

Think Outside

Thinking outside the box had to leverage location, activities and mindset.



About the Client

Our client partner is a leading biotechnology company that discovers, develops, manufactures and commercializes medicines to treat patients with serious and life-threatening medical conditions.

The Challenge

The Plan of Action (POA) program is an internal company meeting for our client that reviews the measurement of goals and achievements from the current fiscal year while also setting the tone for the upcoming year.

With our client's objectives in mind, we created the meeting theme - "Think Outside," the main area of concentration, both figuratively and literally. Our experience and creativity had to shine when proposing ideas on how the group could physically be outside, but also in motivating the attendees to "think outside the box".

The Solution

The Mile High City proved to be a naturally beautiful backdrop to cultivate personal wellbeing and innovative thinking. Denver, Colorado, offered not only unique venues, but also ample opportunities to explore nature and bond with team members.

"Glamping"

To kick off the week on the right foot, or in this case, hiking boot, the Welcome Reception was created to bring the outdoors in. The "Glamping" (glamorous camping) theme served as a salute to Denver's active culture and scenic camping and hiking trails. Local forest rangers greeted the group upon arrival as they entered into twinkling lights hanging from above the live shrubbery and trees. No camping trip would be complete without a full s'mores bar for the attendees to enjoy.

General Session

With Denver's 300 days of sunshine, the short walk to a local community theatre each morning allowed the group to arrive to the General Session revitalized by the fresh air. The intimate atmosphere of the theatre assisted in creating an engaging environment for the attendees to connect with their leaders.

Think Outside - And on Your Feet

Wellbeing activities and team building events were organized for the attendees to take advantage of the natural scenery that Denver and its neighboring areas have to offer. Some attendees went mountain biking or hiked local trails, while others enjoyed an activity on the rooftop of the Denver Athletic Club. Involvement with the local youth at the Boys and Girls Club was also an opportunity provided.

The Outcome

At the culmination of the program, a surprise event was held at Red Rocks Amphitheater. The attendees basked in the surrounding red rock formations and enjoyed the amphitheater's excellent acoustics while being treated to a performance by Lionel Richie.

Participants in this Plan of Action meeting were not only called upon to discuss the progression of their company, but also to encourage movement in their own lives. The attendees valued the personal interactions with their peers as well as the ability to enjoy the natural beauty of the environment. The results of a post-program survey indicated that over 90% of the participants rated the meeting as *good* or *excellent*.

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