

# CORPORATE BODYBUILDING

ENERGISING

## EVENT INFO

TIME: 30-45 MINS

NUMBERS: 20-5000

LOCATION: OUTDOORS

APPROACH: COLLABORATIVE



**Make your staff aware of their unique role within the big picture of a company's structure.**

It is often said that it is "people" who make an organisation what it is. Every individual plays a vital role in how a company operates, how it is perceived, and how successful it can ultimately become. Indeed, people are the greatest asset of every organisation.

**Corporate Bodybuilding** brings this premise alive with a unique experience where individuals collaborate as a team to create your company name or logo on a massive scale. They have to put themselves in the picture and use their own bodies as "living pixels" to create a large-scale image for posterity.

First, each delegate is assigned to a letter or segment of the logo. They are also issued with a colour-coded suit. They have to then link with 20, or perhaps 200 other delegates to complete that letter. The next challenge is to then work with all the other letters or segments to correctly position themselves in relation to each other to create the overall logo. The human interaction process of **Corporate Bodybuilding** is always a lot of fun and will certainly break the ice and quite literally, bring people together.

Once everyone is finally positioned, the living logo is photographed from above to create an impressive and lasting record of the event and a powerful reminder of the important role everyone plays in the organisation.

The **Corporate Bodybuilding** exercise is a great kick-start to an event or as a spectacular grand finale to a company conference.

## BUSINESS BENEFITS

BREAKS THE ICE

UNIFIES THE GROUP

ENCOURAGES PROBLEM SOLVING

CREATES BRAND AWARENESS

