

Case study 5: Jupiter Design visual planning event



Jupiter Design

"The whole Jupiter team (82 of us!) came away from the sessions with the Unique Solutions guys full of energy, enthusiasm and with real focus. Each team is now really clear what part they'll play in our success this year, and how they'll do it. The pictures that the teams created of their goals are hanging in one of our meeting rooms and are a continuing reminder of the day and its objectives."

Recently rated by Design Week as the fastest growing agency in the UK, **Jupiter Design** is a company with ambition. Understanding the critical contribution its people and their talent make to business success, Jupiter asked Unique Solutions to design and deliver a one-day event that would communicate their "Big Picture" business plan to twelve teams, generating enthusiasm and buy-in to the company's purpose and goals.

"It was important to managers at Jupiter that teams and individuals came away from the day with a clear idea of what the "Big Picture" means to them and how they contribute to it." explains Unique Solutions Event Manager Andie Brazewell.

"We developed a programme of presentations, team discussions and activities to get everyone talking about the "Big Picture" and how they could make it happen as individuals and as teams. Jupiter wanted to be sure that all teams were pulling in the same direction, so we devised a goal-setting process to help teams set targets in line with corporate strategy."

Using digital cameras, collage and other media, each team created a visual representation of its goals and targets, providing them with a lasting reminder of the "Big Picture" and the part they play in achieving it. This event played an important role in enabling critical alignment of individual and team goals with Jupiter's overall business strategy. Teams ended the day with a greater understanding of the link between what they are doing now, what they are aiming to achieve and what they need to do differently to be successful.

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+44 (0)1629 691 691
info@uniquesolutions.co.uk
www.uniquesolutions.co.uk
Garner Place, Holt Lane,
Matlock, Derbyshire
DE4 3LY, United Kingdom