

Organizational Transformation through Storytelling and Serious Play

Seattle, Washington (USA)

23 - 27 February 2026

UK Traininig

PARTNER



Organizational Transformation through Storytelling and Serious Play

Code: LM28 From: 23 - 27 February 2026 City: Seattle, Washington (USA) Fees: 5700 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 chess pieces (a king, a queen, a rook, and a pawn) in gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

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!

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)



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)
Korea



Phuket (Thailand)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Seoul (South)



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

