



Start....

Stop....

Continue....



WORKSHOP

We start by pre-preparing an audit of your activity across Google, Facebook, YouTube, and Instagram looking at both your paid and organic activity. This includes how your accounts are set up, the formats you're using, what kind of creative you are using on each platform, how you're measuring and tracking, amongst many other performance indicators.

Going through the audit in the session we look at each aspect whilst giving your

employees the opportunity to anonymously post suggestions in a box with facilitation to encourage participation and direction

In the final section we group the cards into digestible areas of focus and use these as final talking points. This is done as a group in front of a white board where we agree actions and timescales which is then produced into a digestible format and forwarded on post workshop.

The activity supports the learning outcomes in a number of ways, in particular;

Learning Outcomes

- ▶ Encouraging honest and open discussion
- ▶ Leading group work and ensuring the team stays focused on task
- ▶ Asking relevant questions to uncover current issues and areas for discussion
- ▶ Learning through self-discovery
- ▶ Challenging existing assumptions, beliefs and behaviors to encourage different perceptions
- ▶ Helping achieve clarity and driving to elicit deliverable actions and commitments

- ▶ Creating the right environment for individuals to learn effectively.
- ▶ Ensuring individuals are in the prime state for open and honest reflection.
- ▶ Creating an anchor to help focus individuals on the learning outcomes in the future.

Testimonial

"Thank you so much for yesterday, it was a fabulously useful morning and the team came back all energised and full of new ideas!"

Turner Broadcasting