BLACKBIRD FOR TRAINING

Organizational Transformation through Storytelling and Serious Play

23 – 27 November 2026
Malaga (Spain)

UK Traininig
PARTNER



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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 transformation process. Participants will enhance creativity and collaboration while creating compelling narratives to support change initiatives within their organizations.

Course Objectives

By the end of this course, participants will:

- Utilize storytelling to effectively communicate change.
- Apply serious play techniques to engage teams in the transformation process.
- Foster creativity and collaboration among team members.
- Create compelling narratives that support organizational transformation initiatives.

Course Outlines

Day 1: The Power of Storytelling

- Understanding the role of storytelling in organizational transformation.
- Techniques for crafting compelling narratives to drive change.
- Learning the art of storytelling and how to effectively convey messages of change.

Day 2: Engaging Teams through Serious Play

- Introduction to serious play and its role in enhancing team engagement during organizational change.
- Techniques for facilitating serious play sessions that stimulate creative thinking.
- Case studies of successful applications of serious play in transformation processes.

Day 3: Enhancing Creativity and Collaboration

- Building creative and collaborative teams to support change initiatives.
- Tools and methods for fostering creativity in teams.
- Encouraging collaborative problem-solving through structured play and storytelling.



Day 4: Communicating Change Through Storytelling

- Developing narratives that resonate with change initiatives.
- Engaging stakeholders through storytelling to create buy-in for transformation.
- Measuring the effectiveness of storytelling in achieving organizational goals.

Day 5: Sustaining Transformation through Storytelling and Play

- Ensuring long-term engagement and participation in the change process.
- Integrating storytelling and serious play into organizational culture.
- Continuous improvement and adaptation of strategies to sustain transformation over time.

Why Attend This Course: Wins & Losses!

- Learn how to use the art of storytelling as a core tool for organizational change.
- Apply serious play techniques to ensure deep engagement in transformation processes.
- Master strategies for organizational transformation that involve creativity, collaboration, and strong communication.
- Gain certification in organizational transformation to boost your expertise in leading change management initiatives.

Conclusion

By the end of this course, participants will be equipped with the tools and strategies to use storytelling and serious play effectively to lead organizational transformation. These techniques will enhance team creativity, collaboration, and buy-in, ensuring the long-term success of change initiatives.

Join us today to discover how storytelling and serious play can unlock the potential for successful organizational transformation!

