

PROFILE OF MFI CLIENT: TEAMBUILDING

THE CHALLENGE

A large promotional products company struggled with how to build teams spread across three different regions while facing strong pressure to grow market share in a very competitive industry.

THE OPPORTUNITY

The President of the company realized that a culture of teamwork would translate into exceptional customer service.

THE SOLUTIONS

The President hired Mission Facilitators International to develop a unique teambuilding process, which included:

- Facilitating three teams in three locations on developing a company-wide mission statement
- Teams assembling at the Roosevelt Hotel in Hollywood and are given lessons in movie acting
- Teams assigning members to be directors, actors, props people, etc.
- Teams acting in a silent movie depicting their team's mission statement – filmed by a professional film crew
- 1920's like silent films are viewed by entire company and academy awards are presented for best actor, director, supporting actress and actor as well as best mission statement

THE RESULTS

Teamwork becomes a part of the company's culture. Collaboration, open communication, peer coaching and accountability all improve. For that year, company exceeds sales expectations and has one of its best years ever.

Client:	President and his three main offices
Company:	Large promotional products firm
Goal:	To improve teamwork and thereby improve customer service.
Headquarters:	Seattle
Employees:	200