



## Team Building - Pervasive Gaming and TAIS

### The Challenge

To assist a team of fifty-three (53) Capital Markets Bankers from four (4) offices across three (3) counties to work together more effectively despite distance and culture. The client also felt that the team would get to know each other better while having fun. The team must work together across all locations to create and execute multinational equity and debt transactions for their clients. A two-day off-site was held in Chicago to launch the team building initiative and discuss sales and product strategies.

### The Client

ASCI was appointed by the Executive Managing Director of a multinational Financial Institute to work with the group of Capital Markets Bankers. The team consisted of Managing Directors (bankers), Associates, Researchers and Product Marketing. Behavioral analysis (TAIS) of the team revealed that the dominant attentional style was Analytical/Conceptual combined with a high need for control, a fast decision making preference and a relatively high expression of criticism and anger. The dominant attention weakness of the group was Awareness (intuition/body language) and overall the group was highly distractible.

### Objectives

1. The team needed to work more closely together in order to meet revenue objectives.
2. Create a full day experience that is fun, challenging and contained real team building.
3. Reinforce strategic objectives of the team.

### Strategies

ASCI created a full day Team Building Program that included:

- ½ day intensive workshop that explored behavioral interactions of the team that leveraged TAIS
- ½ day customized Go Game ([www.thegogame.com](http://www.thegogame.com)) integrating strategic objectives and TAIS Team Dynamics learning
- Demonstrate the value of the ASCI Team Dynamics process in the creation of the Go Game teams.

### Process

1. Each individual on the executive team self-administered TAIS online. TAIS (*The Attentional and Interpersonal Style inventory*) measures attentional preferences, interpersonal characteristics and performance under pressure. TAIS helps identify the types of situations and conditions under which highly effective individuals are more or less likely to perform up to their potential. It is successfully used in coaching, teambuilding, and management development.
2. The strategic objectives were discussed with the team's leaders and integrated into several Go Game missions. Key TAIS concepts were also integrated into the Go

## Case Study

### Components

- TAIS
- Team Dynamics
- The Go Game

### Duration

- Discovery ½ Day
- Pre-work 30 minutes
- TAIS Team Building ½ Day
- The Go Game ½ Day

### Target

- High Performance Teams
- Sales Teams
- Management Teams
- 10 to 300 Participants

### More Information

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Game. The Go Game is an interactive wireless technology based urban adventure game where teams of 3 to 10 players complete missions throughout a private or public game zone. Each team is equipped with a handheld wireless device (Blackberry Curve or LG 9800), a digital camera, a map of the game zone and some items required to complete various missions. The handheld devices are connected to the Internet so that players experience a rich user interface including hints, pictures, and videos. All missions are received and answered using the handheld devices. The Go Game was conceived as a high tech team building game and has been active globally for over three years. Teams compete by completing a series of mission types that range from interacting with professional actors playing roles that can range from Sales Managers, clients, Ninja, Runaway Brides or spies. They are also asked to challenge each other and create video interpretations. Customized missions are dispersed among 'fun' missions so that learning takes place in a 'real life' environment of stressful but fun competition. Each mission can be evaluated to determine learning retention. The Go Game finale is the judging of the creative video missions by the other teams.

3. The team was brought together for a two (2) day off-site in Chicago. The first day was internal content revolving around strategy and product issues. The second day was the ASCI Team Building Day.
4. The morning the team explored their behavioral preferences using TAIS with an ASCI facilitation that encouraged discussion and debate. Specific challenges and opportunities revealed during the strategy session were addressed in context to the team's TAIS attributes.
5. The afternoon the team played the Go Game. ASCI created ten (10) teams based on individual TAIS profiles - eight (8) teams comprised of similar styles (intuits, non-intuits, analytics, and action orientated) and two (2) teams constructed with a balance of behavioral styles. The objective was to demonstrate that a balanced team is much more effective than a team competing with the same style. The two (2) balanced teams came in first and second by a very wide margin. This fact was revealed to the group during the debrief after the judging.

## Conclusion:

The anticipated value of the Team Building Program was realized. Members of the team refer to the Go Game and the team off-site frequently and use TAIS for on-going coaching.

## Feedback

*"The Go Game was a blast! Best team building event that I've ever participated in..."*

*"Judging and watching all the Go Game missions really brought it together. Some people really surprised me on how creative they are."*

*"TAIS was a great way to address the issues we've been having between the offices. I will approach other people differently the next time an issue arises."*

*"I can't believe we fought a Ninja, made videos and learned how to work together in the same day, amazing."*