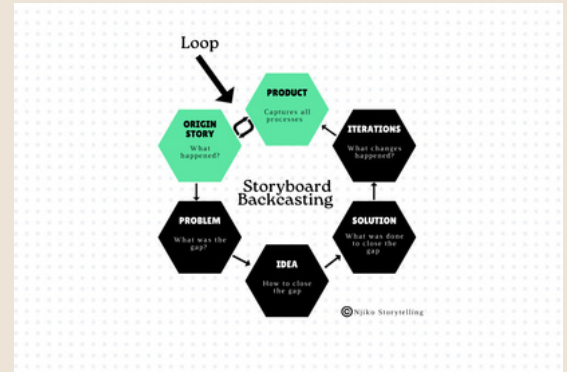
We are committed to working closely with you to tailor our trainings to your specific goals and objectives.



Njiko is connecting



# Storyboard Backcasting Framework



The storytelling backcasting model is the systematic process of infusing narratives, experiences, and ideas into your strategy by working the process backward to identify essential milestones in product or service design. Participants will explore how to infuse narratives into strategic frameworks, enhancing engagement, alignment, and execution of organizational strategies. Storyboard Backcasting is a resource for developing organizational storyboards.

## What we do



Creating immersive storytelling skills.

Build a story backcasting system for storyboards.

Teach pitching and data presentation skills

Create storytelling synergy in organization

Turn data insights to stories

## Why we do it



Help your strategy to get the best result.

Capture audience with compelling and impactful storytelling techniques.

Stories as powerful tools for engagement, persuasion, and connection.

Understanding and cultivating cultural sensitivity and inclusivity in communication.

## How we do it



Teach how to build anticipation in your audience with stories.

We enhance communication skills through active participation in both group and individual activities.

We developed a story backcasting which aid in crafting storyboards.

We actively measure progress and systematically track personal and organizational development.



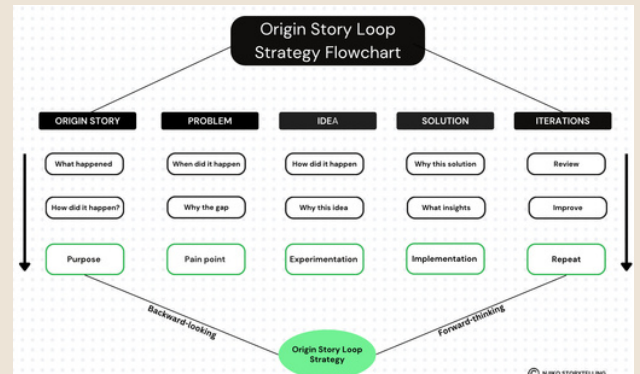


The Storyboard Backcasting process is a great way to communicate and implement storytelling strategies across multiple teams, platforms, and projects. The Storyboard Backcasting process allows teams to achieve a loop with the audience to connect the story to the project, product, or strategy.

Strategy is a bet on the future. Crafting a compelling organizational strategy that resonates with stakeholders is paramount for any business . The challenge lies not only in formulating a vision but also in orchestrating the intricate steps required to translate that vision into a tangible and comprehensive strategy. How can organizations make their strategies clear and understandable to their stakeholders? An effective approach to making strategies resonate with stakeholders is to create a storyboard. By implementing Storyboard Backcasting you can communicate your storytelling strategy.

Njiko is storytelling

# Origin Story Loop Framework



The Origin Story Loop Framework integrates storytelling into long-term business and organizational strategies, ensuring sustained impact and growth. This strategic storytelling tool helps you understand your audience and to build a strategy to communicate it. Using a *Backward-looking* and *Forward-thinking* approach to identify the position where your strategic choices resonate. This framework is instrumental in identifying the pain point of your audience.

## What we do



Understand your origin story and your purpose.

Experiment with core ideas and building solutions.

Communicate strategic choices to your audience.

Connect the loop and build a strategy flowchart

Identify the pain points of your audience

## Why we do it



Help your audience connect to your strategy.

Discover important milestones in the process of build your brand or story.

Define your origin story and how to connect every milestones.

Understand your purpose and develop the tactic to communicate to your audience.

## How we do it



We will use the backward-looking and forward-thinking approach to identify strategic positions.

We use case stories of individuals and organizations that have implemented the process.

We actively measure progress and systematically track personal and organizational development.



# Business Storytelling



Storytelling can bridge the gap between an organization's message and its audience. It inspires and forms a bond between the business and its customers. You can build the skills needed to infuse stories into your product and service designs, communicating your brand's values and message in a way that resonates with your audience. Storytelling is about applying the right amount of unexpected changes at the right time to hold attention. The Business Storytelling training will help businesses develop the tools needed to communicate their business storytelling.

## What we do



Igniting the Storytelling process

Build engaging visual aids, real-life examples

Build principles of expected value decisions.

Create immersive storytelling skills when pitching.

## Why we do it



Telling business stories for attract stakeholders.

Customer-centric approach ensures engagement

Navigate the challenges of the startup and increase the chances of scaling

Allows introduction of the right time changes to keep the audience's attention.

## How we do it



By incorporating the business journey into the brand

Developing the elements of storytelling

Picking the right story to tell at the right time.

Identifying anti-stories, and strategies to deal with them



# Data Storytelling



This course is designed to empower individuals with the expertise to craft persuasive narratives using data, effectively conveying insights and influencing decision-making through compelling storytelling techniques. Acquire skills to interpret data effectively and translate statistical information into captivating stories that resonate with stakeholders. Learn to leverage various data visualization tools and techniques to create visually appealing and informative presentations that enhance storytelling.

## What we do



Identify data and insights that become stories.

Developing narratives from insights .

Develop visualization, analytics, and presentation skills to engage

Design data storytelling strategy

## Why we do it



Facts and figures does not create engagement .

Turn existing customers into superfans

Data visualization and analysis design to improve attention.

Communications culture improves in organization.

## How we do it



Discovery of insights that turns into stories

Facilitating data storytelling across diverse teams

Breaking down complex data into relatable narratives.

Designing compelling stories in graphs and visuals



Njiko is collaborating



# Pitching



Storytelling helps connect to people's emotional experiences. Buying is often an emotional activity. When a sales pitch is designed with storytelling, it impacts buying decisions. The pitching training helps individuals and businesses develop sales pitch strategies that deliver growth, attract investment, and improve customer engagement. The training offers the tools for you to spot stories. Build origin and conversion storytelling strategies into your sales or investment pitching.

## What we do



- Deepen understanding of your audience.
- Objection handling with storytelling
- Build an organization structure for pitching with storytelling
- Develop the art of creating engaging sales pitch layered with storytelling

## Why we do it



- Customer engagement grows
- Understand your audience keeps them loyal to your brand
- Help customers' decision making process
- Design your pitch with better understanding of audience

## How we do it



- Develop the art of building a Hook
- Design your pitch to be concrete
- Objection handling
- Using props and visual aid develop sales pitch.
- Call-for-action and creating memorable sales pitch



Njiko is understanding



# Podcasting



Thinking about launching your podcast? Learn the Art of Audio or Video Storytelling. This course is designed to equip participants with the essential skills and strategies to become confident, eloquent podcasters. Learn to use your uniqueness to attract the right audience. Master techniques to manage anxiety, project confidence, and exude credibility. Learn the art of structuring speeches for maximum impact, including attention-grabbing openings, and content delivery.

## What we do



We help you understand of your audience.

Find and develop your storytelling style.

Overcome the fear of getting started

Develop the art of creating engaging contents layered with storytelling

## Why we do it



Audience engagement grows when content is original.

The process of finding your style is challenging

Understand how to tailor voice to diverse audiences.

Attention-grabbing openings, and content delivery is key to connecting to your audience

## How we do it



Find your voice and embracing it.

Develop your content to suit your audience

Master the technicalities of creating contents

Using props and visual aid to engage your audience

# Storytelling Masterclass



The Storytelling Masterclass is designed to equip participants with comprehensive skills in communication through storytelling. This course focuses on enhancing public speaking skills and crafting storytelling into public speaking. This masterclass is tailored for individuals, students, educators, and professionals seeking to elevate their public speaking and storytelling skills

# Strategic Storytelling in Diverse Teams



Strategic storytelling in diverse teams helps to promote harmony, enhance communication, foster diversity and inclusivity in teams. When teams learn to communicate using their unique voices, that add value. This workshop empowers individuals and organizations to reach their full potential by tapping into value everyone brings to the team.

# Storytelling for Entrepreneurs



Storytelling for Entrepreneurs is designed for startups seeking to make a powerful impact on investors, potential co-founders, and customers. This training equips entrepreneurs with the skills to craft storytelling that resonates with key stakeholders. Learn Techniques for Engaging Story Development. Understand Strategies for Story Development and Adaptation.

Njiko is sharing



# Success Stories

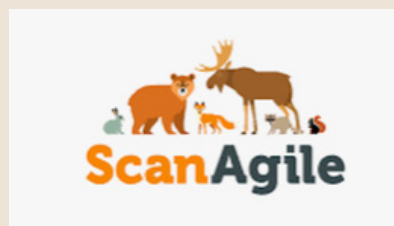
"Osita's insightful approach to using your voice as a marketing tool is powerful and inspiring. I learned the valuable lesson that in order to truly connect with people, you have to be willing to use vulnerability as an asset rather than a weakness. Osita's workshops have greatly helped me along my entrepreneurial journey."

*Annika Lundström, Founder & CEO at ReMinded*

"I will rate these workshops as excellent because they challenge you to think and do things differently..."

*Niina Halonen-Malliarakis, Principal, Vesala Peruskoulu, Helsinki*

## Brands We Have Worked With





# What Njiko Storytelling Can Do For You

We prioritize the development of impactful storytelling skills, recognizing their ability to captivate audiences. We promote a culture of harmony, and better storytelling skills, in teams. We want to help individuals and organizations develop the skills needed to build meaningful relationships, foster innovation, and create positive change in the world. Ultimately, our vision is to create the harmony that fosters productivity and empowers people through stories and experiences



Through our programs, we aim to promote harmony, enhance communication, foster diversity and inclusivity, and empower individuals and organizations to reach their full potential. By embracing our strategy, you will gain access to a supportive community, expert guidance, and transformative experiences.



# Our Founder

Osita Ifezue is an International Keynote Speaker and a Storytelling Strategist. He is the Founder of Njiko Storytelling, with over 25 years of experience training individuals and businesses in storytelling strategies. A 4x startup founder with expertise in the Finnish and African startup ecosystems. He is the host of the Think About It! With Osita Ifezue's podcast.

As a doctoral researcher and writer, he has created the Storyboard Backcasting and Origin Story-Loop Strategic Frameworks, strategic storytelling tools designed to facilitate learning Storytelling.

Beyond startups, Osita has founded Entergrate, an NGO in Finland that focuses on social inclusion. He is a TEDx Organizer and speaker, a platform he has used to train TEDx speakers to deliver impactful TEDx talks.





# Pricing Conditions

At Njiko, we believe in providing value-driven solutions that align with the unique needs and goals of our clients. Our value-based pricing approach ensures that you receive the maximum benefit from our services while reflecting the value and impact we bring to your organization.

1. **Needs Assessment:** We begin by conducting a comprehensive needs assessment, where we gain a deep understanding of your specific requirements, challenges, and objectives. This assessment helps us tailor our services to address your unique needs and create maximum value for your organization.
2. **Customized Solutions:** Based on the needs assessment, we design and deliver customized solutions that align with your goals. Our team of experienced professionals will work closely with you to develop a tailored plan that addresses your specific requirements, ensuring that the solutions provided deliver tangible value and desired outcomes.
3. **Value Identification:** We identify and quantify the value that our services bring to your organization. This includes assessing the potential impact on your bottom line, increased efficiency, improved communication, enhanced brand reputation, and other relevant factors. By understanding the value created, we ensure that our pricing accurately reflects the positive impact our services have on your business.
4. **Transparent Pricing:** Our pricing is transparent and based on the specific scope of services and the value they generate for your organization. We provide detailed pricing proposals that clearly outline the services included, associated costs, and the expected value delivered. This ensures that you have a clear understanding of the investment required and the return on investment you can expect.
5. **Long-term Partnership:** We aim to establish long-term partnerships with our clients, built on trust, collaboration, and mutual success. As your organization evolves and grows, we will continue to provide ongoing support and guidance, ensuring that our services continue to deliver value and address your changing needs.

Please note that the exact pricing for our services will be determined during the needs assessment phase and will be customized to your specific requirements.

We are committed to delivering exceptional value and helping your organization thrive. Contact us to discuss your needs, and together, we can create a value-based pricing structure that maximizes the benefits for your organization.



# Terms of Service

By accessing and using our services at Njiko, you agree to comply with the following terms and conditions, including the pricing conditions outlined below:

1. **Skill Development:** Njiko is dedicated to assisting you in acquiring the necessary skills to integrate storytelling into your product and service designs. This includes effectively communicating your brand's values and messages in a resonant manner that connects with your target audience.
2. **Confidentiality:** Any information shared during the course of our services will be treated as confidential and handled in accordance with our Privacy Policy. We will take appropriate measures to protect the confidentiality of your sensitive information.
3. **Intellectual Property:** All materials, resources, and content provided by Njiko are protected by intellectual property rights and are intended for your personal or organizational use only. You agree not to reproduce, distribute, or modify any of our materials without obtaining prior written consent from Njiko.
4. **Pricing Conditions:** The pricing for our services is outlined separately in our pricing agreement. By accessing and utilizing our services, you agree to abide by the specified pricing terms and conditions.
5. **Limitation of Liability:** While Njiko endeavors to deliver high-quality services, we shall not be held liable for any direct, indirect, incidental, or consequential damages arising from your use or inability to use our services. You acknowledge that the use of our services is at your own risk.
6. **Governing Law:** These terms and conditions shall be governed by and construed in accordance with the laws of Finland, without regard to its conflict of laws principles.
7. **By using our services, you acknowledge that you have read, understood, and agreed to these terms and conditions, including the pricing conditions specified separately. If you do not agree with any part of these terms, please refrain from using our services.**

If you have any questions or concerns regarding these terms and conditions, please contact us at [info@njikostorytelling.com](mailto:info@njikostorytelling.com)





# Thank You

Connect with us!



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