

## Case Study: Teambuilding Activity Day



*"The Fresh Tracks team were professional but joined in with the spirit of the day. The event brought everyone together to get to know the people they work with."*

## Background



Burton's Foods is one of the largest biscuit manufacturers in the UK with brands such as Jammie Dodgers and Wagon Wheels. In planning an off-site meeting for the finance team, the key was to keep motivation and energy levels high and to encourage more efficient team working across the group.

Fresh Tracks put together a full day programme combining outdoor activities and energisers that integrated presentations from senior managers to reinforce some of the key messages from the conference. Our "Who's in the Zoo?" session looked at the variety of characters that a team will usually comprise, whilst a treasure-hunt with photographic, collection and mental challenges got the teams up and out of their seats. Team tasks and problem-solving challenges based on co-operation and communication provided key learning points for the day, which concluded with a barbeque and prizes.

## Results

The day allowed individuals to find out a bit more about the dynamics of teams in general, as well as finding out about their own and others' roles with a team in particular. *"Everyone enjoyed the team event and it was pitched at just the right level"* so that once back in the office this shared experience provided the basis for better communication across the team.