

CEO Chef - Case Study

Background

Our team was picked to conduct one of our culinary team building programs for a large banking firm in Charlotte, NC. This group of 225 attendees chose the Corporate Culinary Challenge™, our flagship program, and as with all of our cooking team building programs, we make sure we have double checked all of our logistics with all of the people involved, the event planner, the production team, the host facility and the client.

Besides our logistical program needs which involves organizing a group to cook their own meal, from scratch in a limited amount of time, in a non-kitchen facility (usually a hotel ballroom), there is also the team building outcome that the client wants to achieve. So being extra organized logistically is extremely important in order for us to achieve our client's team building outcomes.

Our client's meeting was held at the downtown Charlotte Omni Hotel, but they wanted to arrange their cooking team building at a local club facility about 1 mile away.

Challenge

Everything was going to schedule, as usual, when we were hit the morning of our event with one of the worse ice storms in Charlotte history. Our client's attendees were all housed at the Omni, as was our team, so we were in no apparent danger. But our evening event was in jeopardy of being canceled because the buses were too unstable to make the 1 mile trek on icy roads to the club facility.

There was no available ballroom space that evening at the Omni, where we were all staying, due to many confirmed holiday parties. Our client gave us a choice to cancel the event that was already paid in full with no loss to us or give us an hour to figure out how we could make this happen without endangering the attendees by traveling on these dangerously icy roads.

So we reached out to the Charlotte Club across the street to bale us out.

Solution

The Charlotte Club just had it's own cancellation of a large group due to the inclement weather and fortunately for our group, they had room for us and were delighted to accommodate.

Next, we arranged to have our food ingredients shuttled over to the Charlotte Club from the original club site, by four wheel drive. We then arranged a meeting with the staff at the Charlotte Club to discuss with them how they can accommodate our special team building program which they had never hosted there before.

Results

We were prepared and ready to begin according to the original schedule. The client's group never knew about the changes, they assumed that the program was originally scheduled at the Charlotte Club all along.

Our client and their group was extremely happy because they all experienced an outstanding team bonding moment that brought the whole group together as one, through the meal that they first created together then enjoyed as their dinner.

The Charlotte Club was so impressed with our program outcomes and ease of working with us that they later referred us to another local banking group of the same size.

Putting into action two of our core company values of "resourcefulness" and "relentlessness" demonstrated to our client that no challenge or obstacle would hold us back to achieving their team event outcome and that we'd do what ever it took to make that happen!