

## Case Study: The Chocolate Challenge – a short notice event



*"Every element of the event was relevant and/or appropriate for the management team and it allowed them to use their skills in a different role."*

### Background



A small Sales Management team from Nutricia was planning their quarterly offsite review meeting; they wanted to include a team building activity that would complement their use of Insights and enhance understanding of the team's profile. A week out, having consulted the weather forecast, they realised that an outdoor team activity would probably be a cold and wet affair, so began looking for a suitable indoor event. Having seen details of The Chocolate Challenge online, they contacted Fresh Tracks to see if it would work for their group.

The Chocolate Challenge is one of our most popular and flexible team events and with just a few days' notice, we were able to put together a tailored programme that included all the fun of making a box of chocolates from scratch, along with the strategic elements – requiring a more considered approach and input from across the team - of developing a marketing strategy for the finished product. On the day our event managers made sure that the programme was linked back to individual profiles with examples that could be used back in the office.

### Results

The mix of planning and discussion sessions with activities worked well with this team and delivered some key learning points as well as being a fun event. *"The Sales Management team had a great time, I couldn't have asked for a better outcome – they're not an easy bunch of people to please! Thank you."*