

From Downton Abbey
to Peaky Blinders:
what TV can teach you about
change leadership



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THE BIG STORY SHAPING AGENCY



We live in a narrative-driven world



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All kinds of narratives...



Change and narrative

A love story



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“When you are in the middle of a story it isn't a story at all, but only a confusion; a dark roaring, a blindness, a wreckage of shattered glass and splintered wood; like a house in a whirlwind, or else a boat crushed by the icebergs or swept over the rapids, and all aboard powerless to stop it.

It's only afterwards that it becomes anything like a story at all.”

Margaret Atwood



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Every (change) story...





Forward-facing stories: a structure

- This is where we are ...
- And something's changed...
- So this is what we need to do...
- So this can happen





The world of your story





It's about what you can't see



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WE'VE BEEN EXPECTING YOU

DOWNTON ABBEY





Exercise one: Understanding your world

Two questions:

a. If your organisation was a drama, what would it be and why?

- Be as specific as you can

b. Answer these questions for the audience you have greatest interest in right now:

- What do people believe?
- What do they want?
- What's getting in the way?

Briefly discuss your answers around the table, and pick one to focus on for rest of the workshop



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Developing a rich narrative

Storylines



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THIS IS US



Exercise two: Developing your storylines

For your chosen audience, right now:

- What do people need to hear and believe?
- What's going to break down the barriers?
- What else is your change story about?

Work as a group to develop these answers. Look for four or five big ideas.





Keeping your story going

Plotting and Pacing



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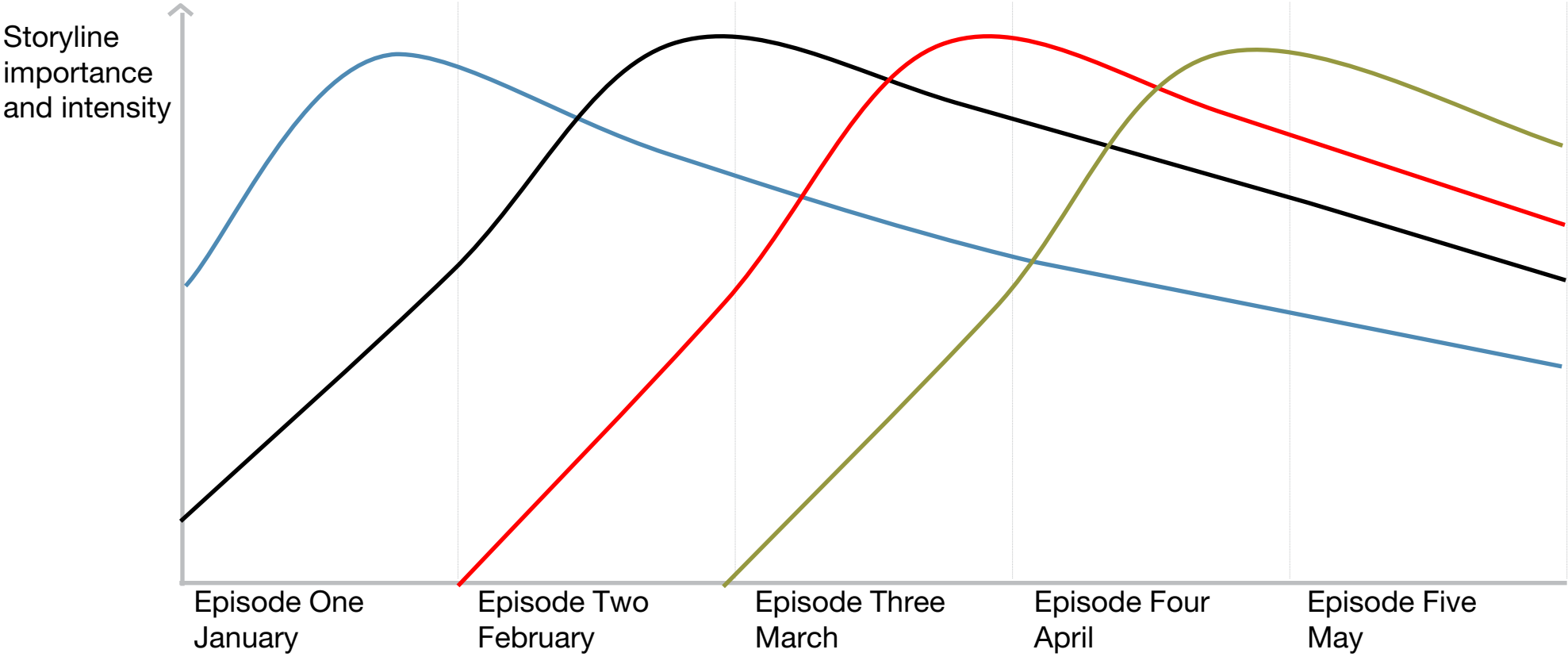




Storylining example

How your storylines need to ebb and flow

- Storyline 1
- Storyline 2
- Storyline 3
- Storyline 4



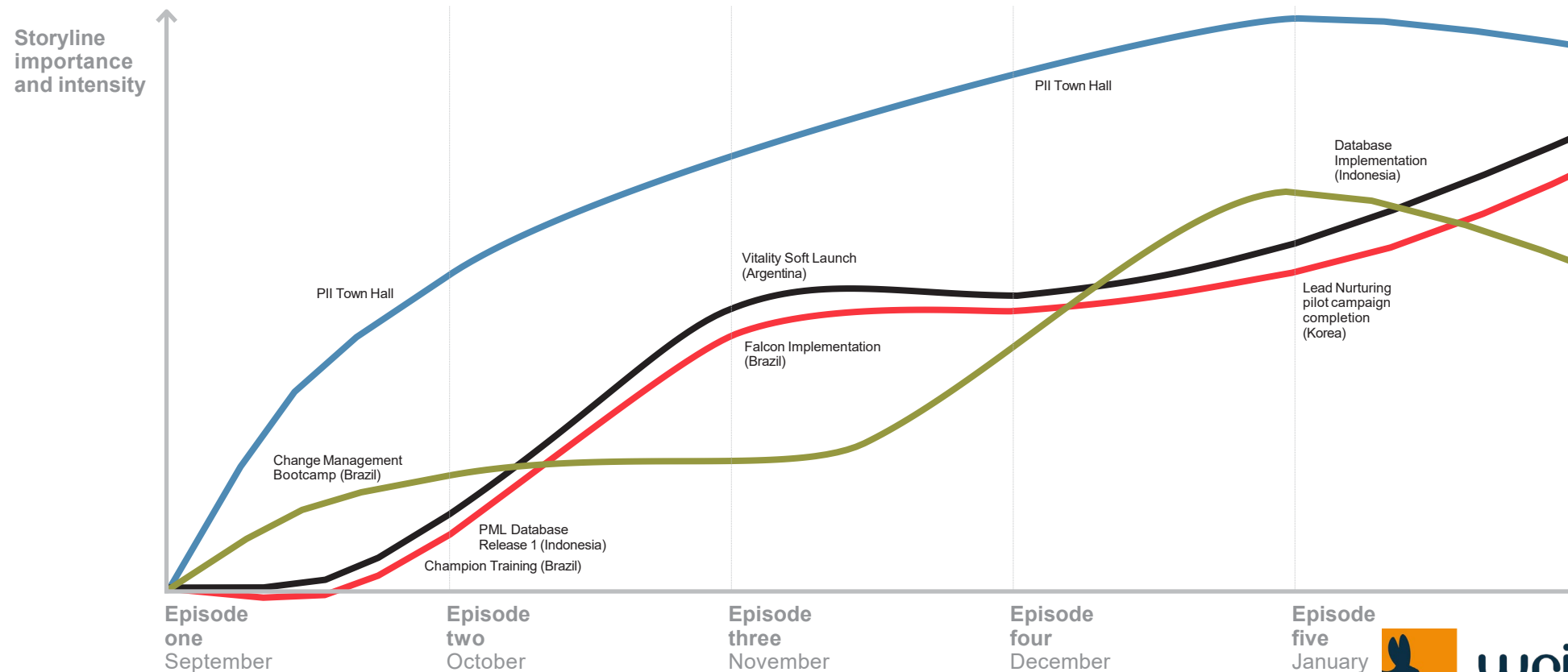
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Storylining example

How your story themes will ebb and flow, episode by episode

- OPENING THE GATES TO GROWTH
- STEP BY STEP, WE'RE GETTING BETTER
- COLLABORATING ON CHANGE THAT WORKS
- DIGITAL IS WHERE THE ADVENTURE STARTS



Exercise three: Plot and pace

Go back to your answers in Exercise two:

- Which storyline do you need to talk about first?
- And second?

- For storyline one, what evidence do you think you will be able to share to support it
- And storyline two?

Work as a group and then we'll discuss



Top change narrative tips

1. Understand your **world**, deeply
2. To land your big storyline, you have to tackle **the subplots**
3. Let your stories **run**
4. Practise **keeping them going**
5. Watch more **TV drama**



ENDS .



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How we help

1. Shaping **long-running change stories** that make business transformation work
2. **Story training for individuals and teams** that build a deeper human connection between people and their work

I'm very happy to answer any questions:

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