

CASE STUDY



Enhancing Team Engagement with the 'WinT3r Olympics' Event

CLIENT OVERVIEW:



CONTACT:

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OBJECTIVE

To surpass the quality of previous outdoor team-building activities and create an engaging, competitive environment that caters to diverse team strengths and preferences.

CHALLENGES

1. Ensuring the event surpassed the quality of previous team off-sites.
2. Providing a variety of activities that catered to the varying skill levels within the team.
3. Encouraging full participation from all team members.

SOLUTION

Our team organized the 'WinT3r Olympics' event, designed to address these specific challenges by:

- 1. Curating Diverse Activities:** A selection of games and activities was developed to cater to different skill levels and interests, ensuring every team member could find something enjoyable and within their capabilities.
- 2. Fostering True Competition:** Competitive elements were integrated into the event to engage the more competitive team members, creating an exciting and engaging atmosphere.
- 3. Balancing Difficulty Levels:** Each activity was designed with varying levels of difficulty, allowing participants to choose between harder and easier elements. This flexibility ensured that everyone, regardless of their skill level, could fully participate and enjoy the event.

IMPLEMENTATION

- **Planning and Setup:** Our team meticulously planned the event logistics, ensuring all activities were well-organized and ready for the participants.
- **Activity Execution:** A variety of outdoor games were set up, each with different difficulty levels and competitive elements. These included relay races, team challenges, and individual skill-based tasks.
- **Support and Facilitation:** Our team provided on-site support to guide participants through the activities, ensuring smooth execution and maximum enjoyment.

RESULTS

Exceeded Expectations: The ‘WinT3r Olympics’ event significantly surpassed the quality of previous outdoor activities, meeting and exceeding the client’s primary goal.

Enhanced Team Engagement: The variety of activities and competitive elements were well received, particularly by the super-competitive team members, who thrived in the competitive format.

Inclusive Participation: The option to choose between harder and easier elements of each game allowed all team members to participate comfortably, fostering a sense of inclusion and appreciation.

FEEDBACK

Michael Russo, Studio Director in Boston, praised the event, noting,

“Our ‘WinT3r Olympics’ event you set up far surpassed the quality of the outdoor activity we’d done at previous team off-sites, which was one of our primary concerns/goals this year. The team thoroughly enjoyed our time together playing the outdoor games, especially our super-competitive team members, they loved the format of true competition. You succeeded in providing a variety of individual activities that played to both the strengths and not-so-strengths of our team members, which gave people the option to choose harder or easier elements of each game – which our team appreciated.”

CONCLUSION

The ‘WinT3r Olympics’ event successfully met the client’s objectives by creating an engaging, competitive, and inclusive environment that catered to the diverse preferences and skill levels of the team. The positive feedback and enhanced team engagement underscore the success of the event.

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