

Case study 6: Crookes Healthcare 'pitstop' team building



Crookes Healthcare

"We were very conscious of the need to strike the right note with the delegates. Unique Solutions took on board our concerns and delivered an event with a tone that was spot-on," says HR Manager Nadine Storey. "The day after our team-building event delegates commented that the office mood was the best it had been in ages."

Crookes Healthcare, a leading manufacturer of over-the-counter medicines, was experiencing a period of uncertainty coupled with very high workloads. There was a concern that pressures would lead to the loss of crucial and well-developed inter-departmental links. The whole company needed an uplifting and engaging 'time out' to ensure all teams and individuals were working with the same goals and vision: to build morale, boost confidence and let staff know that they were doing a great job.

Unique Solutions worked closely with Crookes to plan and deliver an event that did all this and more. Crookes HR Manager Helen Mullins claims that help from Unique Solutions in clearly defining the event's goals, before the design stage, was invaluable: "Our heads were full of ideas and issues we wanted to tackle at the event. Unique Solutions listened, observed, questioned and guided us to a day which delivered everything we needed." Subtitled "Remember How Good You Are", the one-day event, featuring discussion workshops, team exercises and a "pitstop challenge" involving fourteen Smart cars and fourteen teams, hit all the right notes. It reinforced the corporate vision - Unique Solutions worked with presenters to ensure key messages were communicated in an engaging style. It provided an important opportunity at a difficult time to ensure all teams were pulling in the same direction. It gave employees the opportunity to show off their skills. It clearly communicated to staff that they are appreciated. And it was fun.

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