



## Intervention

Using a storyboard to communicate the change or elements of it

## Change Phase

AWARENESS / INTEREST / TRIAL

## Description

A storyboard is a presentation of a change, a part of a change, a new skill/attitude, represented on a board by pictures and drawings. Different change agents can use this to communicate the change.

The really big advantage is that it is fun, visual, and it more or less ensures presenting the same message throughout the company.

A second version of the storyboard is making a story about the whole change process. This could be a collection of stories about the change, experiences with the new behaviour, success stories, anecdotes, and even funny stories. The collection will be refreshed every two to three weeks.