

CORPORATE BODY BUILDING

Individuals collaborate to create a company name or logo with their bodies.

How it works

Each participant is assigned to segment of the logo. They are issued with a colour-coded suit. They then link with 20, or perhaps 200 others to complete section. Then they work with all the other segments to correctly position themselves to create the overall logo. Once everyone is finally positioned, the living logo is photographed from above becoming a lasting record of the learning from the event.

Learning outcomes

Human capital is vital to the makeup of an organisation. Every individual plays a vital role in how a company operates, how it is perceived, and how successful it can ultimately become. Through this practical fun team building experience, individuals are reminded of their unique role within the big picture of a company's structure and the importance of each individual.

Key business benefits

- ✧ Breaks the ice
- ✧ Unifies the group
- ✧ Encourages problem solving
- ✧ Shared experience
- ✧ Develops brand awareness



20 - unlimited



Indoors/
Outdoors



40-60 minutes



Collaborative