



“A learning experience that fully engaged and fully satisfied staff complement”



EVENTS case study

Motorpoint

Event brief

A new retail site was being prepared for opening. New staff (unused to the Motorpoint way) were being trained in the practical aspects of running a busy automotive warehouse and in the importance of living Motorpoint’s vision and values.

The brief was to create a fun event that would allow the entire team of 50 personnel to let off steam and collaborate in a learning environment. More specifically, the activity was to help identify the behaviours that aid team work and that reflect the core values – particularly co-operation and communication.

Target audience

50 Motorpoint staff at all levels in Birtley, Tyne and Wear

Overall strategy

Create Roller Coaster, a fun, fast activity with an exciting and collaborative finale.

Teams begin by completing a series of challenges (logical problem solving, communication and co-ordination) in order to earn materials to build their Roller Coaster.

Working in six groups initially, teams figure out the best way to construct their piece of the rollercoaster, using only rods and cable ties.

Once their track is assembled, teams then practice co-ordinating their movements to create a wave that will propel a football along the track. Teams then compete against each other for the best team co-ordination and fastest journey along their track.

The event concluded with all teams joining together to make one giant roller coaster. Everyone collaborated and co-ordinated their movements and propelled footballs along the roller coaster in one huge group-effort finale.

The results

A fun event was had by all. Group feedback delivered the point of Roller Coaster: collaboration, time management, healthy competition, team spirit, creativity, logical problem solving, communication, co-ordination, social interaction and sense of achievement.