



conferences

team activities

team development

# Fresh Tracks

## Team Building Case Studies



Here is a small selection of recent case studies showing the range of programmes and methods used by Fresh Tracks to provide team development and team building services.

Each case is based on a tailored approach; we use our experience of working with different types of teams and of delivering specific objectives to come up with something that will suit the needs of each individual group.

In all cases, the programme is developed once we have worked with the client to establish their main purpose for the team event. We can then match both the content and the most appropriate event manager or facilitator to the team to ensure that the resulting programme is something that has a positive effect both on the day of the event, and longer term once back in the office.

Please take a look at the case studies below, which include fun team building sessions, residential away days, activity days as well as in-depth team development programmes. For more information on how Fresh Tracks could work with your team, please don't hesitate to contact us.

[www.freshtracks.co.uk](http://www.freshtracks.co.uk)

tel: 01920 822 220

email: [mail@freshtracks.co.uk](mailto:mail@freshtracks.co.uk)

## Case Study: Change Management



"Everyone said it was the best conference they have ever been to. The team activity went down a treat and really helped ingrain some of our core values."

## Background



Change is never easy, especially when it involves a new set of corporate values and a change in business name. In July 2010 Treasury Wine Estates became the new identity for Fosters Group wine business and within just a few weeks we worked with the client to produce a conference for 300 delegates at the London IMAX.

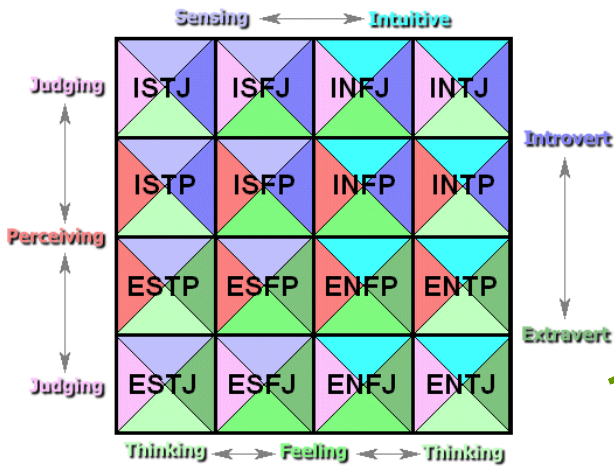
With the country's largest cinema screen at our disposal, film was the obvious medium to both motivate and communicate the values and new direction to delegates.

Our production team produced four video sequences in the fortnight leading up to the conference including a sunrise over an Australian vineyard and a three-minute brand sequence from less than a dozen still photographs and logos. On the day, this footage supported live presentations from key figures in the business and complimented a large scale team activity in which delegates brought the new values to life by making their own short films. The day concluded with a light hearted awards ceremony for the best films and performances followed by an after show party.

## Results

The conference was all about communication and as a result of the day's programme - mixing films, presentations and activities - the company's values and vision had been clearly identified for delegates in a fun and memorable message. *"Just a quick note to say another big thank you for your help with the conference. We had a huge amount of cynicism around the name change but now everyone is really positive about it and they even understand what Vintrepreneur means!"*

## Case Study: Myers Briggs Type Indicator Programme



*"The team building aspect was subtly and sensitively handled and was totally in keeping with my objectives for the day in terms of personal challenge"*

### Background



This creative team – part of the business planning unit at Ogilvy – wanted, as part of their next away day, to focus on their interaction and understanding of one another and how they could work better together. They also wanted to look at the differences in working styles, and how they could embrace these and use them to enhance their group creativity. With the venue and the date already confirmed, Fresh Tracks worked with the team leader and HR to put together a half day session based on Myers Briggs that would give both personal action plans, a team profile and a team action plan. The theme was "Trying it on for Size" and all the preference types were examined in detail using a range of stimulating and fun activities to appeal to all learning styles. The aim was to make Myers Briggs real and practical and to enable the team to understand how they could use and apply the learning back in the office.

### Results

On the day the detail, range of exercises and examination of each of the different Myers Briggs type preferences meant that the session was both a high energy and a focused session. "I was surprised by how much ground we covered in the three hours allotted". Feedback also indicated that the team had found the session both practical and motivating, with clear guidelines on how to apply the learning back in the office.

## 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."*

## Case Study: Team Development



*"The event exceeded our expectations – it was really well paced and entertaining whilst being focused on our core objectives."*

## Background



The Careline is a team of customer service advisors within the Marketing department at Danone, supporting baby food products. The team, made up of parents and healthcare professionals, had recently undergone considerable change and the coming year was to bring further developments as new, procedures, product launches and training plans were put in place. It was important that the team was helped to deal with these changes in a positive and pro-active way and encouraged to become a more co-operative, self-managing and resilient unit.

Danone uses "Insights" as part of its development programme, so individual profiles were referred to as we developed a full day agenda to address communication, self-management, teamwork and managing change. At the heart of the programme were the organisation's core values with emphasis on establishing these within the day-to-day work of individuals and the wider team. A mixture of discussion, fun activities and review sessions allowed plenty of time both for reflection and looking at strategic plans for the future, whilst encouraging participants to work more closely together and identify a range of learning points that could be used back in the office.

## Results

A participant survey carried out immediately after the event showed that all participants found the day helpful in providing an understanding of their own role and that of colleagues; that they enjoyed it; and that it had helped to embed the core values. *"Teamwork and communication should now improve and the session on Change will also have an impact – I received lots of comments on how much they liked it."*

## 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.

## Case Study: Trainee Development Programme



*"The range of exercises was great and the energy in the group was really well managed by the facilitators."*

### Background



Beachcroft is one of the largest national commercial law firms in the UK. With over 1600 employees they have a well established training programme for new staff and Fresh Tracks was asked to contribute to a 2-day programme for trainee solicitors as part of their 2 year development programme.

In advance of the event we worked with the Learning & Development team at Beachcroft to identify key objectives the 2-day programme, and to find out a bit more about the participants. We then developed content that would highlight a range of qualities and strengths in individual participants and the ways in which these contribute to a successful team. Activities focusing on planning, trust and goal-setting ensured that the group looked at various ways of working together, while sessions on giving and receiving feedback looked at different communication styles.

### Results

Reviews at the close of the programme ensured that participants went away with a clear understanding of their individual strengths and their contribution within a team - *"immediately there was team bonding and raised self awareness"* – and helped move the trainees on in their development programmes.



## Case Study: Team Development



*"You enabled us to take a step back and look at what we had already achieved, but also at how we can move forward both as a team, and as individuals."*

## Background



Salvation Army Housing Association (SAHA) is a charitable national registered social landlord specialising in providing supported accommodation, education and employment opportunities for homeless individuals and families.

The organisation's 10-strong inspection team was 'on its knees' following a period of intense change with geographically separated team members rarely having an opportunity to meet outside of business meetings. We facilitated a two day programme including experiential team games, strengths profiling, our Black Cab Chase and concluding with a themed dinner in a Lebanese restaurant.

## Results

The programme was a welcome opportunity to take stock and plan for the future. The mixture of discussion sessions and informal activities helped to break down barriers and enabled participants to focus on the important issues in an environment of openness and honesty. Feedback from the group showed clearly that they felt the programme had helped them move on: *"Firstly can I say how much I appreciated your input to our team training days this week. I feel that you enabled us to take a step back and look at what we had already achieved but also at how we can move forward both as a team, and as individuals. Each of my colleagues came away with something positive and a better understanding of each other - and it's brought us closer together as a team. The methods you used were both fun and challenging, but unthreatening, with no one feeling uncomfortable. Thank you."*

## Case Study: Reward & Incentive CSR Event



*“Everybody really enjoyed the activities, they particularly liked the speed of the afternoon where there was no time to get bored.”*

### Background



**WILEY-  
BLACKWELL**

The challenge for us in working with the team at this scientific publishing company was to come up with something a bit different that would “make a difference”. Wiley Blackwell holds an annual conference to motivate and reward sales staff and many of the group had taken part in a variety of team building exercises in the past. This year their conference had been booked at a venue in Lisbon and they wanted an afternoon team activity for 200 that would be both inspiring and have a local connection.

Fresh Tracks’ new Toy Factory team event fitted the bill perfectly: using pre-cut wooden parts, teams had a set amount of time to make high quality, wooden toys from scratch. Teams had to plan their production procedure carefully to ensure that the toys would be ready in time and that they met the requirements of the children. Fresh Tracks had established a link with a local children’s charity – SOS Children’s Village - who had provided details of the children for whom the toys were destined.

### Results

At the end of the afternoon the teams had made an impressive array of colourfully painted wooden toys, which were collected and taken to SOS Children’s Villages in Lisbon where the handover to the children was filmed.

## Case Study: Permanent Team Building Exercises



*"Strong co-ordination and support from Fresh Tracks – a great exercise with good equipment and a strong message on learning and fun."*

### Background



Theobalds Park is a well-established conference venue, one of the De Vere Venues which specialise in business, training and events space. The management of this 140-bed hotel just north of London wanted to capitalise on their substantial grounds and offer something more for corporate groups.

Fresh Tracks was commissioned to create and build four original outdoor team building exercises. Each task had to blend into the landscape whilst also providing significant experiential learning to groups using the hotel's meeting rooms. In addition to the development and construction of the team tasks, Fresh Tracks also produced trainer and facilitator packs for each activity so that they could be used as stand-alone team building exercises by guests at the venue.

### Results

The addition of these exercises secured a contract worth many hundreds of thousand of pounds for the venue to provide ongoing training facilities to a leading management consultancy firm. The team tasks can easily be integrated into a conference or meeting agenda and are regularly booked for use by a range of guests and delegates at the venue.

## Case Study: Senior Management Staff Conference



*"Thank you so much for what was a truly great day. It's been a pleasure to work with you - the guys that were there yesterday were fantastic and their support was first class."*

### Background



2 Sisters Food group is a major European food company supplying chicken products to the retail, food service and food manufacturing sector. Having grown since its creation in 1993 from a small-scale frozen retail cutting operation to a company with sales approaching £1 billion, this fast paced business needed to bring its leaders together and set out the future plans for growth.

Back to back presentations were never an option to inspire the 150 senior managers, but we needed to create a memorable event in which key messages could be presented. Fresh Tracks created a varied agenda combining energisers with short presentations, each with its own distinctive style. Some speakers employed movement to inject energy while others told stories or employed video to engage and inspire the audience. As part of the event, 2 Sisters commissioned Fresh Tracks to produce a short film about the organisation's diverse operations and successes - a memorable way of communicating key messages on the day. The conference was followed by an informal evening including traditional bar games, a giant Scalextric track and video games.

### Results

Feedback from the client indicated that the structure and content of the conference had created a buzz among the senior managers resulting in increased communication and motivation. Longer term the company plans to hold similar events to reinforce the key messages from the day.

## Case Study: Reward & Incentive Outdoor Programme



*"A big thank you for all the work in arranging Wednesday, everyone had a great time! The day was organised brilliantly and everyone had a fantastic time. I really enjoyed working with you guys again."*

### Background

**OFFICE**

Office Shoes first opened in 1981 as 'Office London' and has continued to grow to become one of the most popular footwear retailers in UK. Following a period of exceptional performance, the management team of this high street fashion retailer took a day out to have some fun together.

Set in against the backdrop of a country house hotel, the programme we put together for Office included a series of fun and competitive motorised challenges in which teams could earn points to produce a winning team at the end of the day.

When not riding quad bikes, leaning Segways and driving blindfolded, there was ample time for participants to chat and get to know one another better. A private dinner and overnight stay at the venue following the day's activities allowed participants to capitalise on their team activities and continue to develop relationships in an informal setting.

### Results

The programme brought the team together and achieved its objective in giving individuals time to relax and get to know each other better away from the pressures of their day-to-day roles. The fact that it was a residential programme encouraged informal discussion and sharing of information between the management team and helped establish a sense of community and motivation that could be drawn on back in the office.

## Case Study: Colorvote

	I totally agree
	I agree
	I have mixed feelings
	I disagree
	I totally disagree
	I don't know
	I do not wish to reply

*“Colorvote was a simple but really effective way of getting an understanding of our staff. The online survey was easy to use and delivered some powerful results.”*

## Background



Cambridge Water’s accreditation in Investors in People was a great achievement to be celebrated at their next staff conference. This conference would also be important in communicating messages about company values and the benefits of IIP accreditation. Cambridge Water was keen to find a way to measure the effectiveness of the conference by gauging employee engagement with, and understanding of, key values before and after the conference.

Colorvote provided the perfect solution – a tailored online survey based on a series of statements with which respondents agree or disagree. This quickly and clearly shows the degree to which key messages and information have been understood and allowed the senior management to appreciate where they had succeeded in engaging staff, and where more work needed to be done.

## Results

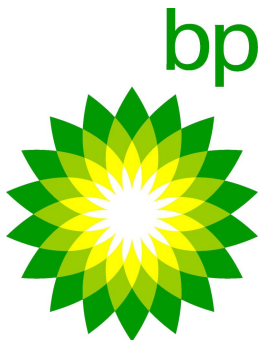
Because the survey quickly produces results in a clear visual format there was no need for formal interpretation and detailed report-writing. Cambridge Water was therefore able to respond quickly to the results. The survey was run before and after the conference with the increases in understanding of values and messages clearly indicated. The survey has been updated and is now run by Fresh Tracks each year to measure ongoing engagement levels at Cambridge Water. *“Fresh Tracks has become a trusted independent facilitator for our staff conference and their involvement has strengthened the trust that exists between the employees and management at Cambridge Water.”*

## Case Study: Team Away Days



*"The event did exactly what was required - bonded the team and improved relationships and understanding."*

## Background



The Health & Safety Department at BP Oil is a busy and disparate group with most team members field-based, constantly on the move and rarely getting to spend time together. The group included, according to the brief, "the young, the not so young, the fit and the not so fit" so this team event had to be something that would appeal across the board and not leave anyone feeling uncomfortable.

The three-day programme that Fresh Tracks put together provided meeting facilities at a hotel for two days, with the middle day given over to a full day on narrow boats, cruising the Grand Union Canal. A treasure hunt carried out en route along with a canal-side pub lunch, lock-handling and boat-handling tasks combined to keep everyone occupied. Overnight the team stayed in a mixture of tents and self catering accommodation to reinforce the feeling of "time out" and a summer break.

## Results

The event gave the team that all-important time away from the pressure of their everyday roles with space to improve communication and relationships. The relaxed environment of the canal boat, combined with the treasure hunt and other activities ensured that there was something for everyone – once back in the office it was clear that communication and discussions between the groups within the team had improved as a result of the time spent together. *"Thank you – your professionalism, support, enthusiasm and your ability to book good weather also made for a superb event!"*

## Case Study: Team Development



*"It was good to be away from the office and the team felt they got clearer information on where we are heading."*

### Background



Nelsons is one of Europe's largest manufacturers of natural products and recently celebrated its 150<sup>th</sup> anniversary. Ambitious growth plans and the introduction of a new team leader led to the decision for this small team of four to invest a day in team development. The programme was co facilitated by the team leader and a Fresh Tracks facilitator. We used the Strength Deployment Inventory, a strengths assessment questionnaire, to explore the balance and range of strengths within the team. Alongside this the team leader presented excerpts from the corporate strategy and set out the team's objectives.

### Results

Back in the office, the team was able to put into practice the learning points that had been identified on the day and work more closely together on the longer term objectives for the ambitious growth plans for the company. *"I received positive feedback on our sessions and I felt the facilitator did a great job - easy to work with, listened and added value."*