



## Intervention

Create new heroes and stories

## Change Phase

INTEREST / ADOPTION

## Description

Heroes and stories people tell over and over again are two core elements of company culture. They contain information about what is valued and respected in the company. If the current heroes and stories give a different message, then they will become strong blocking factors. Try to create new heroes and stories. You can do that by putting the right people in the spotlight (supported by high-powered people) and by trying to launch good experiences as stories in the different interventions. For example, make the story about someone who receives an amazing and positive reaction from a customer.

Make sure that senior management is well aware of the heroes and stories that go along with the change.

Be sure to give the right example.

Often good stories come from other interventions like open space, moodboards, participative workshops, etc.