

The Millau Film Festival – A Movie Event for BT Global Partners

BT Global Partners required a kick-off event in the aftermath of a comprehensive organisational change for the 120 strong team, to galvanise and re focus the team for the business journey ahead. There was a need to celebrate the success of the previous period, but also to prepare the whole team for change. The event was introducing a step change in attitude that would enable the team to think and act differently in a global market and adapt quickly without being diverted by uncertainty.



Aims:

- To deliver a learning event, concentrating in particular on the key skills of partnering, collaboration, negotiation and leadership.
- To engage delegates in a conference which was dynamic, interactive, motivating and 'fun'
- To benefit the mostly sales-based team who faced challenging financial targets in an ultra competitive environment
- To develop concepts, models, interventions, and tools for supporting the leadership back in the workplace

What we did:

Based on the seminal work by Joseph Campbell, we introduced the concept of the Hero's Journey as a means to consider personal challenges and the team's collective future journey. As the venue for the event was a London Cinema, we used the medium of film to explore how we react to and manage change. The leader of the business set the tone for the



event by sharing his own personal leadership journey at the outset, using the Hero's Journey timeline, developed from Campbell's work.

Teams were created using a combination of professional actors, facilitators and the delegates themselves to recreate a film festival during which, using a very carefully managed process, each team had to create their own film synopsis, put together a production team and then negotiate finance and distribution for their film.

How might you use this learning in your personal and work life?

"When taking this to clients... recognising that they have multiple agenda and we need to spot that and understand what their aims are."

What's the main insight you've taken away from the event?

"Meeting lots of people I've not met before, it's really worth thinking differently, stepping outside my comfort zone gave me a different way of approaching how I can get things done."

Outcomes:

The level of participation was excellent and not just the surface fun of team working, but more significantly, everyone letting go of themselves to genuinely enter a new world outside their comfort zone and practice skills such as negotiation and collaboration in a new way.

During the feedback session, team members had many observations and insights to share, in particular about their skills and behaviours. Everyone was challenged to take their learning directly back into the business.

TESTIMONIAL:

"The concept and programme of activity that Purple Monster created hit every one of my objectives and aspirations. The feedback I received was the most encouraging and enthusiastic I have had after such an event. Not only did the day provide something special on a professional basis, but it also offered a lot to the teams to take away personally. Purple Monster were a pleasure to work with. They were creative, professional and extremely efficient. I look forward to working with them again as our journey progresses."

Mary Compton

Head of Global Partner Development, BT Global Services

