



# **Beyond Team Building** **Leadership Offsite**

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**Case Studies**

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# **Building a Stronger Partnership Between Co-Promotion Partners**

# Beyond Team Building Offsite

*Building a Stronger Partnership Between Co-Promotion Partners*



## The Challenge

The team leaders from two prominent pharmaceutical companies approached us to design an alliance team offsite.

This partnership, comprised of members from two different companies working as co-promotion partners, had not come together in person before. The primary goals were to foster team building, enable fun and interactive activities, and set clear business objectives.

The offsite needed to help team members bond, learn about each other, and develop a cohesive approach to working together.

Additionally, there was a need to introduce some learning elements that could enhance their collaboration and productivity.



## The Approach

### Before the Event:

We were initially asked to facilitate part of the offsite but ultimately redesigned the entire agenda to harmonize team-building activities with business-focused learning. The preparation included scoping and designing the session with the planning team, conducting individual StrengthsFinder assessments, and analyzing the team's strengths and areas of opportunity.

### The Offsite:

The full-day NYC offsite began with an inspirational talk and group exercises centered around the StrengthsFinder approach. Participants engaged in games and activities designed to reveal their individual strengths and how to leverage them within the team. These exercises included team competitions, discussions, and a design thinking challenge that encouraged collaboration and problem-solving. The day concluded with a pitch competition in a game show format, fostering a fun and competitive atmosphere.



## The Outcome

### Team Building and Relationship Strengthening:

- Competitive activities helped team members understand how to work together in challenging situations.
- Built stronger relationships and camaraderie through fun and interactive games and competitions.
- Created lasting memories and a sense of unity, with participants expressing positive feedback even a year later.

### Enhanced Understanding and Collaboration:

- Participants gained a deeper understanding of their individual strengths and those of their colleagues.
- Improved visibility and transparency about team members' talents across the alliance.
- Developed an action plan for better collaboration and working together effectively.



# **Strengthening the Ties Amongst a Global Leadership Group**

# Beyond Team Building Offsite

*Strengthening the Ties Amongst a Global Leadership Group*



## The Challenge

The head of strategy and innovation at a global multi-billion-dollar industrial manufacturing company needed to bring together 60 leaders from various global operations for the first time in years.

The client approached Deliberate Innovation to design and facilitate a comprehensive offsite event to share best practices, build rapport, and co-create future strategies. The company faced challenges of fostering collaboration among leaders who rarely interacted due to geographical distances and diverse cultural backgrounds.

Additionally, the leadership aimed to instill a growth mindset across the organization and inspire practical, actionable solutions for business growth and innovation.



## The Approach

### Before the Event:

Dan initially joined the offsite event as a keynote speaker but was soon entrusted with redesigning the entire agenda to ensure a productive and engaging experience. Pre-event preparations included extensive interviews with the CEO and leadership team to understand their goals and challenges.

### The Offsite:

The 1.5 day Baltimore offsite kicked-off with an inspirational keynote on the power of innovation and growth mindsets. The morning sessions involved interactive workshops where leaders identified and developed strategic opportunities. These sessions were visualized through graphic facilitation and creating a tangible road map of ideas.

Afternoon activities included team-building exercises such as improv games and a competitive scavenger hunt at a local museum. The evening featured a dinner with dynamic seating arrangements to foster diverse conversations. The final morning focused on action planning, with leaders developing specific initiatives, assigning ownership, and committing to follow-up actions.



## The Outcome

### Following the offsite:

- Leaders left the event with a clear, actionable road map for strategic opportunities, as well as specific initiatives with designated accountability.
- The event significantly enhanced relationships and trust among global leaders, breaking down geographical and cultural barriers.
- Participants rated the offsite highly for both productivity and enjoyment, appreciating the balance of strategic work and playful team-building activities.
- The CEO and chairman lauded the event as the turning point for BAC, igniting a culture of innovation and a growth mindset that has since driven significant business growth.
- The offsite not only provided immediate strategic direction but also fostered a lasting cultural shift towards collaboration and innovation. We continue to maintain a coaching and advisory relationship supporting their ongoing success.



# **The Omnichannel Day Corporate Upskilling Event**

# Beyond Team Building Offsite

## *The Omnichannel Day Corporate Upskilling Event*



### **The Challenge**



### **The Approach**



### **The Outcome**

The head of digital at a multinational pharmaceutical company approached us with a need to bring together nearly 100 leaders from different brands for a team-building offsite in Boston.

This event was crucial as many participants worked remotely or in different locations, and it was still post-COVID with some concerns about in-person attendance. The primary goals were to conduct team norming, provide education and training on digital impact, and brainstorm ways to enhance their Omni Channel capabilities. They aimed to build a common understanding and upskill their workforce in digital strategies, making it an ambitious one-day event.

#### **Before the Event:**

We undertook substantial pre-event preparation, including designing training exercises and conducting interviews and surveys to understand participants' experiences, challenges, and baseline skills. The survey focused on their roles, digital skills, and alignment with the company's Omni Channel strategy, ensuring a customized experience.

#### **The Offsite:**

The event itself was dynamic and engaging, combining behavioral and game mechanics. Activities included an "Omni Channel Truth or Fiction" game, a keynote speech, an interactive Jeopardy-style game, and unique discussion panels with live questions from both in-person and virtual attendees. The day concluded with an "Omni Channel Day Walkabout," a curated event with stations showcasing different projects, complete with food, drinks, and interactive activities. This combination of learning, competition, and fun ensured high engagement and effective upskilling.

#### **Strategic Alignment and Skill Development:**

- Participants reported a significant increase in their understanding of Omni Channel strategies.
- Majority incorporated new digital strategies into their brands and tactical plans.
- Three new initiatives emerged from the event, gaining momentum and further development.

#### **Enhanced Collaboration and Team Building:**

- Strengthened relationships and trust among nearly 100 leaders who had not interacted in person for a long time.
- Created a new norm of engaging, enjoyable, and effective upskilling events.
- The event set a precedent for ongoing, fun, and educational team-building activities.
- It fostered a culture of continuous learning and collaboration within the organization.



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