

Case Study: Getting the Message Across

Q1. 2009



"This is the second time in two months where I have attended TFL training when a type of theatre in education approach has been successfully adopted by the trainers..."

I think this style of training is superb because of the level of engagement it brings to employees and the interaction that is encouraged allows the silo walls to be broken down.

I thought the two presenters were both excellent and their knowledge in the training and environmental fields was obviously extensive.

TFL workshop participant

Client: Transport for London

CarbonSense recently completed a series of workshops for TFL (Transport for London) in collaboration with associates Theatre4Business.

The brief was to inspire and educate TFL environmental champions, the volunteer members of staff who help raise environmental awareness amongst colleagues. Earlier workshops had highlighted the need for greater understanding of climate change issues. But there had also been a request from the champions themselves for specific communication skills that would help them to engage with colleagues about environmental issues.

These half-day workshops, entitled Getting the Message Across, were based around the 'Hero's journey', a mythological story used by Theatre4Business to help nurture and strengthen personal capacity for leadership. The workshops combined a lively and interactive personal communication development process with a rich vein of information around climate change and related sustainability issues using imagery and stories.

A short film was made of the final workshop with comments and feedback from the participants.

See: www.theatre4business.com

Further information:

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