

# case study

## consumer manufacturer



### Programme Title:

Team Development Programme.

### Organisational Context:

The successful beverage marketing team of 28 were looking for a thought provoking programme that would embrace and underpin the teams marketing vision and strategy. It was essential that the event was enjoyable, reinforced the business message and met specific outcomes and objectives.

### Sample business issues:

- Changes to the senior management team
- A new team dynamic as a result of a recent merger of two interdependent teams
- A requirement to develop a shared team vision for the team moving forward
- A need to develop a greater sense of solidarity, engagement and pride
- Previous development programmes had lacked strong and meaningful facilitation.

### The solution:

- Detailed consultation & design
- Performance Challenge © Curriculum modules
- Metaphoric reinforcement from Mission Speakers
- Bespoke Art Work - Big Picture ([www.catalystglobal.com](http://www.catalystglobal.com))
- Follow up & review.

### Programme interventions:

- Extensive design through Mission's comprehensive 5 step pre programme consultation
- A 36 hour off-site programme.

### Programme Content - Theoretical Input:

- Metaphoric reinforcement from speakers & skipper / facilitators
- Performance Challenge © Modules
- Leading Self and Others curriculum LSO©.

### Activated by:

- Interactive delivery style
- Unique facilitator experience ([www.missionsspeakers.co.uk](http://www.missionsspeakers.co.uk))
- Bespoke experiential activity provided by catalyst global.

### Results:

- 88.5% rise in competence against specific objectives and outcomes
- 81% felt the overall Mission Interventions has helped consolidate, the key messages and principles of the Marketing departments vision, strategy and operating principles.



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