



CLI
CASE
STUDY

CASE STUDY OVERVIEW: Building Trust in Teams

Pharmaceutical Company Launches Regional Sales Teams with the Drag Strip Challenge

The Need

This company had an urgent need to develop a sense of mutual trust and support within its new and existing sales workforce. The company held a two-day sales summit, and kicked off the

session with a Drag Strip Challenge activity. The activity allowed new employees to meet each other as well as existing staff in a neutral, fun environment.

The Corporate Learning Institute Approach

After helping the client assess their needs, CLI developed the scope of the session to focus on key areas:

- Developing a fun forum for people to get to know each other.
- Facilitating the development of a team start-up charter and team shared values.
- Gave the teams a sense of their ability and performance potential.

The activity was designed to help sales teams develop a regional team charter and to launch their team together as equal partners. Together, the regional teams built dragster cars and created a charter to guide their team's successful launch. They developed a set of operating values to use for the race against others as well as for use as a sales team. The company helped the teams reinforce and implement the team charters by having an administrative assistant record and forward the agreed upon charter and value to the team after the event.

Results

The regional sales teams left the session with a clear approach to working together. The session allowed the teams to share expectations, develop an agreed upon work approach, and surface their concerns and values.