



Client: Chivas Brothers (Pernod-Ricard Group)

Service: Design and deliver a transformational internal strategic conference

Industry: Whisky Producers

Business Challenge: Break down silos between 1500 colleagues, across three business locations. Create an aligned commitment to strategic imperatives to enable greater agility and realise market potential.

Solution: A conference became an "Open Spirit" gathering of 1500.

We designed five interactive phases, the heart of which was a festival style workshop, which used Crystal technology to enable conversations, generating over 1,000 solutions, which were peer reviewed and honed to a top 20 action list.

The five environments and agenda were designed to be inclusive with contributions from every individual and a cross-fertilisation of ideas from across the business, ensuring everyone felt involved and connected.

Results: 750 responses - was unanimously positive;

- 98% rated "Open Spirit" as excellent/good
- 95% more informed about Chivas Brothers
- 90% content extremely/very useful