



# TEAM BUILDING & COMMUNICATION IMPROV WORKSHOPS Creating a Group Mind

## THEY improv: Improv-ing Teams

Teambuilding through improvisation can help you develop a group mind for your employees. Rather than meaning that everyone thinks the same, it means that everyone thinks and pulls together. The understanding is that the group is improved when everyone has an opportunity to contribute and when everyone can understand the approaches and strengths of one another.

To help foster this creative atmosphere, **THEY improv** utilizes a variety of techniques and games. Usually, after warm-up exercises, the event culminates in an activity where the participants are asked to generate ideas in a group environment. This will mean that the group, usually from 4-10 people, will be asked to accomplish a series of tasks. Different team members would contribute to those tasks and the group would find itself making progress.

The activities can be done under a variety of circumstances such as at a meal, with the task being given at the beginning of the meal with presentations at the end, or simply in a conference setting.

This allows for groups to entertain during other activities, stress the need for group accomplishment and to delegate authority and responsibility for group efficiency. Working as a team accomplishes these goals.

### **The Ad Game**

Participants are broken into groups of 4-10 and asked to come up with a marketing campaign for a fictitious product and a fictitious ability for that product. The group has to answer a variety of questions, such as the name of the product and target demographic. For each of these tasks, they are told to generally take the first idea given rather than debate each nuance of the campaign.

After a set period of time, the team then creates a campaign pitch, often including a commercial created and performed by the group. The idea is to foster fun and creativity rather than actual merchantability of the product.

### **Movie Madness**

Participants are broken into groups of 4-10 and are tasked with developing a new movie. They are provided with a genre and a celebrity. They then work up all the elements of the film, such as costars, locations and plot points. For each of these tasks, they are told to generally take the first idea given rather than debate each nuance of the pitch. They have a set amount of time to develop these elements allowing them to create a trailer for their film that will be performed in front of the other teams. Fostering fun and creativity through the crazy ideas and poor impersonations of stars is appreciated by the Academy.

For the Ad Game and Movie Madness, they have options such as the judging of the performances with small prizes to winners. Likewise, they can be sped up or made longer by adjusting the creative period as well as the presentation lengths.

*Contact **THEY improv** to find out how hiring **THEY improv** is your quickest way to finding a successful approach to your teambuilding needs. Email **THEY improv** at [info@THEYimprov.com](mailto:info@THEYimprov.com) or by phone at (866) 219-4386.*