



The Category & Shopper Marketing Team are

THE CATALYSTS

facilitating company growth and success

an executive workshop designed to refine the teamworking, communications and leadership skills of the AG Barr Category & Shopper Marketing **TEAM**
Thursday 26 and Friday 27 May at The Wordsworth Hotel, Grasmere

AGENDA

Thursday 26 May

- 10.00 Welcome; objectives; protocols - HOW the workshop will WORK; issue of Experiential Profiling reference cards; flip chart session to agree the major challenges facing the team where more effective teamwork could help
- 10.20 **A VISION** let's describe the Category & Shopper Marketing team in 12 months
- 10.30 An introductory Leadership and Teamwork Task - "Getting to Know You", including an exploratory walk around the village of Grasmere - two teams
- 11.30 Presentations by teams; debrief of leaders using "the 7 Responsibilities of the Team Leader" checklist
- 12.15 Key principles of teamwork - "Share, Care, Communicate"; reflection on "Getting to Know You" using the Teamwork Behaviour Checklist
- 1.00 LUNCH
- 1.45 Task "The Lego Tower" two teams; debrief of teamwork and leadership
- 2.30 Some key principles of Negotiating and Listening including Reflective Questioning
- 3.00 Task "The Balloonpole", involving negotiating between two teams; debrief of leadership and negotiating
- 4.30 Results of "How Good Are We At Teamwork" questionnaires and discussions
- 5.00 Task "Shared Objectives" two teams with different briefs: Team A, how to create Shared Objectives and trust with Marketing; and Team B, with BDMS
- 6.00 Break til dinner
- 6.45 DINNER
- 8.30 Task "The Grasmere Pub Quiz" - **ONE** team with Shared Objectives
- 10.00 (In the pub!) review of Pub Quiz results; debrief of leadership and teamwork

Friday 27 May

- 9.00 Task "The Hills are Alive"; **ONE** team; debrief of leadership and teamwork
- 10.30 Experiential Profiling - self analysis and group discussion
- 11.00 Creative and Lateral Thinking - **HOW!** Issue and use of a Little Book of Epigrams
- 11.30 Our 12 month scenario - discussion to refine it and then ask "What **MUST** Have Happened?" - between now and May 2017
- 12.00 LUNCH
- 12.30 Team Meeting, including Action Plans by individuals and the TEAM

*you can only control what you **can** control - but **YOU CAN** control what you can control!*