



MISCHIEF MOTIVATION ATTITUDE

# LIGHTS @CAMERA A@CTION



Create a 60 second 'commercial' promoting your company's goods or services or your teams ethics or key values.

## WHAT ACTUALLY HAPPENS?

Each team (6-8 members) is supplied with all necessary equipment, training and support: video camera, script sheets, even a professional editor.

Each team takes responsibility to produce a 60 second commercial based on the specific brief that we design according to your desired outcomes.

It's amazing what teams can create in a 2 hrs of filming and 1hr of editing. The commercials are then viewed either at the end of the session or over dinner that evening.

## OUTCOMES

- ★ COMMUNICATION AND INITIATIVE.
- ★ COLLABORATION TO ACHIEVE A COMMON GOAL.
- ★ AMAZING RESULTS.
- ★ THIS PROGRAM HAS PRODUCED RESULTS THAT COMPANIES ARE STILL USING IN THEIR RECRUITMENT INDUCTIONS, YEARS AFTER THE ACTUAL EVENT.
- ★ GENTLE EXERCISE. GOOD FUN. VERY ENGAGING.