

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 2018 Performance Frontiers recruit, Gretel (aka 'the other Gretel') is incredibly excited about supporting our team with her expertise.

A firm believer in the Native American proverb that 'those who tell the stories, rule the world', Gretel guides leaders and teams to 'think in story', creating and sharing strategic narratives that drive positive change within themselves and their organisation.

Gretel's career history tells a story of its own: A psychology and criminology graduate, a former news reporter with a penchant for the in-depth character interview, a stint in London as an internal communications lead of a global department, and several years running her own business consultancy, Gretel's passion for understanding people, sharing their stories, and helping them shape their future story is evident in every role.

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, Gretel's warm and curious nature helps her create the conditions for trust, discovery, reflection and transformation. She invites people to be authors of their own story, to embrace the mindsets, behaviours and practices needed to bring their desired narrative to life and achieve extraordinary things.