



Overview

Deep Dive provides meaningful opportunities for bringing complex business initiatives to life— in essence, transforming concepts into tangible experiences that yield greater insights into your workplace issues and business needs.

Experience business concepts while on a thematic scavenger hunt. Working in small teams, outfitted with a backpack full of supplies and a series of challenges to complete, you'll travel by foot to explore a retail area in order to better understand the business initiatives most critical to your organization. Your success depends on your team's ability to gather and synthesize a variety of data, work to a deadline and collaborate.

CUSTOMIZED VARIATIONS

- A food manufacturing conglomerate used Deep Dive to test new product packaging ideas.
- A national grocery chain used Deep Dive to understand the client shopping experience and merchandising strategies.
- A luggage manufacturer used Deep Dive to explore innovation, testing and marketing of products and thereby make design improvements to existing product lines.
- An international investment firm used Deep Dive to examine customer segmentation.



BENEFITS

- Brings an important company theme to life as your teams experientially search for examples and answers.
- Energizes groups as the scavenger hunt is taken to a more sophisticated level.
- Builds team skills such as collaboration and communication.
- Requires teams to organize and prioritize their efforts, allocate time and resources while having fun together.

BLEND WITH CORPORATE TRAINING

Team Identification or **Storytelling** workshops would complement the experiences gained during Deep Dive.

NUTS & BOLTS

- Indoor or outdoor
- 3-3.5 hours
- Team size of 4; group size of up to 100
- All fitness levels
- Portable: retail area of your choice





INTRODUCTION AND OVERVIEW

All teams receive envelopes (to be opened sequentially), which include missions and the supplies needed for the program. The theme of the event or focus of the training initiative is carefully integrated into this stage. (approximately 10 minutes)

DEEP DIVE CHALLENGES

Your group divides into teams to help formulate assignments, establish processes and set team goals.

During the design of your program, we tailor the challenges to fit your group interests and training themes. A wide variety of challenges ensure that there's something for everyone. Some of the challenges include:

- Person-on-the-street interviews
- Scavenger hunts
- Photo challenges
- Secret shopping
- Interactions with merchants
- Observing and Comparing
- "Tailing" shoppers

There's a lot to complete in a short amount of time, so teams must delegate effectively, strategize and keep moving. (approximately 2.5 hours)

TEAM PRESENTATIONS

The teams return to their staging area to prepare their presentation materials, compile the data collected and develop strategies for applying the lessons learned back in the workplace. These presentations can be tailored to complement the theme of the event or training initiative. (approximately 30 minutes)

DEBRIEF

Once all the teams have the opportunity to share their experiences during the field work, they are encouraged to discuss team processes like how they decided to delegate tasks and the specific knowledge that was gathered including industry and consumer insights, trends in merchandising, etc. (approximately 20 minutes)

PROGRAM COMPLETE

(approximately 3.5 hours)

