

# Organizational Transformation through Storytelling and Serious Play

*Casablanca (Morocco)*

*2 - 6 June 2025*

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# Organizational Transformation through Storytelling and Serious Play

Code: LM28 From: 2 - 6 June 2025 City: Casablanca (Morocco) Fees: 3300 Pound

## Introduction

Storytelling and serious play are powerful tools for facilitating organizational transformation. This course explores how to use storytelling to communicate change effectively and employ serious play techniques to engage teams in the change process. Participants will enhance creativity and collaboration and create compelling narratives to support change initiatives.

## Objectives

- Utilize storytelling to communicate change effectively.
- Employ serious play techniques to engage teams in the change process.
- Enhance creativity and collaboration among team members.
- Create compelling narratives to support change initiatives.

## Course Outline

### Day 1: The Power of Storytelling

- Understanding the role of storytelling in change
- Crafting compelling narratives
- Techniques for effective storytelling

### Day 2: Engaging Teams through Serious Play

- Introduction to serious play
- Techniques for facilitating serious play
- Case studies of successful serious play applications

### Day 3: Enhancing Creativity and Collaboration

- Building creative and collaborative teams
- Tools for fostering creativity
- Encouraging collaborative problem-solving

### Day 4: Communicating Change Through Storytelling

- Developing narratives for change initiatives
- Engaging stakeholders through stories
- Measuring the impact of storytelling

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**Day 5: Sustaining Transformation through Storytelling and Play**

- Ensuring long-term engagement
- Integrating storytelling and play into organizational culture
- Continuous improvement and adaptation

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