



STORY DRIVEN CHANGE

Our workshops help leadership teams and employees navigate major changes, including AI adoption.



The Problem We Solve

Organisations are in a constant state of change, yet most change is planned around external goals: targets, tools, strategy, delivery. The internal shifts needed to reach them (beliefs, behaviours, culture) go unaddressed. The result is friction, resistance and stalled momentum, even when everyone involved is capable and driven.

AT LEADERSHIP LEVEL

Old beliefs and cultural habits hold the status quo in place. Leadership intent and internal culture drift apart, making operational effectiveness break down.

AT EMPLOYEE LEVEL

Change is announced but not understood. People feel it is happening to them so they resist and disengage, rather than being motivated to help create the future.

A familiar example. A communications consultancy we helped had rolled out its own AI system, and its consultants were resisting its use. The technology was there. We helped leadership understand that resistance and better articulate the strategy and its implementation, so teams could reframe what the future meant for them as individuals.

Our Unique Approach

Every story is a story of change, and they all follow the same recognisable pattern. We use a timeless **four-act story framework** to guide people through each stage of their own change. We work with the strategy you have defined, or help you define it through the leadership workshop itself, with each act in each workshop delivering practical roadmaps for actionable, ongoing results.

ACT 1

Status quo and goal

What do we believe and how do we work now?
Why is that no longer enough, and what are we aiming for?

ACT 2

Unfamiliar situation and adaptation

What are the "villains" and uncomfortable unknowns ahead, and how do we adapt to overcome them?

ACT 3

Getting results and strategic sacrifices

What practical steps build momentum, and which old habits and beliefs must we let go of?

ACT 4

Climax and resolution

What does success look like, and how do new behaviours become the new normal?

Why It Works

Stories are humanity's original technology for understanding change.

- **They simplify.** Stories make complex, layered ideas easy to grasp and easy to pass on.
- **They engage.** People are emotionally involved, and invested in the outcome.
- **They feel familiar.** We use films people already know, so the framework is fun and memorable.
- **They end in action.** Each act delivers a practical roadmap with clear, actionable next steps.

BUILT BY A STORY PRODUCER

ThroughLine was founded by Billy Cook, who spent 13+ years in high-end TV drama on award-winning shows such as *Poldark* for the BBC.

Our Flagship Workshops

WORKSHOP 1

LEADING CHANGE THROUGH STORY

WHO IT IS FOR

C-suite, executives, managers and leadership teams.

THE SHIFT

From “we need to change” to “we know exactly which operational and cultural blockers are holding us back, and what to do about them to reach our goal”.

LEADERS LEAVE WITH

- A strategic action plan for the goal, with clear ownership
- A clear, repeatable process for achieving the change being sought
- The specific blockers identified: the beliefs, behaviours and systems in the way
- A leadership team aligned on what success looks like

Live, from half a day to a full day, built around one specific goal such as AI adoption.

WORKSHOP 2

ACHIEVING CHANGE THROUGH STORY

WHO IT IS FOR

Employees and teams affected by a change.

THE SHIFT

From feeling like a victim of change to being a motivated participant in building the future.

EMPLOYEES LEAVE WITH

- A clear picture of the meaningful future being built, and their place in it
- Their own concerns and obstacles named, with ideas for tackling them
- Practical first steps they can take straight away
- A view of what is better a year from now, and the cost of standing still

Live, from half a day to a full day, built around the change your people are facing.

Together or separately. Leaders can align first, then teams work out their own part. Each workshop also stands alone, and a short executive talk can introduce the framework ahead of either. Multi-day versions are also available, with each act expanded into its own full-day workshop.

When It Helps Most

- An AI rollout or other major tech change where adoption is stalling
- Restructures, mergers or leadership changes
- Fast growth that is putting strain on the culture
- Change fatigue, or a gap between leadership intent and how work really feels

Let's Talk

To discuss how story can help your organisation through its next change, pick a time that suits you.

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