

# Organizational Transformation through Storytelling and Serious Play

*Cape Town ( South Africa)*

*27 - 31 October 2025*

UK Traininig

# PARTNER



# Organizational Transformation through Storytelling and Serious Play

Code: LM28 From: 27 - 31 October 2025 City: Cape Town ( South Africa) 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 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.

A graphic of a chessboard with several pawns and a king piece. The text 'UK Training PARTNER' is overlaid on the image.

UK Training  
**PARTNER**

- 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!

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. In the background, there are concentric circles and the text 'UK Training PARTNER'.



## Blackbird Training Cities

### Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)



Podgorica (Montenegro)



Batumi (Georgia)



Salzburg (Austria)



Florence (Italy)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Athens (Greece)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich (Switzerland)



Manchester (UK)



Milan (Italy)





## Blackbird Training Cities

### USA & Canada



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

### ASIA



Baku (Azerbaijan)  
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Melbourne (Australia)  
(Kuwait)



Phuket (Thailand)



Shanghai (China)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City



Seoul (South Korea)



Pulau Ujong (Singapore)



Irbid (Jordan)



Jakarta (Indonesia)



Amman (Jordan)



Beirut

UK Training  
**PARTNER**

## Blackbird Training Cities

### AFRICA



Kigali (Rwanda)



Cape Town ( South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



## Blackbird Training Clients

 <p><b>MANNAI CORPORATION</b> MANNAI Trading Company WLL, Qatar</p>	 <p><b>GAC</b> UNE FILIALE D' EGA Alumina Corporation Guinea</p>	 <p><b>Booking.com</b> Booking.com Netherlands</p>	 <p><b>OXFAM</b> Oxfam GB International Organization, Yemen</p>	 <p><b>Capital Markets Authority</b> Kuwait</p>
 <p><b>Waltersmith</b> Waltersmith Petroman Oil Limited Nigeria</p>	 <p><b>QNB</b> Qatar National Bank (QNB), Qatar</p>	 <p><b>Qatar Foundation</b> Qatar</p>	 <p><b>AFRICAN UNION ADVISORY BOARD ON CORRUPTION</b> Tanzania</p>	 <p><b>KFAS</b> Kuwait Foundation for the Advancement of Sciences KFAS Kuwait</p>
 <p><b>Reserve Bank of Malawi</b> Malawi</p>	 <p><b>Central Bank of Nigeria</b> Nigeria</p>	 <p><b>Ministry of Interior Kingdom of Saudi Arabia</b> Ministry of Interior, KSA</p>	 <p><b>Mabruk Oil Company</b> Libya</p>	 <p><b>Saudi Electricity Company</b> KSA</p>
 <p><b>BPKH</b> Badan Pengelola Keuangan Haji BADAN PENGELOLA KEUANGAN Haji, Indonesia</p>	 <p><b>NATO Italy</b></p>	 <p><b>ENI</b> ENI CORPORATE UNIVERSITY, Italy</p>	 <p><b>GULF BANK</b> Gulf Bank Kuwait</p>	 <p><b>General Organization for Social Insurance</b> KSA</p>
 <p><b>Defence Space Administration</b> Nigeria</p>	 <p><b>National Industries Group (Holding)</b> Kuwait</p>	 <p><b>Hamad Medical Corporation</b> Qatar</p>	 <p><b>USAID</b> Pakistan</p>	 <p><b>STC</b> STC Solutions, KSA</p>
 <p><b>North Oil Company</b> North Oil company,</p>	 <p><b>EKO Electricity</b></p>	 <p><b>OMAN BROADBAND</b> Oman Broadband</p>	 <p><b>UNITED NATIONS</b> UN.</p>	 <p><b>Authority for Electricity Regulation, Oman</b> Authority for</p>

UK Training  
**PARTNER**



## Blackbird Training Categories

### Management & Admin

Entertainment & Leisure  
Professional Skills  
Finance, Accounting, Budgeting  
Media & Public Relations  
Project Management  
Human Resources  
Audit & Quality Assurance  
Marketing, Sales, Customer Service  
Secretary & Admin  
Supply Chain & Logistics  
Management & Leadership  
Agile and Elevation

### Technical Courses

Artificial Intelligence (AI)  
Hospital Management  
Public Sector  
Special Workshops  
Oil & Gas Engineering  
Telecom Engineering  
IT & IT Engineering  
Health & Safety  
Law and Contract Management  
Customs & Safety  
Aviation  
C-Suite Training



 International House 185 Tower Bridge  
Road London SE1 2UF United Kingdom

 +44 7401 1773 35  
+44 7480 775526

 Sales@blackbird-training.com

 www.blackbird-training.com

UK Training  
**PARTNER**

