



Aligning Coca-Cola's Vancouver 2010 Olympic Project Team.

Square Peg Support

The COPT explored the implications of their Olympic mission...

Through our series of 1-to-1 pre-work interviews, the team identified ahead of time barriers to success, issues and opportunities and gave confidential feedback for other members of the team. To prime discussion and focus thinking, we also provided best practice pre-reading on some of the challenges they might face together.

...and collectively developed approaches to the challenges ahead.

We took the team out of their day to day work environments for an re-energising workshop focused on taking the project into its next phase. Working together the team answered the 'So what?' questions raised by the pre-work and collectively identified concrete changes and practical recommendations around:

- Working under (extreme) pressure
- Collectively solving problems
- Prioritising the important stuff

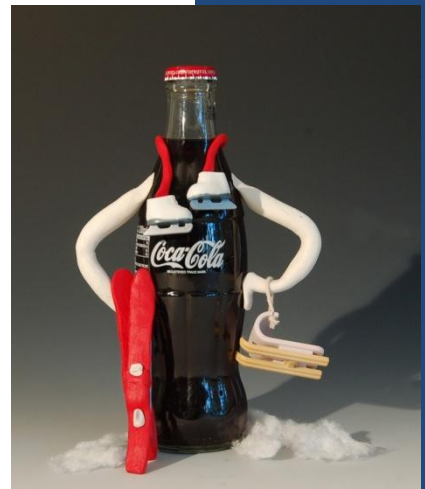
Individually they confronted elements of their personal style. We sensitively provided consolidated feedback to each member of the team and contextualised this with the findings of light-touch psychometric profiling tools. In light of these insights, each team member made public commitments to adjust behaviours so as to ensure the team could collectively meet its 2010 objectives.

And they put all these principles immediately into practice. We then stress-tested the team's good intentions with a series of real-world Olympic worst-case-scenarios. The group also had a chance to connect with Olympic tradition with some competitive team activities, including kayaking, orienteering, shooting, riding and climbing.

Together they defined their desired team mechanics and dynamics. Finally, with nine months until the event, the project team defined the disciplines and routines they would adopt and confirmed the to-do lists for back at the office.

Result

A refreshed, energised and united team left the workshop equipped with practical approaches to ensure collective success in 2010. Nicola Kettlitz The COPT General Manager commented: *"The engagement process, preparation of our employees, and workshop facilitation provided a turning point in our effectiveness as a team. Square Peg's approach to aligning, connecting with, and challenging our organization and its people was highly successful".*



The Challenge

The Coca-Cola Olympic Project Team (COPT) had developed a strategy and plans to meet the challenge of supporting the KO Olympic sponsorship.

To successfully implement those plans they knew that they would have to leverage both the skills of the individuals and the collective expertise and energy of the group.

In May 2009 they met at a wilderness resort in British Columbia to strengthen their ability to work as an integrated and aligned team. That team consisted of representatives from company and bottler, security agencies and other key stakeholders.

The challenge was to design and facilitate a highly interactive, fast moving workshop that identified barriers, issues, and opportunities and prepared the team for successful implementation of their plans.

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