



Outback

Team Building & Training

The Top Team Building Trends for 2018

Table of Contents

| | |
|--|----|
| <u>Introduction</u> | 3 |
| <u>Industry Stats – Engagement</u> | 4 |
| <u>Industry Stats – Locations</u> | 5 |
| <u>Industry Stats – Seasonality</u> | 6 |
| <u>Trend #1 – Indoor Team Building</u> | 8 |
| <u>Trend #2 – Reality TV Activities</u> | 11 |
| <u>Trend #3 – Collaborative Activities</u> | 14 |
| <u>Most Popular Activities for 2018</u> | 18 |
| <u>Final Predictions from the President</u> | 19 |
| <u>Get In Touch</u> | 20 |

Introduction



Are you planning a team building activity in 2018? With this guide, you can find out what types of team building will be most popular throughout the year, and what trendy new activities will surprise and excite your group.

The information inside is based on hard numbers and industry data that has been compiled and analyzed by our team of experts. Over the next 20 pages, you'll find:

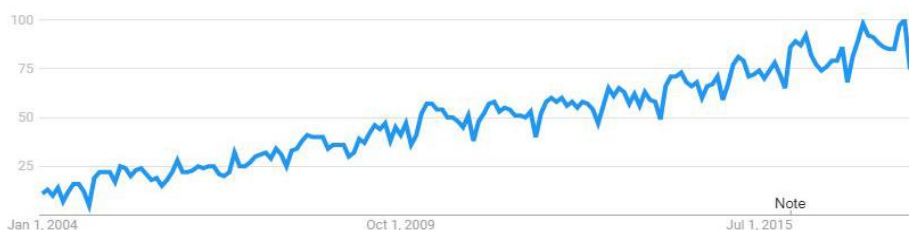
- **Industry statistics from 2017**
- **The top three team building trends for 2018**
- **Easy ways you can bring these trends to life in your office or workplace**
- **The most popular activities for 2018**

Of course, every team is different. If you'd like to find the perfect activity or event for your group dynamics, reach out for a free consultation by [visiting our website](http://www.outbackteambuilding.com).

Industry Stats: Employee Engagement

Business owners and managers have taken a greater interest in “employee engagement” over the last decade. Check out some of the key industry statistics from 2017.

of Google Searches for “Employee Engagement”



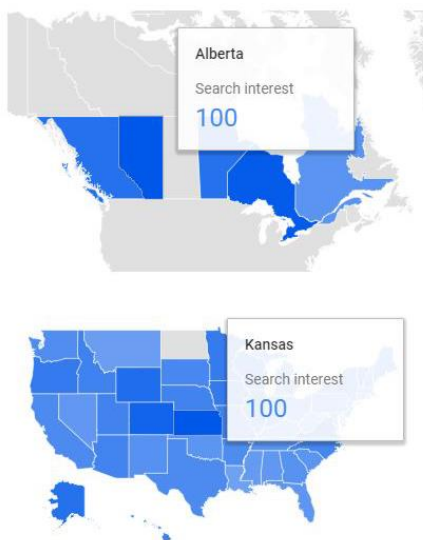
- Disengaged workers have caused massive losses in productivity – estimated between \$450 and \$500 billion in 2017 ([Mental Health America](#))
- 51% of the workforce considered themselves “not engaged” at work in 2017 ([Gallup](#)) – which is down 12% from 2016 ([Aon Hewitt](#))
- 80% of businesses actively tried to improve their employee engagement in 2017 ([Virgin Pulse](#))
- 49% of employees said “culture” was the most important part of their workplace experience in 2017 ([YouEarnedIt](#))

Industry Stats:

Locations for Team Building

The most popular locations for team building are major cities across North America, such as **Vancouver, Boston, New York, Seattle, and Toronto**. However...

Interest by subregion ?



Data also shows that the most online interest in “team building” actually comes from the middle of the continent. In the image above, search interest is measured on a comparative scale from 0 to 100, with 100 representing the most interested area.

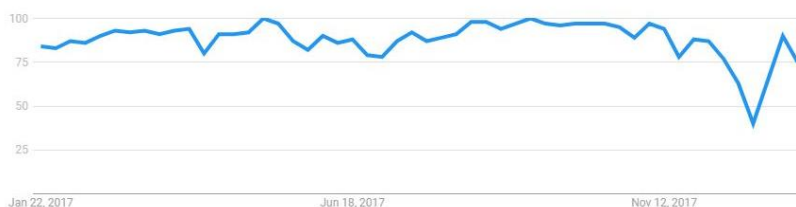
On this scale, organizations from **Kansas** and **Alberta** comparatively search the most for “team building” in their respective countries.

Industry Stats:

Team Building Seasonality

There is no “wrong” time to plan a team building activity, but our industry data shows that by far the most popular season for team building is the **summer** – as well as **September**.

Searches for “Team Building” Over the Course of a Year



Summer is typically the most popular time of the year for team building. Compared to the winter months, Outback typically sees a 50-60% increase in events happening around that time of the year.

However, **September** was actually the most popular month for team building in 2017. Our experts say that it was even more popular than the summer months because it's when employees come back from their vacations, and businesses begin to ramp up as they approach the end of the year.

“

Such a great time! My team couldn't believe how much fun they had! I would rate it a 10/10. We would definitely recommend your team. Everything was very well organized. You thought of everything!



Team Building Trend #1: Indoor Team Building

More corporate groups will be planning indoor team building activities in 2018 than ever before.



Back in 2012, about 75% of the organizations who reached out to our team were interested in outdoor team building, compared to only 25% who wanted to try something indoors.

Over the last five years, however, those numbers have shifted to an almost exact 50/50 split of customers purchasing indoor versus outdoor team building activities. That's nearly a 50% increase in popularity compared to just five years ago!

The #1 reason for this trend?

Indoor team building activities are convenient for event organizers, because they can take place right in your office or meeting space.

Team Building Trend #1: Indoor Team Building

Here are some of the most popular indoor activities you can try with your team.



Minute To Win It

Face-off against other teams in a series of ridiculously fun 60-second challenges. This activity is sure to get your group's energy up!



Team Pursuit

Compete in teams to see who can complete the most mental, physical, and skill-based challenges before time runs out.



CI: The Crime Investigators

Put on your detective hats and see if your group can solve a deadly mystery, in this problem solving team building activity.

Team Building Trend #1: Indoor Team Building

Here are three free ways you can try some indoor team building at your office right away.

Plan an Office Games Night

Bond over some competition! Have a few people from the office bring in games, like Settler of Catan, Trivial Pursuit, or Pictionary.



Host a Workplace Potluck

Sharing a meal can be a great opportunity for coworkers to get to know each other better, and helps to build your company culture.



Try 10 Free Team Building Games

Looking for simple games you can plan and set up in 10 minutes or less? Download our free guide.



Team Building Trend #2: Reality TV Activities

There has been a recent resurgence in the popularity of team building activities based on reality TV shows.



Since 2012, we have seen customer interest in reality TV-inspired activities almost double. This is surprising considering that the “craze” of reality TV seems to have died down in recent years.

Numbers don’t lie though! The recently revamped Corporate Castaways (based on the TV show Survivor) has jumped in sales by 47% from 2016 to 2017.

The #1 reason for this trend?

Whether your team watches these shows on TV or not, they probably are familiar with their basic concepts and rules – which makes them a lot fun to try for yourself!

Team Building Trend #2: Reality TV Activities

Here are some of the most popular team building activities based on reality TV shows.



Corporate Castaways

Outwit, outplay, and outlast! Transform your teammates into tribemates with this outdoor activity, inspired by the show Survivor.



The Amazing Chase

Go on an exciting race through your city with this interactive team building activity inspired by the TV show The Amazing Race.



The Apprentice

This philanthropic activity will help your team build, market, and donate bicycles to a local children's charity.

Team Building Trend #2: Reality TV Activities

Here are some free things you can do to bring the excitement of a reality TV show to your office.

Host a Karaoke Night

You might not have Kelly Clarkson on your team, but you can still have fun getting up on stage with a karaoke night!



Pitch Ideas in a Shark Tank

Encourage employees to pitch new company ideas in a format similar to Shark Tank, and offer rewards based on the best new concepts.



Find Your Next Top Chef

Encourage the top chefs in your office to have a bake-off, and have your team vote on which food items turn out the tastiest.



Team Building Trend #3: Collaborative Activities

More organizations are showing an interest in collaborative-only team building activities.



From 2016 to 2017, interest in collaborative-only activities has grown by a whopping 400%. These are the types of team building programs where everyone in the group works together to take on a single challenge.

The #1 reason for this trend?

While there are plenty of positive things to say about a little friendly competition – engagement, team comradery, and excitement, to name a few – sometimes groups enjoy bonding over having one shared goal.

Team Building Trend #3: Collaborative-Focused Activities

Here are some of the most popular team building activities that focus on collaboration.



Escape Room: Jewel Heist

In this escape room experience, your group will have to put their heads together to solve all the puzzles before time runs out.



Junkyard Orchestra

Learn the rhythm of collaboration with this musical activity, where teams learn to play songs using “junkyard” instruments.



Domino Effect Challenge

Work together as a group to try and create a gigantic, interconnected device. Can your team successfully build a chain reaction?

Team Building Trend #3: Collaborative-Focused Activities

Here are some things you can do around the office to build collaboration on your team.

Share Your Appreciation

Have your team submit notes of gratitude for their colleagues. At the end of the month, you can pick a random note and award a prize!



Better You, Better Us

Encourage employees to write down personal goals on a board in the office, and then celebrate when your team accomplishes them.



Bring In a Consultant

If you're serious about building better team collaboration, you may want to consider bringing in an outside consultant.



“

Our entire group had an amazing time, and many said it was the BEST team building event we have ever done. The staff was great to work with, and the experience was seamless from beginning to end.



Most Popular Team Building Activities for 2018

Based on the trends, here is what our experts predict will be the top activities for 2018:



1. Minute To Win It

Face-off against other teams in a series of ridiculously fun 60-second challenges. This activity is sure to get your group's energy up!



2. Corporate Castaways

Outwit, outplay, and outlast! Transform your teammates into tribemates with this outdoor activity, inspired by the show Survivor.



3. Domino Effect Challenge

Work together as a group to try and create a gigantic, interconnected device. Can your team successfully build a chain reaction?

Final 2018 Predictions from the President of Outback



Three bonus predictions from Murray Seward, the President of Outback Team Building & Training:

Prediction #1: *"We're going to see more and more large group events, as companies realize they want to build a larger sense of community. We're getting more requests to insert an activity within a three day conference or meeting, for 300-500 people."*

Prediction #2: *"More decentralized teams are going to start team building. They can now do an activity without being in the same room – or even the same country – with our [smartphone app](#)."*

Prediction #3: *"Organizations are going to continue building stronger company cultures... That's just the way business is now. Every stat out there shows the benefit of having a strong, engaged team."*

Get In Touch

To learn more about our 2018 team building activities and receive your free quote, get in touch with us:



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www.outbackteambuilding.com

BOOK YOUR FREE CONSULTATION