

Gretel Hunnerup

Senior Associate, Facilitator, Designer



"I'd like to be remembered for helping people tell stories that ignite the imagination, forge deeper human connections and inspire positive progress."

Expertise:

- Storytelling
- Narrative Strategy
- Design Thinking
- Content Marketing
- Business Strategy
- Career Strategy
- Communication and Engagement
- Facilitation
- Coaching
- Leadership Development
- Team Development
- Brand Development

Qualifications:

Storytelling for Influence (IDEO)

BA (Hons) Psychology and Criminology
(The University of Melbourne)

Corp Comms UK national award
for 'Best Use of Digital in Internal
Communications'

A fresh recruit at Performance Frontiers', Gretel (aka 'the other Gretel') is incredibly excited about bringing her storytelling expertise into the business. A firm believer in the Native American proverb that 'those who tell the stories, rule the world', Gretel helps leaders to leverage storytelling to build their influence and impact. Gretel guides teams to 'think in story', creating and sharing strategic narratives that drive positive change within their organisations.

Gretel landed her first storytelling gig as a TV reporter covering regional Tasmanian news before discovering her love for the in-depth character interview, telling the stories of business leaders, celebrities, change agents and other fascinating people across a range of Australian and international newspapers and magazines. She moved to London to lead a global internal communications department that was driven by storytelling, returning to Australia in 2015 as a business storytelling consultant working with professional services firms and their leaders across the country.

Gretel is an energetic, engaging facilitator. People connect with her personable nature and creative yet grounded approach, guiding them to 'connect the dots' and discover new ways of being and doing. A skilled coach, she inspires people to be authors of their own story, to take the steps needed to bring their desired narrative to life and achieve extraordinary things.