

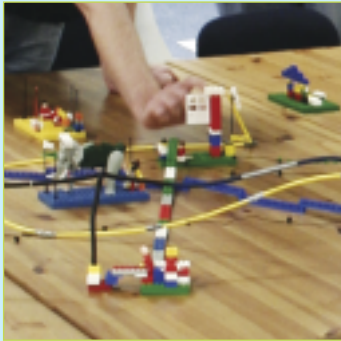
SONY Computer Entertainment Group



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plan 📍

achieve 🏆



Client:

SONY Computer Entertainment Group

Issue:

Team Building

Session:

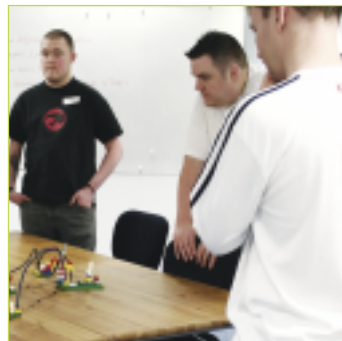
One day session

Background

SONY Computer Entertainment Group came to The Automatic for help in ensuring a smooth merger of two service teams as a result of business acquisition. Recognising that any change to the structure or dynamics of teams can impact on effectiveness and motivation, the organisation wanted to ensure that members of the new, emerging team understood each other and united around shared objectives, priorities and work practices.

Data gathering/heighting anticipation

One week before arriving at The Automatic, participants received postcards containing questions and tasks of relevance to the session aims. They were asked to reveal a secret about themselves, disclose how they felt they were perceived by colleagues and record their most repeated task at work. This 'Cultural Agent' heightened anticipation and interest in the session to come and provided valuable insight for facilitators.



The Session

The session made use of specially adapted mobile phones for a 'team challenge', which had as its focus the different roles within the team. The challenge was fun and served an important function in beginning the process of developing understanding between team members.

LEGO Serious Play™ allowed participants to disclose information about themselves in relation to work, their perceptions of each other and their place in the team in an engaging and non-threatening way. Participants explored the shared identity of the new team, the factors or 'agents' that impact on it and experimented with possible and likely future scenarios for the team.

The Distiller provided an opportunity for participants to contribute anonymously to discussion around the team's objectives for the following six months and beyond. Drawing on the range of experiences and expertise within the team, consensus was reached around the bigger picture, providing a strong foundation for further team development.

Making learning/insights stick

Team members recorded on postcards, which were subsequently posted to them, positive action they would take within 24 hours of returning to work as a result of their session. Photographic images, poster-sized team mind maps and representations of the team's agreed guiding principles were used to capture the team's insights and learning and serve as reminders of these back in the workplace.

Client benefits:

"The Automatic provided a fun and open environment in which the team was able to work together on planning for the future. Activities gave team members a greater understanding of each others challenges and allowed the team to agree on future priorities and practical ways forward."

Janet Webb, Human Resources Manager
Sony Computer Entertainment Europe

Outcomes

- Improved understanding between team members
- Greater awareness of different perspectives within the team
- Increased unity around shared priorities and objectives

For more information: 0500 876 543