

‘To communicate change,
focus on storytelling



Stories are everywhere...

...in books, TV, movies, art, advertising, pop culture and business. That's because the human brain is hard-wired to learn through stories.



Today's employees crave stories, too, especially...

...when there's a big change in your organization.



Employees want to know...

...what is going to happen—and most importantly—what the change means for them.



Follow these 3 tips to develop your organization's change story.





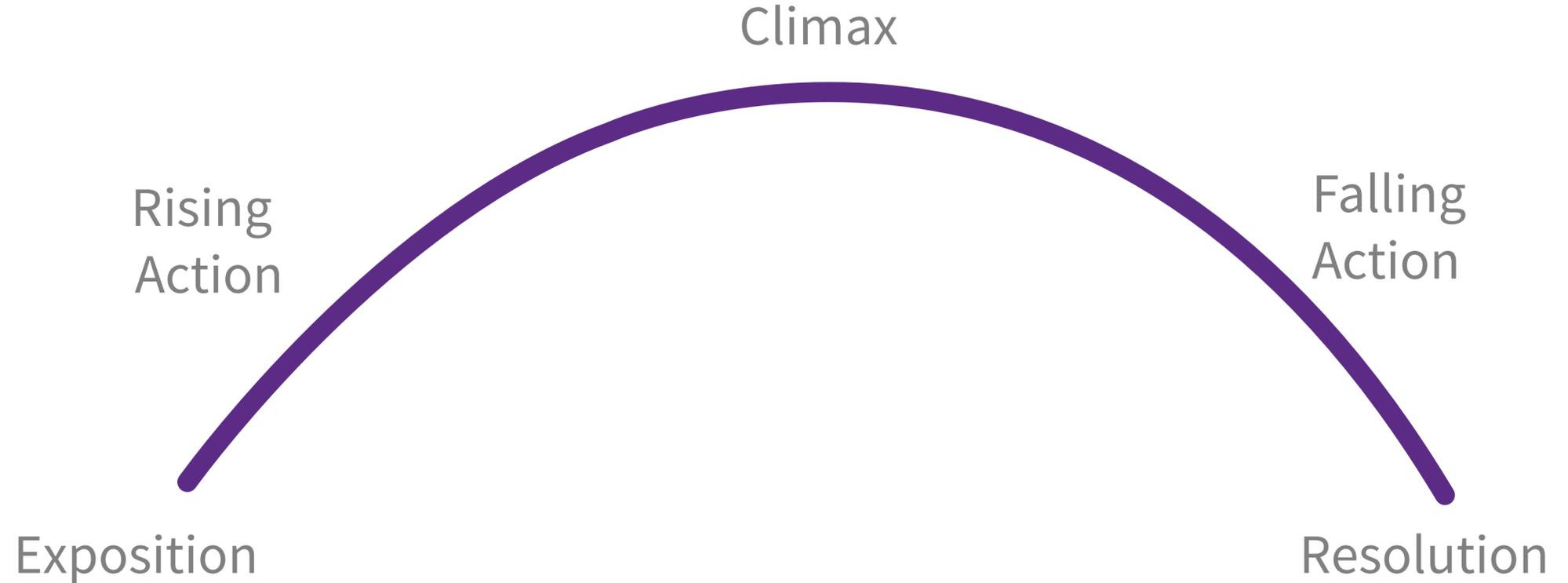
BUILD
your story



Build your story

Use a story arc as your structure

Map the plot
of your story
in 5 key points.



Build your story

Communicate a new strategy



Exposition

Our company is founded and built upon an important mission.

Rising Action

We deliver a solution and help solve an unmet need.

Climax

We grew too fast and are not sustainable.

Falling Action

We develop a plan for the future that will set us up for long-term success.

Resolution

The customers and our company win.



TELL
your story



Tell your story

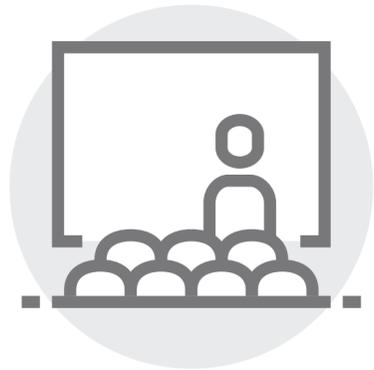
Communicate often

When a big change occurs, it's important to reiterate your story so employees feel comfortable with it. This doesn't mean saying the same thing over and over again, but finding new ways to weave in your story elements.



Tell your story

Use these tools



[Town halls](#) are a great venue for storytelling. Trade slides and try a TED Talk format.



[Videos](#) bring home your message and inspire employees. Make them proud to be part of the story.



[Infographics](#) are a quick and eye-catching way to get information across.



[Talking points and FAQs](#) ensure all managers and leaders have what they need to tell the story.



[Slideshows](#) can be viewed on digital screens throughout the workplace or hosted on the intranet.



TRAIN

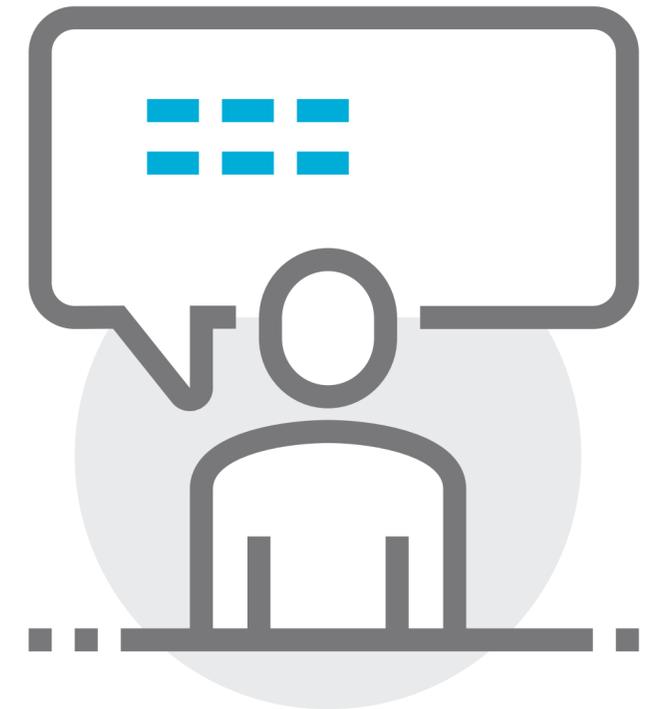
your storytellers



Train your storytellers

Recruit leaders

When it comes to storytelling, your story is only as good as the teller. Recruit the most dynamic leaders to be your advocates.



Train your storytellers

Set leaders up for success

Set leaders up with a [toolkit](#) including talking points, key messages and an FAQ document. This will ensure that each leader has what he/she needs to tell the same story.



Train your storytellers

Choose champions

Find employees from different departments and career levels who can tell their own personal stories of how the change impacted them. This builds a connection and makes change more tangible.



Keep in mind...

Whether you're communicating a big change or just making a small announcement, storytelling is a compelling way to engage employees.



Ready to tell your story?
Visit www.davisandco.com