

**Stories are essential for raising awareness and shifting attitudes in society - join us on 23 October and learn how to tell stories that promote the true vision of what your organisation does.**

Denmark is home to some of the most progressive and effective civil society organisations in the world. As they evolve in quality, CSO's are being asked to become more responsible for sharing their visions of what a better world can look like. These visions have the effect of promoting beliefs and attitudes that further the work they do on the ground. In short, CSOs need to tell some outstanding stories.

They need to tell them frequently, accurately, and with a greater awareness of precisely the effect they are having on their audiences: the beliefs they hold, and actions they are expected to take. This asks a greater awareness of what they stand for themselves: not just what they do but what they most deeply value.

Values are the true currency of story, which puts CSOs in a great position when it comes to telling them. It is a relief to see on social media that posts are becoming more and more values-driven. We are choosing to share what inspires us to create a story of what each of us deeply values. This requires that CSOs become part of the story that their audiences want to tell: to drive substantial cultural change, whilst at the same time raising money and awareness for their worthwhile projects.

This 7-hour workshop run by Words That Change will take CSO communicators deep into the stories they want to tell. You will be introduced to a simple model for turning what you do into a brilliant story and how to connect that to what your audience needs to hear.

### **About Words That Change**

Words That Change has been training individuals, organisations and teams in story for the last 3 years. With a background in corporate communications, we continuously apply the insights of live storytelling and share them with our clients from business, academic, corporate and non-profit sectors. With a heart in social business, our activity drives cultural transformation in our places of work. We believe that all organisations need to capitalise on the inspiration revolution, and we work hard to develop simple tools and processes for them to do so, relevant to their specific settings.