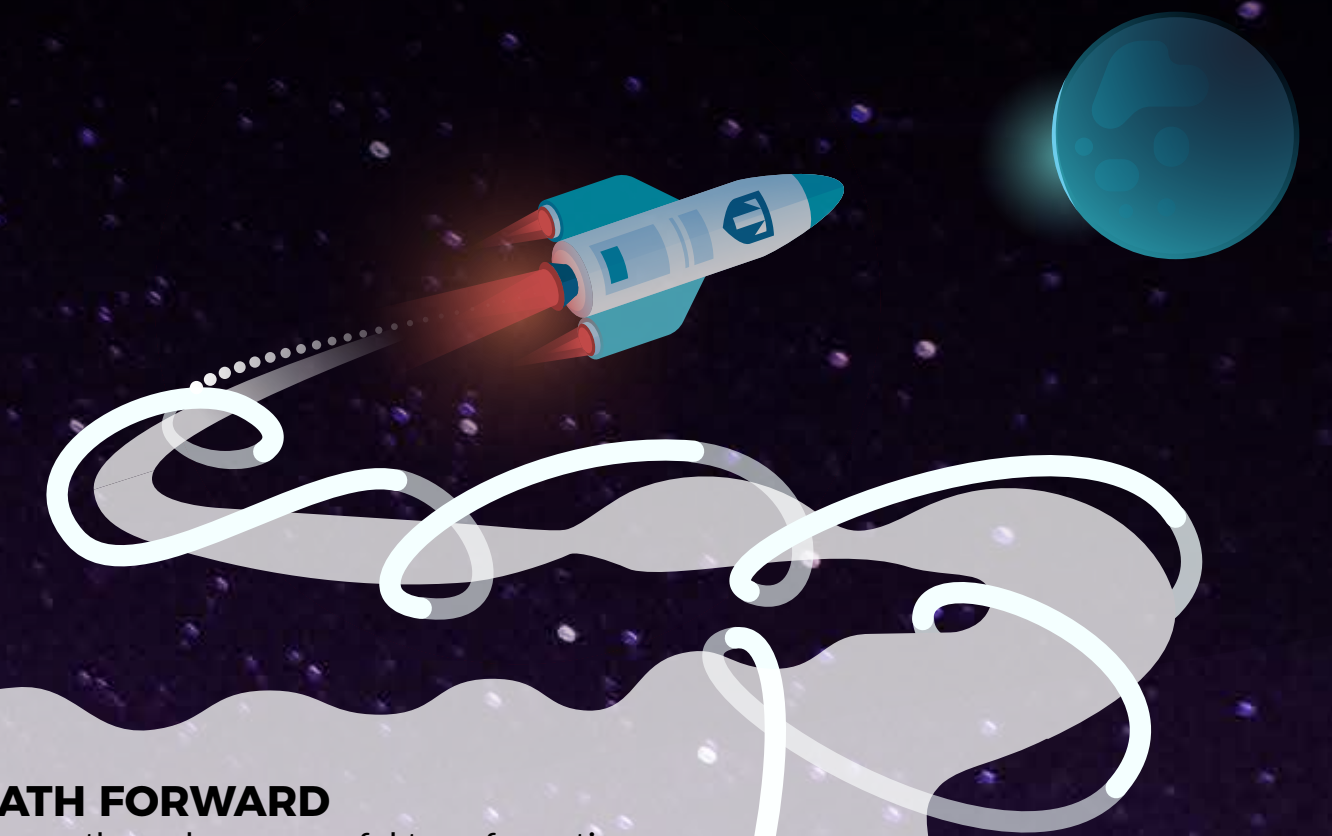


HOW TO MAKE TRANSFORMATION AND CHANGE COMPELLING FOR YOUR ORGANIZATION

Visual storytelling and interactive experiences are powerful tools for effective and impactful organizational transformation and change. Research clearly concludes that poor communication often is the undoing of change initiatives. In many cases, leaders have sound strategies but fail to distill them into compelling and shareable change stories. Tremendousness' deep experience in visual storytelling enables strategy activation and change initiatives to achieve greater impact and adoption levels. Here's how:



ACTIVATE YOUR STRATEGY

Bridge the gap between knowing and doing. Craft and roll out your story, going beyond the "Why", by also explaining the "Who", "What", "How", and "When" for all audiences.



COMMUNICATE ACROSS CHANNELS

Transformation is not a fixed event. Communicate your change story in a consistent way to different audiences and across multiple mediums and channels.



ILLUSTRATE EVERYONE'S ROLES

Make sure everyone can see themselves on this journey, including responsibilities and benefits, to foster inclusiveness and enable buy-in at all levels.



MAP THE PATH FORWARD

Visualize the journey through a successful transformation by creating a shareable tool that shows the entire organization what to expect—and how they'll contribute.



A CONSISTENT CHANGE STORY MUST BE TOLD AT DIFFERENT ALTITUDES TO ADDRESS EACH AUDIENCE'S CONCERNS...

- How do I get everyone to buy into this vision?
- Why are we doing this? How do I effectively implement it?
- What's in this for me? What is my role?

BECAUSE WITHOUT A COMPELLING CHANGE STORY...

- THE STAKES ARE AMBIGUOUS**
Stakeholders don't fully understand what's at risk if change doesn't happen.
- SUCCESS IS NOT CLEAR**
Stakeholders don't really know what "good" looks like.
- CHANGE HAPPENS "TO YOU" NOT "WITH YOU"**
It's a challenge to get buy-in and ownership across the organization.
- "NOW WHAT?" GOES UNANSWERED**
The initiative comes across as an unrealistic strategy with no follow-through.



LEADERSHIP

MANAGEMENT

INDIVIDUAL CONTRIBUTORS