

CASE STUDY

Country: Copac, Latam (Central America, Caribbean, Andean region)

Contact: Alba Mora

RATIONALE

- The kick off was the opportunity to be together as a COPAC team. There was 90 people reviewing the COPAC vision, objectives, strategies and ways of working. At the same time, it was decided to share the purpose and values to define as a team what is the meaning of them and how the team lives them on a day to day basis.

ACTIVITY

- First day: There was a plenary session where the purpose, growth model, ambition and values were shared.
- Second day: Workshop on the current challenges facing CHC COPAC and how to overcome these with new initiatives. The teams were cross functional and multi-country, taking advantage of transversal knowledge and diversity so as to motivate team work and respect across the region.
- Third day: Team building with a focus on the four values. Each value had a station with a challenge to overcome and all groups were competing with each other for points to win.
 - First Station: Integrity: Each group had to pass across an established path with different barriers and all the team members had to go inside a rope, and perform additional tasks such as singing, go on their knees and go jumping on just one foot. The message at this station about integrity was built around the rules, it was easier to pass without following the rules but in order to win you had to comply with them.
 - Second Station: Respect: Each group had to pass a minimum of 20 balloons full of water from one point, along 3 meters without touching the balloon. Each member had a role into the game. In order to fill the balloon with water, your team had to negotiate with the other team because there was only one pipe to fill the balloons for the 2 teams also you had to be attentive to your colleague to receive the balloon.
 - Third Station: Courage: Each team had to go to the customer station that was located in the sea, on a paddle board. The first team to visit the customer first was the winner. Clearly, courage was one of the values at work on this station.
 - Fourth Station: Team Work: All 90 members had to build a canal in order to pass water from the sea to fill a barrel. The elements were 90 pieces of tube that had to be well aligned in order to make the water pass.
 - At the end of the team building, there was a session to discuss the values, the learning of each challenge and how to reinforce them in our daily performance.
- A private Facebook group was created for the meeting where all participants shared comments, ideas and thoughts on the meeting. For the values, a contest was created asking people to upload pictures of themselves living the values and at the end of the meeting the images with the most likes were rewarded.

OUTCOMES

- The team was positively aware of the purpose and values and are now committed to living them every day in their actions.

LEARNINGS

- By activating the purpose and values in different ways, the team understood and felt more committed to them.

NEXT STEPS

- There is an endomarketing plan linked to the COPAC purpose and values that is being developed in conjunction with a consumer centric vision.

MORE INFORMATION




Movistar 12:05 p.m. 48%

Buscar en COPAC LEAGUE CHC

Alexandra Sarria Iraola
miércoles a las 1:04 a.m.

TEAM WORK PERU 🇵🇪
Team = Together Everyone Achieves More
#superheroesperu #teamworkmakesthedreamwork
Diego Hovispo Jessica Hurtado Angiee Cardenas



14 1 comentario Vista por 52

Me gusta Comentar

Claudia Varela
Que buena fotoooo!!!

Movistar 11:58 a.m. 50%

Buscar en COPAC LEAGUE CHC

Felipe Moreno Cabrales
lunes a las 6:45 p.m.

#coraje #elhombrequetóMaslow



PIRÁMIDE DE LAS NECESIDADES HUMANAS BÁSICAS

- Auto-Realización: creatividad, resolución de problemas
- Estima: autonomía, logros
- Necesidades Sociales: familia, amigos
- Seguridad Física y Psicológica
- Necesidades Fisiológicas (supervivencia): aire, agua, alimento, refugio

WiFi
Battery

COPA LEAGUE