

*Spendlove
and Lamb*

Narrative Strategy Case Study
by Spendlove and Lamb

REDEFINING WORKSPACES AND CULTURE: A NARRATIVE DRIVEN APPROACH TO CHANGE

2025



INTRODUCTION

At Spendlove and Lamb, we understand that creating alignment around a vision is challenging when producing communications for change and innovation within organisations. At its very core, all communication is storytelling. The challenge with telling stories is that there are too many fantastic stories. The narrative provides a working strategy around which stories align with the goals of the project or campaign.

We help organisations gather the individual stories that make up a campaign or project to create a narrative that binds it together. A good narrative succeeds if it brings all storytelling stakeholders together under a shared common purpose, culture, and vision for the future they are working towards.

Megan Davis of Spendlove and Lamb was brought on board to codesign an employee engagement project to develop a new workspace and work culture for the Goldfields Shire Council. Prior to this project, we developed a new organisational narrative: “Working collaboratively, creating a community we are proud of!”. This narrative provided a foundation for creating a shared vision of the future and a basis for designing a new work culture. It set the tone for collaborative storytelling that would



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align the physical changes to the workspace with the cultural transformation—fostering trust, inclusivity, and open communication within the organisation and community.

For this project, the Central Goldfields Shire Council sought to create more than just a functional workspace—they aimed to design a workplace culture that fosters collaboration, inclusivity, and innovation. The council’s goal was to ensure the physical space and organisational culture worked harmoniously, enabling employees to thrive and align with the broader vision of serving the community.

PROJECT DESCRIPTION

The Central Goldfields Shire Council engaged Spendlove and Lamb to facilitate a comprehensive employee engagement process for the Nolan Street Refurbishment project. The goal was to ensure the new workspace reflected employees’ needs while fostering a collaborative and inclusive organisational culture.

This project was more than a refurbishment; it was an opportunity to redefine how work happens. By involving employees directly in

the storytelling process, the council sought to align physical spaces with a new approach to working—one that prioritises flexibility, inclusivity, and collaboration.

We developed and included workshops, interviews, and participatory activities, one of which was a cut and paste workshop to design their ideal personal and shared workspace. Each story lead step elicited practical input and aspirations to build a shared cultural identity.



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PROJECT GOALS

Validate Workspace and Cultural Needs

Confirm employees' understanding of a "reasonable workspace" and their aspirations for workplace culture.

- Feedback highlighted the importance of collaboration, inclusivity, natural light, and ergonomic design.
- Employees strongly supported flexible and welcoming collaborative spaces.

Design a New Way of Working

Develop an intentional approach to shaping a workplace that fosters collaboration, innovation, and adaptability.

- Employees were empowered to reimagine how they interact with each other and their environment by treating the workspace design as a storytelling process.
- The focus was on creating a culture where teams can thrive, communicate openly, and collaborate effectively, supported by physical spaces that reflect these values.

Address Specific Workplace Challenges

Develop actionable recommendations across five key areas:

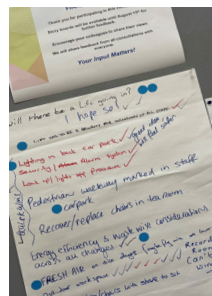
- Office Design: Optimise layouts for collaboration, privacy, and natural light.
- Desk Allocation: Create transparent policies for permanent and shared desk use.
- Storage Solutions: Introduce lockers and shift towards digital records while supporting physical storage needs.
- Collaborative Spaces: Equip multipurpose rooms with the flexibility to serve diverse functions, from wellness to meetings.

Foster Inclusive Engagement

Ensure all voices are heard using participatory methods, such as vision boards and team discussions, to empower employees to shape their workspace and culture.

"HAVING STORYBOARDS UP IN THE TEAROOM TO VALIDATE FEEDBACK AND INVITE CLARIFICATION TO RESOLVE KEY CHALLENGES SEEMED TO SPARK A NEW ENERGY IN THE OFFICE, LEADING TO CREATIVE IDEAS AND VERY INTERESTING CONVERSATIONS. THE PARTICIPATION LEVEL WAS HIGHER THAN I EXPECTED. THE COMPREHENSIVE REPORT WHICH CONSIDERED ALL FEEDBACK WAS PERFECT TO HELP US TO UNDERSTAND UNIVERSAL THEMES AND PLOT A WAY FORWARD."

**- ANGELA NEAL
PROJECT SUPPORT
OFFICER**



OUTCOMES

The engagement process validated critical themes, ensuring employee voices were integral to decision-making. This collaborative effort achieved:

- A vision for a new way of working, rooted in shared values of inclusivity, collaboration, and adaptability.
- Employee confidence that their needs and aspirations were heard and central to the project.
- A straightforward design strategy that aligns with the council's goals balances immediate improvements with long-term cultural objectives and supports a thriving work environment.



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CONCLUSION

The Nolan Street project exemplifies how Megan Davis of Spendlove and Lamb's storytelling expertise can unify diverse stakeholder perspectives into a cohesive, actionable narrative. It highlights the power of an intentional approach to workplace design that addresses functional requirements and builds a culture of collaboration and shared purpose.