



Introduction

Do your team(s) need to....

- Clarify, unify and align toward a common goal and call to action?
- Strengthen engagement, commitment and cohesion to move to a desired future state together?
- Accelerate adoption of a business change?
- Increase accountability, self-responsibility, productivity and positivity?

ChangeStory is an innovative, flexible and customizable program designed to support these types of business needs and objectives. It is grounded in the metaphor of story, and supported by a combination of focused dialogue and a variety of engaging methods that help groups gain fresh and valuable perspective, tap into creative thinking, and energize their focus to march forward together.

A bit more about the Program...

Depending on the objectives being sought, the ChangeStory elements can be mixed and matched in a variety of ways -- from a 90-minute engagement session, to a one-day group workshop, to a two-day deep-dive for a group that wants not only to align on their future state but to build resiliency and better leverage each other across the team.

While the foundations underpinning ChangeStory are all research-based, we have designed the program elements and materials to be engaging and creative, fostering both right- and left-brain thinking.

The two main reasons organizational changes fail:

1) employee resistance to change; and, 2) management behavior that does not support the intended change. ChangeStory is designed to go after both of these potential failure points.

A few examples of program elements that can be combined to meet specific needs...

- Understand the universal journey of change
- Identify a clear Call to action
- Identify an anchoring Quest that provides purpose and motivation
- Gain insight into and shift the “Dramatic Tensions” having an impact on the group’s story
- Understand individual tendencies (“Who am I in change?”)



Contact us to learn more:
info@changecast.com