Report on “Catalyst Russia”, a team-building company

Dear Mr. Buckley,

You asked me to look for a team-building company that would be suitable for us. My suggestion is “Catalyst Russia”.

“Catalyst Russia” is a branch of “Catalyst Global”, international team-building company, with three offices in Russia. They offer more than 30 activities, divided into 9 different categories. I quote their “about us” section of the official website: “An award-winning business, established over 25 years ago in the UK, we use the power of intelligent game design to bring about the right motivational dynamics, influencing behavior, driving progress and positively affecting the culture of teams with lasting results”.

I found that some of the activities offered by “Catalyst” might be very effective in our case. Especially two of them: “BeatsWork” and “15 famous minutes”.

BeatsWork transforms a group of individuals into a giant percussion band – with each person playing their part, in time and on cue. Starting in small groups with a professional percussionist, team is taught the basics of samba beats and breaks. By using a variety of rhythm based warm up exercises, teams soon move onto real instruments, with each group learning the different instruments and rhythms. “Catalyst” states that: “There are many parallels to company structures in the multiple layers of vertical and horizontal integration required to create the incredible BeatsWork finale. This impactful program demonstrates the importance of standard operating procedures in consistently achieving excellence. When each participant and team fulfil their role and works in synergy, the whole group succeeds. This creates a result greater than the sum of individual effort and a memorable example of the power of focussed common purpose”. As our company is looking exactly for the sense of unity and shared achievement among our staff, this program should make a good work.

Fifteen Famous Minutes challenges teams to produce their own versions of some of Hollywood's all time classic movies. Each team's studio is furnished with a spectacular arsenal of equipment designed to help them achieve a result of which they will be justly proud. Planning, scripting and rehearsing soon give way to on-location shooting as the creative juices really start to flow. The piece is made in a little than three hours. I think that this program would be beneficial for us as in this activity every participant can get creative and has an opportunity to step out of his comfort zone, to do something whole, but full of precisely his effort and vision. Also, through filming and refilming, teams learn to work towards excellence within a challenging time frame.

Sincerely,

Arseniy Zaitsev