

THE BIG PICTURE

CREATEABILITY



It's a frame up! Teams brush up on their artistic skills, creating a masterpiece of epic proportion. All they need is the 'Big Picture' approach...

Everyone knows it is important to step back and look at the 'big picture' every now and then, particularly when looking at an organisation and how its people operate and communicate internally. With The Big Picture, the importance of teamwork, co-operation and communication is reinforced through the process of painting an artistic masterpiece of truly epic proportions.

At the start of the exercise, delegates are divided into small teams responsible for painting one or several individual canvases – each small segment of The Big Picture artwork. Armed with brushes, paint, very little information and, importantly, no idea what the image will be, the teams have to work with each other to ensure lines meet and colours match. Delegates soon realise that to be successful, they have to co-operate rather than compete with the other teams.

In short, they have to take a 'big picture' view to ensure that each canvas fits perfectly and the final result is a success. The Big Picture image can be inspired by a company's brand, conference theme, products, values, goals or, alternatively, it can be a large scale reproduction of a famous work of art.

Once complete, the canvases from all the teams are collected, framed together and covered. The highlight of The Big Picture is the final reveal where, following a debrief, the masterpiece is unveiled to the delegates for the first time with inevitable loud cheers and thundering applause. The completed masterpiece can be displayed back in the office as a lasting reminder of the importance of teamwork.

Key Business Benefits

Supports strategic planning » Visualising the future »
Creates brand awareness » Encourages problem solving »
Reinforces creative thinking » Shared experience » Unifies the group

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