



“A learning experience that fully engaged and fully satisfied staff complement”



## EVENTS case study

# Motorpoint

## Event brief

Get teams together for a fun activity as a reward.

The underlying objective was to lead the teams towards an understanding that collaboration often leads to easier resolution.

The scenario was that a competitor has infiltrated Motorpoint and captured their top man and intelligence pointed to him being interrogated at Caldicot Castle. He must be rescued before secrets are divulged.

Finally, a BBQ was to be incorporated into the programme.

## Target audience

16 managers from one key Motorpoint site, at Caldicot Castle, Monmouthshire

## Overall strategy

### Mission possible, who cares wins

The group was split into undercover SAS (Service Award System) squadrons, which were required to compete covertly to prevent the interrogation going ahead.

The SAS squadrons would need to:

- Don battle fatigues
- Decipher the clues
- Create an attack plan
- Build a bridge to the castle
- Construct siege howitzers
- Get howitzers across the bridge
- Bombard the location
- And finally assault the stronghold

Intelligence gathering, surveillance techniques and secure communications are all part of the ‘learnings’ as is team co-operation. Individually, neither team can achieve the rescue but they soon understood they had to pool reconnaissance and effort in order to rescue the prisoner.

## The results

This was a truly motivating day outdoors. Teams really embraced the underlying objective – together we achieve.

The substantial BBQ was a welcome reward for effort.