



CORPO
AVENTURE

Experiential **training to
maximize key message
retention**

Did you know that we remember

10 % of what we read

20% of what we hear

30% of what we see

90% of what we do?



Our mission

Corporate adventure acts as a choice partner to businesses who wish to optimally implement their **organizational strategies** and **develop** employee **skills**, using innovative **communication strategies** and **experiential training**.



To achieve our mission, we have devised 5 specialized services

1. Getting the most out of your meetings and conventions
2. **Action-based training**
3. VIP seduction and rewards
4. Sales and distribution network development
5. Product launches and demo tours



What is action-oriented training or communication?

- ✓ **Interactive** training adapted to all levels of employees or to management
- ✓ Uses an **experiential** approach to ensure participants retain messages or develop skills
- ✓ Generates participants' active **involvement**
- ✓ Ensures memorization and optimal **learning**
- ✓ Strengthens interpersonal **relationships**

“Theory comes straight from participants' mouths”



Our learning strategies

1. Immersing participants in **strategically developed** activities to help them **experience** concepts
2. Facilitating **thought-provoking** group **discussions** that highlight **learning** and key messages
3. Supporting the learning process using **theories, tools and models**
4. Initiating an **individual thought process** concerning the **applications** of acquired knowledge in the workplace
5. Supporting the **transfer of acquired knowledge** to the workplace



All our training activities are
personalized and **customized** to
your needs



Here is an overview of some of
our **experiential trainings**



A few of our training activities

Click on a training activity to go directly to its description

- ✓ [Customer Experience and Moments of Truth](#)
- ✓ [Understanding and Experiencing Organizational Values](#)
- ✓ [The Leadership Skills of Efficient Managers](#)
- ✓ [Developing your Employees: Why and How?](#)
- ✓ [From Intuitive to Strategic Management](#)
- ✓ [Mobilize your Employees by Adapting to their Personality Type](#)
- ✓ [Adapting to your Customers' Profiles](#)
- ✓ [Personality Types and Teamwork](#)
- ✓ [Inter-Team Collaboration](#)
- ✓ [Easing into Change and Managing Resistance](#)
- ✓ [Finding Balance in my Work and in my Personal Life](#)
- ✓ [Effective Project Management](#)
- ✓ [Creating a Highly Efficient Team](#)
- ✓ [The Impact of my Supervisory Style on my Team](#)
- ✓ [Sustainable Development and my Organization](#)



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Customer Experience and Moments of Truth

OBJECTIVE

- ✓ Analyze in detail the customer experience and the “moments of truth” customers encounters when coming into contact with the organization’s product, system, personnel or procedures.

THE CORPORATE ADVENTURE SOLUTION

- ✓ Crash simulation of customer experience enabling participants to understand sources of “moments of truth” for a product or a service
- ✓ Group reflection on the previous experience: sources of satisfaction and dissatisfaction, as well as their consequences
- ✓ Analysis of your customers’ opinion on what the organization has to offer
- ✓ Developing an improvement plan aiming to impress customers and to secure their loyalty



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Understanding and Experiencing Organizational Values

OBJECTIF

- ✓ Have participants discover and experience your corporate values in order to fully integrate and extend them in the organization



THE CORPORATE ADVENTURE SOLUTION

- ✓ Simulation where team must make business decisions
- ✓ Performance depends on the level of respect for organizational values
- ✓ Group discussions on the importance of having common values and of referring to them when making choices
- ✓ Supervised reflection on values in each participant's work context

The Leadership Skills of Efficient Managers

OBJECTIVE

- ✓ Discover the leadership skills of efficient managers, analyze your own potential, consequences and the appropriate means of development

THE CORPORATE ADVENTURE SOLUTION

- ✓ Discovering targeted leadership skills
- ✓ Performance in workshops depends on how much participants display leadership skills
- ✓ Discussions on the impact on work performance and in the marketplace of having (or not having) these qualities
- ✓ Personal reflection on your skills, development potential, and the consequences of your limitations on your well-being, your work, and the organization in its sector
- ✓ Drafting a personal development plan



Developing your Employees: Why and How?


OBJECTIVE

- ✓ Understand the importance of developing your employees and experiencing various means of development

THE CORPORATE ADVENTURE SOLUTION

- ✓ Group discussions about the advantages of developing your employees
- ✓ Simulations where participants role-play as supervisors or employees with potential to develop
- ✓ Each team's performance depends on its capacity to adequately target needs and to suggest support that is rallying
- ✓ Discovering 16 professional development methods (coaching, training, projects, promotions, assignments, etc.)
- ✓ Integrating career stages
- ✓ Individual reflection on their employees' needs



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From Intuitive to Strategic Management

OBJECTIVE

- ✓ Have managers understand the importance and the power of strategic management, and how it is achieved

THE CORPORATE ADVENTURE SOLUTION

- ✓ Experience that has participants learn that a clear and ambitious vision and objectives lead to better results
- ✓ Workshop that has participants define or experience the mission, the vision, and the values of the organization or the service
- ✓ Identification of internal strengths and weaknesses, as well as opportunities and external threats
- ✓ Discovering ways of implementing strategic planning
- ✓ Exploring tactical tools used to follow and measure your results

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Mobilize your Employees by Adapting to their Personality Type

OBJECTIVE

- ✓ Develop supervisory skills that are adapted to team members' personality profiles

THE CORPORATE ADVENTURE SOLUTION

- ✓ Completing an online questionnaire which enables participants to determine their DISC model personality (Dominant – Influential – Conscientious – Steady)
- ✓ Simulations allowing participants to understand workplace behaviours and motivations behind each profile
- ✓ Role play that has participants practice ways to adapt to their employees' profiles
- ✓ Personal reflection on how to modify their leadership style to rally each of their employees



Adapting to your Customers' Profiles

OBJECTIVE

- ✓ Have sales reps experience different sales methods according to their customers' personality profiles

THE CORPORATE ADVENTURE SOLUTION

- ✓ Completing an online questionnaire which enables participants to determine their DISC model personality (Dominant – Influential – Conscientious – Steady)
- ✓ Simulations allowing participants to understand the behaviours and motivations behind each profile
- ✓ Role play that has participants practice ways to adapt to their customers' profiles
- ✓ Personal reflection on how to modify their communication style with their main customers



OBJECTIVE

- ✓ Have team members experience ways to adapt to different personality types in order to make teamwork easier

THE CORPORATE ADVENTURE SOLUTION

- ✓ Completing an online questionnaire which enables participants to determine their DISC model personality (Dominant – Influential – Conscientious – Steady)
- ✓ Simulations allowing participants to understand the behaviours and motivations behind each profile
- ✓ Discovering the impact of the team's DISC culture, and identifying strengths and weaknesses relating to members' personality profiles
- ✓ Personal reflection on how to modify their communication style

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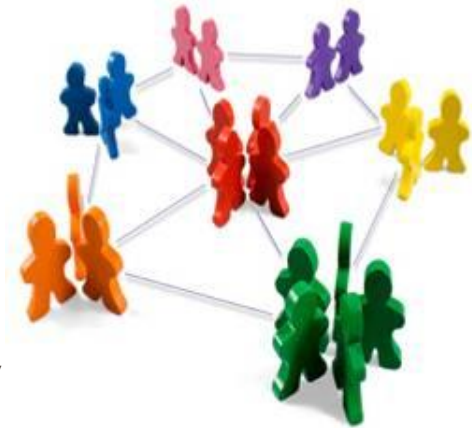
Inter-Team Collaboration

OBJECTIVE

- ✓ To have a number of teams collaborate to improve organizational performance

THE CORPORATE ADVENTURE SOLUTION

- ✓ Simulation where teams must complete challenges
- ✓ Moderated discussions aimed at having teams realize they are working individually and that they now have to collaborate to reach the objective
- ✓ Experiencing the power of working together towards a common objective
- ✓ Everyone's success depends on inter-team collaboration
- ✓ Individual reflection on how to modify the way you work



Easing into Change and Managing Resistance

OBJECTIVE

- ✓ Increase change agents' awareness to the importance of communication and resistance management

THE CORPORATE ADVENTURE SOLUTION

- ✓ Experiencing situations where they will encounter resistance and grieving associated with change
- ✓ Sharing personal experiences about change
- ✓ Identification and appropriate management of resistance in order to move forward and rally people around a change
- ✓ Knowing how to provide a clear vision of upcoming change: advantages, disadvantages, stages and support provided
- ✓ Importance of well preparing communication and training for all employees concerned



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Finding Balance in my Work and in my Personal Life

OBJECTIVE

- ✓ Discover the seven aspects of a balanced life and target changes that need to be made in order to balance our personal and professional activities

SOLUTION CORPO AVENTURE

- ✓ Experiencing the positive impacts of balance between personal life and work, both for the employees and for the organization
- ✓ Exploring the seven aspects of a balanced life
- ✓ Recognizing one's personal, professional and family values
- ✓ Identifying unsatisfactory aspects in our life and their consequences
- ✓ Drafting a personal plan aimed at making healthy choices



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OBJECTIVE

- ✓ Develop basic project management skills by completing a real project

THE CORPORATE ADVENTURE SOLUTION

- ✓ Planning a real project according to fundamental project management principles
- ✓ Developing a framework to manage the project's risks and results
- ✓ Defining a project follow-up strategy
- ✓ Sharing project management experiences
- ✓ Experiencing the necessary principles and tools
- ✓ Exploring the components of a project team
- ✓ Identifying personal development leads



OBJECTIVE

- ✓ Identify your position in a team's life cycle in order to draft an action plan geared at maximizing collaboration towards achieving a common goal

THE CORPORATE ADVENTURE SOLUTION

- ✓ Evaluating your team's maturity level
- ✓ Investigating conflict sources as well as present and future challenges
- ✓ Group discussions on how to rally the troops and maximize collaboration
- ✓ Identifying individual and group actions necessary for the group to evolve

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The Impact of my Supervisory Style on my Team

OBJECTIVE

- ✓ Have supervisors experience how their supervisory style impacts the rallying of their team

THE CORPORATE ADVENTURE SOLUTION

- ✓ Role play that has participants discover the various supervisory styles (paternalistic, directive, coaching...)
- ✓ Discovering the rallying capacity of each of the styles
- ✓ Personal reflection on your leadership style, as well as on the impact on the team and on achieving results
- ✓ Drafting an action plan to improve your supervisory style (needs, developmental methods, deadline)



Sustainable Development and my Organization

OBJECTIVE

- ✓ Increase employees' awareness on the impact of their actions and on solutions to minimize the organization's environmental footprint

THE CORPORATE ADVENTURE SOLUTION

- ✓ Interactive games to provide general information on the environment
- ✓ Listing personal or organizational action that damage the environment of current or future generations
- ✓ Exercise on creative solutions that can be implemented
- ✓ Training is staggered with micro-conferences given by environmental specialists
- ✓ Team drafting of an organizational action plan aimed at protecting the environment



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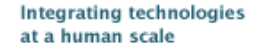
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- ✓ International experience
- ✓ Experts in organizational development, marketing, management, communication
- ✓ Over 2,000 experiences based on “action-based communication” since 1994



Corporate Adventure,
A memorable learning experience





Systèmes de planchers chauffants



Contact us for a turnkey solution to your
development needs!

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