

songdivision

The Sound of Teamwork



Everyone loves music – it transcends age, gender, class and culture. Guided by Song Division’s amazing musicians and facilitators, participants will enjoy the creative buzz of a song-writing competition, coming up with all the music and lyrics. No musical experience is required and the resulting collaboration will be performed and recorded with the support of our professional band.

Teams compete as they write their songs – who will write the next hit? The focus is not on the performance or singing (no-one is made to sing on their own, unless of course they want to!), but about creative, collaborative songwriting. It reveals new employee talents that many people may not have known existed. Get the senior exec to bring out her Janis Joplin alter ego, or reveal the new Timbaland from accounting!

Its ‘interactive entertainment’ so it’s a team activity that’s not too obvious about being Team Building. Great for the cynics and gen y’ers... The recorded song is the perfect takeaway and memento of the event and can be played on the company intranet or as a backdrop at other events.

Forget the group hug at the end. We prefer to destroy guitars! Well, ok, not really...

Outcomes

- Encourages creativity
- Express thoughts openly
- Provides a collective talking point
- Communication of key messages
- Embody learning outcomes

Features

- Teams compete in a song-writing competition, with the final song collectively performed and recorded with the help of a professional band

Ideal Usage

- Conference/meeting breaks
- Conference energizers
- Sales meetings/retreats
- Experiential marketing

Group Size

- 10 – 10 000 (divided into teams of approximately 10)

Time

- 1 to 3 hours

Space

- Indoor space or outside, or you can do the program at an area recording studio for a more authentic experience



“ It was great to do something totally different rather than another mundane team building activity. A brilliant way to get to know your team better. YOU GUYS ROCK! ”

– Virgin Mobile