

Management Consultants: **Deadline**

Audience: 1,100

Location: Various, UK

Project: Team Building



Deadline



Background & Objectives

As part of a national series of Graduate Welcome Events, one of the Big 5 management consultancies wanted a 90 minute business themed team exercise.

The Experience

- Teams had to create a brand logo, design a t-shirt and export it within the allocated time
- Supporting documentation was provided to enable teams to plan and organise their supply chain; cross-team working and co-operation was essential
- Using interactive tablets, teams received regular messages which provided news about changing circumstances around the world - everything from news of natural disasters, strikes and trade wars that would impact route choices
- Teams used tablets to input progress and complete challenges and mini missions, devised with the client to best meet their requirements, messages and objectives
- There were three correct routes to take, but only one beat the 'Deadline'
- Teams explained to their Customer (facilitator) why they chose their route, logo and design; the customer then decided who to buy from and why

Results & Outcomes

Post event survey - 92% said Deadline was a good experience of team working. It was an effective and enjoyable way to bring key messages to life. Deadline was the highest rated element of the entire Graduate Welcome Day. Delegate comments included - "extremely engaging", "good activity for commercial awareness, "very creative and productive" , "well organised and fun".

