

Let your top team tackle your big issues with “THE CHALLENGE”

“The Challenge” is an exciting, innovative way of getting your people on top of the big issues and potential crises hitting your company.

It involves staging a bespoke series of live simulated television shows focusing on the issues which your team has to face – now and in the future.

“The Challenge” can be run over one or two days. It can be operate with your top team, the whole company or a group within it, such as graduate trainees.

Every session is bespoke – designed around your issues and your people.

The outline here is based on how it can work for your leadership team.

THE BENEFITS

Participants in “The Challenge” come away with:

- # A deeper understanding of where your company lies and what are it's big issues
- # An appreciation of what it's like being in the shoes of others – in different parts of your business
- # A better perspective on your customers, prospects and/or your competition
- # A sense of what's required to take your company in the right direction to tackle its big issues and boost performance
- # A greater preparedness to deal with potential crises
- # A stronger feel for what each individual needs to do to best advance the team effort

THE TV SHOWS

“The Challenge” is a serious fun exercise, typically run in two parts.

The stars of the TV shows are your top people.

They're questioned and prodded in a series of TV debates modeled on programmes like Newsnight and Question Time.

THE BIG NEWS HITS YOUR COMPANY

Upon arrival, participants are divided into groups.

Some will play themselves.

Others could be assigned as managers, staff, customers, prospects or your competitors.

Everyone then absorbs the big news – whatever it is that's about to hit your company or your industry.

This comes in the form of a live radio news bulletin – or a pre-recorded TV news report featuring highly talented roleplay actors from Centre Stage.

Each group has to react and come up with a plan.

The groups prepare one of their members to be the group representative on a simulated live TV show hosted by media personality and communications consultant, Michael Dodd.

On the show they're subjected to robust "blowtorch-on-the-belly" questioning and pitted against the other representatives.

After the show the participants are rotated into different groups.

They then absorb further new bulletins which take the story in different directions.

Again each group has to work out what to do – and have their representatives come onto follow-up TV shows to explain and defend their new plans.

THE ANALYSIS

At this point our communication strategy expert takes charge and helps the participants to rake over the experiences they've been through.

And he plays back selected moments of the simulated TV shows to highlight key points.

Participants get the rare chance to see themselves as others see them.

Mentored along the way, your team members – now all back on the same side – work out what they need to do to deal most effectively with the issues they face.

They draw upon the experiences they've just been through – and utilise the new insights they've gained by seeing situations through the eyes of others.

THE WAY FORWARD

Plans are drawn up to chart the way ahead – both for your team as a whole and for individuals.

Your leading people have a clearer vision of how to deal with what lies ahead.

"The Challenge" has been run with Sainsbury's, The Electoral Commission, The Foreign and Commonwealth Office, the National Health Service, Skanska and the National School of Government to great effect.

"The Challenge" develops leaders. It strengthens teams. It inspires solutions.