

MAKING CHANGE HAPPEN

Tell the stories you need in a way your people will listen to

TRY OUR CHANGE NARRATIVE SESSION

By understanding the different employee groups in your organisation and seeing change through their eyes you can create greater engagement with change.

How it works:

This workshop teaches change teams to appreciate the different tribes within an organisation, and what the change journey will be for each one. Allowing delegates to tell a story that each audience can connect with. The workshops promote an understanding of how language and tone of voice influence how people react to change. Creating a change brand, campaign and plan along the way.

Our methods enable teams to:

- Have empathy for the different tribes that exist in the organisation
- Appreciate what matters to each group, the potential motivators and 'bombs'.
- Look at how to use voice, timing and story can be used to make change stick
- Leave with a plan of action for comms and engagement

Led by...



Sandie Bakowski, organisational psychologist and founder of Making Change Happen.

Anya Zhuravkina is our language guru and founder of 'Winning Language'.

Fiona Hiscocks has spent over 15 years developing and refining narrative and story techniques; she adds a Storytelling component to our workshops.



ONE DAY (10am–5pm)



10–35 PEOPLE



OFF-SITE LOCATION



This workshop did more to tell and sell our story to employees than anything we'd ever done before.

Workshop participant, Sellafield digital change team