

# Change Toolkit - The Storyteller

## Programme Overview

<h3>Summary</h3>	<p>Leaders begin to explore the neuroscience behind storytelling and how they can get started right away to structure information and data into a story that engages people and gets buy in.</p> <p>Leaders learn a strategy to use across the range of interactions - this may be conversations to keep people informed and involved or conversations to support and re-direct team members when responses to change are dragging them or the team down. A few key components can radically change whether people feel the change is done to them or that they are part of the change.</p>
<h3>Style and Approach</h3>	<p>Highly practical experiential workshop using an animated video to encourage group discussions.</p>
<h3>Programme Structure</h3>	<p>3 hour workshop</p>
<h3>Audience</h3>	<p>All Line Managers</p>
<h3>Group size</h3>	<p>16 Participants</p>

# Programme Overview

## Programme Topics

- Stories help us make sense of information. Participants are introduced to some simple steps they can start using right away to use a storytelling approach in their communication - which gives a flow and connection to the data and information.
- They learn how to:
- Identify the heart of the story - what is the compelling issue or problem that needs solving, and what is the change going to achieve.
  - Choose what information is relevant and of interest to the listeners.
  - Position a beginning, middle and end to the story, giving the information a narrative flow.
  - Participants are signposted to the Storyboarding Worksheet for further learning and practice.
  - Regardless of whether a change is 'good' or 'bad', people push back on change because it is different and disrupts what they have become comfortable with. It's also easy to immediately see change within a team or organisation as something that is 'done to' people. Good leaders have on-going conversations with the team and individuals about change, that involves them in the journey, seeks to understand the impact of the change, and gives feedback to establish clarity about expectations. The ADKAR model is an outcome oriented tool that is useful for sustaining and reinforcing the change story, rather than just fixating on the tasks being performed. (ref: Prosci 1999)
  - How do we raise Awareness?
  - What will create Desire to be part of the change?
  - What Knowledge will help people be best prepared for change?
  - What feedback and coaching can be provided to develop Ability?
  - What activities or messages provide positive Reinforcement?

## Outcomes

Having attended this course, you will be able to:

- Be able to start using storytelling techniques in change communication to inform, persuade and inspire.
- Use ADKAR as a communication framework for conversations about change.

How to Apply:

You can self-nominate via Oracle.