CREATING ENGAGED TEAMS THROUGH MEANINGFUL MOMENTS

SocialNow – May 2022
WHAT’S A **MEANINGFUL MOMENT**?

meaningful
/ˈmiːnɪŋfʊl, ˈmiːnɪŋf(ə)l/
serious, important, or **worthwhile**.

A moment to remember...
HOW DOES IT **BECOME MEMORABLE?**

When that moment **carries EMOTION...**
HOW DO WE CREATE THOSE MEMORABLE MOMENTS IN OUR ORGANIZATIONS?

Especially when we haven’t been working together in the same space for a while...
WE ARE NOT TRYING TO REINVENT THE WHEEL, WE WANT TO INVITE YOU TO OUR WORLD...
1

GIVE THE TEAM A REASON TO BE THERE...

Comunicate clearly your intentions: discovering, fun, entertainment, socializing, learning, etc.

Develop curiosity, create hype
NEOARCA I
Media created by a participante (invisible)
PREPARE THE TEAM TO SHARE TOGETHER...

Begin from the same starting point, etc.

1. **Warm up:**
   1. Show me your B side (outside work). *I SEE YOU*
   2. Defining working agreements. 2 scales: *ME/US*
   3. Establishing emocional safety protocols.
“I See You”

Foster Human Connections
Trust development
Rise Psychological Safety

- What is your main driver in life?
- Who is the person that influenced you most to become the person you are today?
- What is your biggest learning?
- What is your biggest risk you've taken?
- What does this team mean to you? (mandatory)
PICK A THEME THAT EVERYONE LOVES...

We can go **Under the Ocean**...
We can go to a **Victorian Manor**...
We can go to **Space**...

Create an experience with fun in mind where it is **easy to talk**. Define **clear objectives** and **scope**.
Creativity
Innovation
Sustainability

Under
ocean
MUSIC FESTIVAL

One Session
4 Horas Online
450 PERSONAS

¿Necesitas ayuda?

Video
FIND YOUR INVISIBLES...

Who wants to be the **collaborators**...

They will be working together to help **define the details for the final environments**.

We should give them **clear instructions**...

Videos, Characterisation, Journal, SoundTracks, Messages..
NEOARCA
One Session
2 Hours Online
15-30 People
SCHEDULE AND OPEN THE SIGN UP...

Let them choose the experience they want to live...

Forms and questionnaires to match characters and participants...

Do you wanna be a hero or a villain? 🦸‍♂️ 🦸‍♀️
Do you wanna live a romance story or an adventure?
ANCHOR THE EXPERIENCE WITH SOMETHING PHYSICAL...

Festival bracelet...
Astronaut meal...
Glamourous dinner...

Send one to all participants.
SEND THE INFORMATION TO EVERYONE...

Full context, characters, costume ideas...

Give them time to ask questions and solve any doubts.
Monguis, OVNI's y Turismo Rural de Lujo en la Galicia profunda.

Se producen avistamientos de Objetos Voladores no Identificados.

Dos jóvenes que se encontraban de vacaciones en Galicia aseguran haber visto un objeto volador no identificado sobrevolar la zona de O Xurés, el parque natural situado en la provincia de Ourense.

Los jóvenes confirman que antes de aparecer la estela verde por encima de sus cabezas se produjo una fuerte explosión y seguidamente, apareció “un objeto con forma de huevo que sonaba a motor averiado pero al ritmo de A quien le importa de Alaska”.

Confirmaron que desde el objeto, traslúcido, vieron una silueta humana: “Nos miró desde el cielo, tenía forma de humano, sin
With a warm welcome set up workshops to define the environment for the experience...

Set respectful boundaries and be sure that everyone knows you will be there for them if necessary.
We designed the main structure (Beginning, middle and end) and facilitate the experience so you fill in the blanks...

Every story is unique due to co-creation.
Memories have been created and they become inside *jokes, anecdotes, and moments* that prevail in time...

KPI: Choose specific words and check your non professional channels. You will find countless references to the experience.
WANT TO...
GO FURTHER WITH
GAMIFIED LEARNING...
PARTICIPATE IN A LONG FORMAT STORY LIKE A TV SERIES...

In which your character evolves, learning communication, feedback, and other soft skills.

Episodes to play, feel, and integrate knowledge through experience.
RoadMap for Cablinc

Activities to boost...

3 Work relationship levels within the organization

10 Experiences - 7 Months

3 Opening Experiences - One Monthly
2 Online + 1 On site (Optional)
WaRM UP
3 hours

3 Bonding Experiences - One Monthly
2 Online + 1 On site (Optional)
ROLE PLAYING
2 hours

4 Consolidation Experiences - Weekly
Online
ROLE PLAYING CAMPAING
4 hours/Episode
Take the plunch!

Q&A!

cohesionist