



## KNOWLEDGE TRANSFER

### Clip 12 Storytelling

If you want a fresh, stimulating training then I recommend you exploit the power of fiction and use the “Storytelling” method.

When telling stories, we pass on our experience and learn through active listening. In this method, for example, trainees are asked what information they have collected on how to conduct a successful training session. Their experiences are then packaged as a story and can be passed on to new trainees. Be sure that the experiences come from different perspectives so that all participants are included. Then write a story together about the experiences.

The aim is to ask the trainees about different events, experiences, tips and tricks and create these as a story. The great thing is that this knowledge, in the form of a success story, can be made accessible to all course participants as well as to the whole company.

### Instructions

Follow these steps to get to your perfect success story:

#### Phase 1 - Plan

Determine a specific aim for the story – What do you want to achieve with the story? What situation do you want to write about?

Think about who do you want to interview: usually these would be the training participants.

#### Phase 2 - Interview

Start interviewing the people involved. Document the experience using keywords. This will make it much easier to assemble the story later.

#### Phase 3 – Condense

Evaluate the interview answers to identify a common thread. A tip from me: significant issues and statements that are often repeated should be brought to the forefront so you can easily incorporate them into the story later and you will have a basic framework.

#### Phase 4 - Write

Now comes the actual writing process. The more interesting the story, the better.



### Phase 5 - Verify

To avoid any misunderstandings, I recommend you check the story with the interviewees for accuracy.

### Phase 6 - Share

The finished story is ready to be circulated. For example, you can simply read the story in the training itself. Do you want share the story throughout the company? Then a workshop or meeting is best way.

### What are the limitations of this method?

- It is time-intensive.
- It doesn't lead to an immediate change in behaviour.
- The biggest benefit is not the document itself, but the process which takes place while writing and sharing the story.
- Often the participants will only speak openly if they were emotionally affected by the situation.

#### Disclaimer

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