

## MI5 NOT 9 to 5 - AXIS SHIELD BREAK THE CODE FOR EXCELLENT TEAM BUILDING

### BACKGROUND

Axis-Shield is an international in vitro diagnostics company, headquartered in Dundee with R&D and manufacturing bases in Dundee and Oslo. The group specialises in the supply of instruments and tests for the rapidly growing physician's office testing market and the development, manufacture and marketing of innovative proprietary diagnostics kits in areas of clinical need.



BlueSky Experiences, the award winning team building and event management specialist were recommended to Axis Shield. The client was looking for an event for their staff that enabled the senior management team to present the new corporate strategy and gain buy-in from the staff.

The creative team at BlueSky met with the client to discuss the event's objectives and took a full brief. Axis Shield were looking for a serious business event where the key corporate messages could be delivered in a fun and engaging way.

### THE TEAM BUILDING EVENT

The final format was a three day company conference and team building event organised by BlueSky Experiences.

On day one the Axis Shield team were picked up by coach from their offices in Dundee and brought to the BlueSky Experiences purpose-built team development and conference centre near Perth. Following a morning meeting in the conference centre the group enjoyed lunch and then prepared for the afternoon's team-working session.

The Axis Shield group completed 'Colour Blind' an outstanding team working activity, helping the team understand the importance of a common language. On completion it demonstrates the importance of clear and concise communication within a team and how the reality of the spoken word can be perceived in so many different ways.

The Axis Shield staff then divided into teams and went on a treasure hunt where they had to work together and navigate to various check



points throughout the extensive grounds of BlueSky to complete treasure challenges and were rewarded with unconnected pieces of information.

The group then tackled the challenging 'Code Breaker' activity; which encourages the individuals within the whole team to collaborate and use all their skills to decipher a number of clues and complete a set of challenges to crack the code.

With 'Code Breaker' communication and decision making in and between teams is essential to cracking the code. Interpersonal and relationship building skills are enhanced through the need for high levels of negotiation and interaction. The Axis Shield teams were motivated to think laterally and achieve the common goal of translating cryptic pieces of information using their de-coding matrix and decipher spell box and ultimately crack the code!

Once the unique 12 digit code was cracked the Axis Shield super code-breakers rounded off the day with a barbeque and some giant pub games, consisting of Connect Four, air hockey, table football and pool before departing to a local hotel.

The following two days consisted of corporate meetings and events at the hotel, managed by BlueSky Experiences.

BlueSky Experiences were responsible for the organisation and event management of the entire event from the transport and accommodation to the activities, catering and onsite AV support.

Colin King from Axis Shield commented: *"We approached BlueSky with an outline of what we were trying to achieve and BlueSky constructed a program which included complete event management with activities aimed at getting our message over that if we work together and everyone gets involved the challenges we face become easier."*

*Blue Sky took care of the complete 3 day event. The event was well constructed and managed by BlueSky and at the end of the event we felt we had achieved our aim of managers recognizing they can make a difference and wanting to make a difference."*

BlueSky Experiences, the award-winning specialist in team building, team development, corporate entertainment and event management throughout the UK was founded in 2001.

Based near Perth, Scotland the company counts some of the country's leading corporates amongst its clients including Royal Bank of Scotland, HBOS, Shell, BP, Norwich Union, Scottish Power, William Grant and Diageo as well as a number of SME's.

The company prides itself on providing training which is that little bit different and creative whilst

still keeping corporate goals and objectives firmly in sight.

BlueSky Experiences has dedicated high quality venues throughout the UK as well as its own purpose-built team development and conference centre in Perth. The company has made a six-figure investment in the centre which boasts 700 sq metres of team building/conference space. The centre is set in 700-acres of land which provides a mountain bike track, rope climbing and a puzzle zone offering what are believed to be the best team-building facilities anywhere in Scotland.

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