



TEAM BUILDING ASIA

Empowering Organizations with People

DAVID SIMPSON and STUART HARRIS have devised a methodical approach to unlocking staff potential in a fun learning environment.

Co-founders David Simpson and Stuart Harris perceived a need in the market for high impact experiential programmes, as a result of their respective experiences in training & psychology and hospitality & events.

Simpson was invited to present a “Stress Management Three-Ring Circus Seminar” for a banking company. These ‘rings’ consisted of sessions on identifying stress and strategies to prevent it, action planning & effective stress management, and learning to juggle work-life balance. These sessions ran concurrently; participants rotated between each at 20-minute intervals, birthing a successful lunchtime learning session.

Simpson approached Harris, experienced in event management, to assist in taking the experiential seminar idea to a larger audience. These humble beginnings led to the foundation of Team Building Asia in 2002.

As the industry was still young, initial uptake was challenging for the company. With only a few clients in their initial portfolio, attracting prominent names was difficult. The co-founders nonetheless persisted and ran a series of showcases and conferences, attracting potential clients. Their perseverance paid off: Team Building Asia has since worked with over 300 companies, with more than 110,000 participants attesting to the benefits of the experience.

Activating People

“Team Building Asia provides productivity and human capital management solutions,” says Harris. “We are curious about client’s needs and tailor-make solutions based on our brand promise to ensure a smooth process, total engagement and comprehensive programmes.”

The company develops high impact, prop intensive and completely com-



PELLING programmes that fully engage participants, and sustains an extensive catalogue of team building activities year after year. Dedicated sales managers respond to all enquiries within 24 hours, ensuring a completely smooth process from initial enquiry right through to programme delivery and follow-up.

“Our own team of sales managers, event managers, warehouse supervisors, project specialists and experienced facilitators work closely together to customize and create unique experiences for our clients. Wow factors for each and every Team Building Asia experience are discussed in weekly production huddles, then executed on the actual event and reported back on how well they were received. These unique experiences provide long lasting memories for participants and offer something uniquely different from the norm,” shares Simpson.

“We also have pre-work questionnaires enabling us to customize our programmes to the unique objectives of the client’s needs. Besides the programme delivery on the day itself, we collect feedback immediately after the event with facilitator observations and expla-

nation of the follow-up process. This involves an extensive consolidation of the debriefing materials, a client feedback survey and comprehensive follow-up three months later to ensure that clients get a return on their investment.”

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“In 2005 we opened an office in Singapore and in 2008 another in Shanghai. Along with our base in Hong Kong, these three offices enable us to deliver programmes across the entire Asia-Pacific Region,” adds Harris. “We are currently working on delivering mass-participation programmes across all of China, targeting large-scale domestic companies with international exposure such as Foxconn, Huawei and Alibaba. We’re scaling up our own activities to be able to cope with 6000 participants, in batches of 600, a week at a time.”

While sometimes hampered by the occasional downturn, which sees some companies cut training budgets or enact a hiring freeze, Team Building Asia has managed through effectively diversifying its client base. When the banking industry took a hit in 2008, the retail industry still performed. With banks’ gradual recovery came more need for the company’s programmes.

In an ever-changing global economy defined by greater dependency on technology and less on human touch, the influx of newcomers from a growing graduate base will further necessitate the company’s services. Among its values is ‘Live the Spirit of Challenge’. Abiding this, Team Building Asia is devoted to empowering the workforce and maximizing its potential. ■

For additional information please visit www.teambuildingasia.com