



SPEAKING AND COMMUNICATION

Storytelling in Change Communication

DURATION

1 day

AUDIENCE

Managers, HR

LANGUAGE

Polish or English

FORMAT

On site or online

How to tell the story of a change so people buy it: narrative instead of a list of reasons, work on examples from the participants' own organisation. Run by a practitioner who has led such changes, not only narrated them.

WHAT WE COVER

- Why lists of reasons fail: how people actually decide to support a change
- The change narrative: where you were, what happened, where you are going and why it matters
- The audience's story: telling it from their seat, not the project's
- Honest storytelling: acknowledging loss and difficulty without losing momentum
- Carriers of the story: managers, moments and repetition
- Practice: participants build and tell the story of a real change from their organisation

YOU LEAVE WITH

- The story of your own change, built and told during the workshop
- A narrative structure you can reuse for any future change
- Feedback on your delivery from the group and the trainer

WHO IT IS FOR

Managers, HR and communication leaders responsible for landing a change: reorganisations, new strategies, new ways of working. Best attended with a real change to narrate.



BOOK THIS TRAINING

Write to michal.krauze@krauzeadvisory.com with the subject "Training: Storytelling in Change Communication". Add preferred dates and group size. Closed programs are tailored to your organisation.