



Moving corporate vision from page to centre stage – EY Town Hall Event

A key point in their corporate calendar, **EY (Ernst & Young)** hold Town Hall events for all Midlands based people. In a packed room of over 250, attendees hear talks, panels "marketing news at 4" and other input. This year a new global strategy - Vision 2020 - was to be launched. The overarching purpose of the event was to engage, inform and inspire EY people with the new vision of '**Building a better working world**', which now serves as both the purpose and tagline of the company, becoming central to the newly refreshed EY brand. Vision 2020 was to be the theme we worked with.

There was just a 30 minute slot in the middle of the tightly packed agenda for "something to create some fun, energy, physical movement and sound." Within a strict half hour deadline, our work was designed as an energy boost, had to involve any set up of equipment and include reflection time. If the session was going to use props or equipment they would need to be pre-set rather than lose time distributing materials. While there was a primary aim of creating energy and changing the mood, Creative Shift added significant value by devising a set of activities that were not only entertaining but which would involve the skills required to build high performance teams, namely:

- 🕒 Listening with precision and concentration
- 🕒 Co-operation and teamwork
- 🕒 Resourcefulness under "pressure"

Creative Shift delivered an elegant intervention that did not rely on props or extensive set up. It was based on a series of simple tasks that grew in complexity and challenge. Each table was designated as a "team" and the activities were created to encourage the skills required as a focus of Vision 2020. Even though this was a room of people who were used to carrying out high value, highly complex deals and transactions, this session relied on everyone carrying out simple tasks – PERFECTLY.



Unless the groups performed the task perfectly, they did not move on to the next stage. This created a competitive edge.

The stages of team performance on which the tasks were based were as follows:

- 1 Listen – know the task
- 2 Assess – know the team
- 3 Improvise – use your skills
- 4 Perform (with gusto!)

The session was memorable – whimsical and fun - to maximise the chances of later application and learning. All the delegates responded to the challenges set with energy and creativity. The activity worked with fee earners and support staff alike in tasks that shifted the normal focus of linear thinking to more holistic thinking. The teams improvised and performed – sharing the results of their work created buzz and exhilaration.

Sara Fowler, EY's senior partner for the Midlands said: "I am delighted with the results of the session organized by Creative Shift. They took the initial brief, which was scant on detail, and went on to devise something that was creative and engaging, but also strategically meaningful to EY.

"The activity was built up stealthily to allow time for people to unlock their own creative potential and translate it into practical lessons for working in teams. I would never have guessed that our people would respond so wholeheartedly to a set of activities that, on first glimpse, may have appeared to be out of their comfort zone."

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Creative Shift work with businesses who want to engage and inspire their teams. We do this by creating bespoke consultancy services employing creative approaches: Improbable activities; Intelligent connections and Inspiring results.

If you want to inspire your staff to move beyond their comfort zone, or to find out more about our away day activities, find us at www.creativeshift.uk.com or call 0121 689 1051.

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