

# The Art of storytelling in your business

Since March 2019, the podcast "How I Built This" with [Flying Kite's Charles Hsuan](#), interviews growing small-to-medium-sized business owners to find out about their journeys towards entrepreneurship success.



Toni Rams and Charles Hsuan

Hsuan was recently interviewed by Impact Radio 103's [Toni Rams](#). Rams engaged in a number of personal questions with Hsuan about the origin of his unshakable optimism, why he believes developing personal/business storytelling is vital, Flying Kite's upcoming Business Storytelling Workshop on 2 September at the Impact Hub Rosebank, and how his walk with God has influenced him along the way.

“ If you can't tell it, you can't sell it ”