

CASE STUDY

Corporate team
building workshop
November 2021

CASE STUDY - CORPORATE TEAM BUILDING - NOV'21

The brief

A workshop to kick off a two-day team-building event. The team needed to reconnect to each other and remember their strengths together as a team, having lost some of their connection and momentum during lockdown.

I put together a workshop using exercises from Write Thinking that aimed to give team members the chance to take a moment, to stop and reflect, both personally and, as a team. As in most of my workshops, I had everyone write from a set of prompts, generally for around five minutes, and then share in pairs – as much or as little as people wanted. After sharing in pairs, we come back together as a group and people share any highlights. The room was buzzing with energy and there were lots of smiling faces.

The content

We first did a warm-up exercise, 'How I got here today,' just to get people comfortable with the notion that they could write without it needing to be 'good' or 'right.' Spelling, grammar, and even sense are actively discouraged from this kind of writing. Everyone jumped in and managed to keep writing for the five minutes allocated. A lot of people reflected that if I'd asked the question they wouldn't have had much to say but writing it down, they realised just how much they'd actually done before even starting their day in earnest.

Then we did an exercise called 'School report.' This exercise gives people a chance to review – through the voice of someone who is a fan of theirs – their previous year, in whatever categories they choose. People approach this exercise really differently and how people write during an exercise is as interesting as what they write, sometimes more. For example, some people work through methodically starting at January, some write about categories as you might have done at school, applying them to their adult lives. For example, someone wrote about holidays and their home for 'Geography.'



CASE STUDY

Corporate team
building workshop
November 2021

Then I had the team pick a name to give their team, for example, 'Team Amazing' or 'Team Stupendous.' It's intentionally exaggerated to get people taking a leap into what it would be like to feel they were really called that. Everyone then writes, without apology about how they are 'Team - whatever word they chose.'

Amazingly, two of the team actually picked the same name, 'Team Supercalifragilisticexpialidocious' which is pretty extraordinary in itself as they didn't discuss the names they chose. It was clear this team knew they were good, they just needed to remember.

Outcomes

- The team finished the session energised, with loads to talk about and take forward into the rest of their time together.
- The team now have a new way to reflect, individually and as a team and reported back that they were going to use what they learned to begin their monthly team meetings.
- One participant phoned his wife straight after the session to say they needed to re-look at their priorities for their life together now that the children have grown up.
- Another participant said that he'd forgotten how much he enjoyed writing and was going to start journaling again.
- We did a one-word check-out and the usual words came up, 'connected, interested, inspired, energised, fun' to name a few.

Feedback

"Thank you so much for your careful preparation and skilful facilitation of our team building workshop last week. The exercises built my team's confidence in reflecting, writing and sharing as the workshop progressed and every team member took valuable reflections away. Not only did each individual benefit but we also did as a team and plan to continue our journaling at team meetings. A highly impactful session in a very short time - highly recommended to other teams looking for a deeper connection and a novel way to reflect and share." Regional Business Manager

"Really valuable time to set aside. I have left wanting to share this experience with friends and family for them to do it too! I really looking forward to the next workshop." Sales Team member.

