



ENGAGEMENT, COLLABORATION, VERSATILITY & DELIBERATION
THE CORE LOGIC UNCONVENTIONAL CONVENTION



Context: Core Logic (recently rebranded as Cotality) are an information technology business serving the property market globally.

Core Logic UK hold a regular training event for their mid-level managers. These events were conventionally held around some training or learning and development, alongside a social aspect to encourage team development.

When Jim Driver, Managing Director of Cotality UK (Core Logic as was), came across the innovative Unconventional Convention his interest was triggered by its novel approach to personnel development using VR, personality and behavioural preferences.

Jim Driver and Alison Lester, Human Resources Principal for UK, met with Rob Harrison of Glued to find out more about their innovation – The Unconventional Convention (TUC). In their discussions it became apparent that TUC could offer a far more purposeful and attractive solution for the Core Logic training event.

TUC blends competitive teamwork around a VR escape room scenario, blended with, personality and behavioural preferences – meaning participants reflect on their actions and behaviour in relation to other team members and the challenge at hand.

Requirement: Up to this point TUC had only ever been delivered from a single site in Coventry University.

At the point the Core Logic event came round they had 50 mid-level managers.

So the challenge for Glued was how to deliver the event remotely? And how to scale it up from 20 to 50 participants.

In consultation with Core Logic, Glued planned the day across a morning and an afternoon session to accommodate around 25 participants in each.

With the support of Coventry University, Glued gathered a team of facilitators with technical knowledge of the VR equipment and scenarios. The equipment for 6 teams of up to 5 participants were loaded with the VR scenarios for testing off site.

A presentation and interactive exercise was prepared to help judge participant traits.

Briefings held to familiarise the facilitators with Core Logic, the venue, the running order of the day, how to encourage participation and how to deal with technical issues.

Glued and Coventry University conducted a truncated dress rehearsal, by which point TUC was fully prepared for its first remote delivery at scale.

The Outcome: Part of the TUC delivery is to encourage reflection and feedback during the event. Feedback that left Glued and the TUC team in no doubt that participants had wholeheartedly engaged with the exercises and that they had been

able to reflect on the choices for behaviour they had alongside their own behavioural preferences. Many participants noticed how the teams quickly formed and became jointly purposeful.

The facilitators of each team noticed how initially hesitant participants found a place in the team and that some participants were able to negotiate swapping their roles to achieve better outcomes. The facilitators also saw how, as the exercise progressed, members of the team became more fluid in their communications and actions – which was reflected in the speed at which they were able to ‘escape’ the VR scenarios.

Results: Respondents to post event surveys conducted within a week of TUC events have shown that: 86% found it engaging; 88% felt they picked up learning for themselves and 80% for the business; 96% said it was well organised.

And from a survey conducted with Core Logic participants: 80% of respondents had a positive impression of the event, 60% felt the event would lead them to reflect on their behaviours in work, 53% said they were able to trial alternative ways of responding, 80% said their team performed well and 73% that it was able to form quickly.



Watch a short video from the event:
www.youtube.com/watch?v=Ust5b_TOQUs



Some quotes from participants of previous TUC events:

‘Would like to use the session as a good fun team building exercise in general, showing how important communication and team involvement.’



‘Learning about my own reaction.’

‘Very fascinating use of tech. Getting something right / people finding answers was very satisfying!’

‘Seeing how the technology could be used in team building exercises.’



‘Creating a new team and getting along.’

‘The engagement of technology and group communication lessons.’

ABOUT GLUED

Glued was established in 2003 and is committed to clear and honest marketing and communications.

We want our clients to be proud of their organisation and brand, confident in their marketing and delighted with the results.

Our clients often feel that their business could deliver more or perform better, and our process and output is designed to address this.

If your potential customers or team are struggling to see what is at your core, the solution lies in articulating your valuable

difference in a compelling, engaging and relevant manner.

We use a three-stage process to uncover the unique essence of your business and identify your valuable difference. This is embedded in your organisation, internally as a foundation for staff to build on and externally as a basis for communication through effective branding and marketing.

To avoid losing your grip on what constitutes your core values, the answer lies in your internal and external communications.

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Brand creation and development
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Glued is a research, design and marketing agency based in the Midlands providing everything for your business brand to help your marketing stick.



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