

ORGANIZATIONAL TRANSFORMATION THROUGH STORYTELLING AND SERIOUS PLAY



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Introduction

Transformation rarely fails because the plan is wrong. It fails because people do not understand it, do not believe in it, or cannot see their own role in it. The Organizational Transformation through Storytelling and Serious Play Course tackles that gap directly. It combines narrative techniques with LEGO Serious Play methods so leaders can surface hidden assumptions, build shared meaning, and communicate change in ways people remember and act on. Furthermore, the course covers facilitation design, story structure, and group dialogue methods. As a result, delegates leave able to lead transformation conversations that create genuine commitment rather than passive compliance.

Organizational Transformation through Storytelling and Serious Play Course Objectives

- Apply narrative techniques to articulate a clear and compelling transformation story.
- Use the Story Arc and the Hero's Journey structure to shape change communication.
- Facilitate LEGO Serious Play workshops to surface team assumptions and insights.
- Apply the LEGO Serious Play core process: challenge, build, share, reflect.
- Use the Golden Circle (Why, How, What) to communicate purpose in change.
- Run appreciative inquiry and World Caf sessions to build shared ownership.
- Apply metaphor and visual modelling to make abstract strategy tangible.
- Design facilitation flows with clear questions, prompts, and reflection stages.
- Map stakeholder narratives and address resistance through dialogue.
- Build a communication plan that sustains transformation momentum.

Course Methodology

- Experiential workshops built around hands-on building and reflection.

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- Facilitated LEGO Serious Play sessions with structured debriefing.
- Storytelling practice with recorded feedback and coaching.
- Group dialogue using World Caf and appreciative inquiry formats.
- Case studies of transformation programmes and their communication.
- Simulation of a stakeholder resistance conversation.
- Capstone project: presenting a transformation story and facilitation plan.

Who Should Take This Course

- Executives and senior leaders sponsoring transformation.
- Change managers and transformation programme leads.
- Internal communication and culture specialists.
- HR and organisational development professionals.
- Facilitators, coaches, and consultants.
- Team leaders guiding their teams through change.

Organizational Transformation through Storytelling and Serious Play Course Outlines

Day 1: Transformation and the Power of Narrative

- Why transformation efforts stall and how narrative helps.
- The Golden Circle: purpose, approach, and delivery.
- Story Arc structure: context, conflict, resolution.
- The Hero's Journey applied to organisational change.
- Finding authentic stories inside the organisation.
- Aligning leadership narrative with lived employee experience.





- Exercise: drafting a transformation story outline.

Day 2: Foundations of LEGO Serious Play Facilitation

- Origins and principles of LEGO Serious Play methodology.
- The core process: challenge, build, share, reflect.
- Role of the facilitator: questions, neutrality, and timekeeping.
- Designing effective build challenges and prompts.
- Handling silence, dominant voices, and off-topic builds.
- Ethics, inclusion, and psychological safety in workshops.
- Practice session: facilitating a short Serious Play exercise.

Day 3: Visual Modelling and Shared Meaning

- Using metaphor and 3D models to externalise thinking.
- Building shared models of the current and future state.
- Landscape models for strategy and system understanding.
- Individual, shared, and connection build techniques.
- Reading models through questioning rather than interpretation.
- Documenting insights from visual models.
- Workshop: building a future-state landscape model.

Day 4: Dialogue Methods for Change

- Appreciative inquiry: discover, dream, design, destiny.
- World Caf method for large-group conversation.
- Open Space Technology principles for self-organised dialogue.
- Designing powerful questions that open discussion.

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- Working with resistance through curiosity and listening.
- Blending storytelling with dialogue for momentum.
- Simulation: facilitating a resistant stakeholder conversation.

Day 5: Sustaining Transformation through Communication

- Building a transformation communication plan.
- Sequencing messages across the change journey.
- Leadership visibility, ritual, and reinforcement.
- Measuring narrative impact and engagement.
- Coaching leaders to tell consistent stories.
- Avoiding communication fatigue and message dilution.
- Capstone project: presenting a transformation story and facilitation plan.

Conclusion

By successfully completing Organizational Transformation through Storytelling and Serious Play, participants will have acquired practical knowledge of narrative structures, LEGO Serious Play facilitation, visual modelling, and large-group dialogue methods. They will understand how to surface hidden assumptions, build shared meaning, and communicate change so people commit rather than comply. In addition, they will gain confidence in facilitating difficult transformation conversations. Gentex Training Center builds this programme around live practice, so leaders return ready to move transformation from announcement to adoption.





FAQs for the Organizational Transformation through Storytelling and Serious Play course

Q1 What is the "Organizational Transformation through Storytelling and Serious Play" course about?

It combines narrative techniques with LEGO Serious Play facilitation to support organisational change. Participants learn story structures, build challenges, visual modelling, and dialogue methods. The course focuses on creating shared meaning and real commitment during transformation.

Q2 What are the key benefits of the "Organizational Transformation through Storytelling and Serious Play" course?

It turns transformation communication from announcements into conversations people engage with. Participants gain facilitation confidence, stronger story structure, and practical tools for surfacing resistance early. Organisations benefit from faster adoption, clearer alignment, and less change fatigue.

Q3 What skills will I gain from the "Organizational Transformation through Storytelling and Serious Play" course?

Participants gain transformational storytelling and narrative design, LEGO Serious Play facilitation, visual modelling and shared meaning building, and dialogue facilitation for change.



Q4 What tools, methods, or standards are covered in the "Organizational Transformation through Storytelling and Serious Play" course?

The course covers the Golden Circle, the Story Arc, the Hero's Journey, the LEGO Serious Play core process (challenge, build, share, reflect), landscape and connection build techniques, metaphor and 3D visual modelling, appreciative inquiry (discover, dream, design, destiny), the World Caf method, Open Space Technology, and powerful questioning techniques.

Q5 How is the "Organizational Transformation through Storytelling and Serious Play" course applied in real-world practice?

Leaders apply it by running Serious Play workshops to surface team assumptions, telling a consistent transformation story across the organisation, and facilitating dialogue with resistant groups. They also design communication sequences and coach other leaders, turning strategy into shared ownership.