

Bonfire's Enterprise-Wide Solutions and Real Results Case Study: Remote Face-to-Face Team Building and Skill Building

Client Overview

**Employees:**

4,000 +

**Location:**

17 locations
across the
state of
California

**Mission:**

Protecting Californians is at the heart of everything we do. We were created over a century ago to ensure injured workers get the treatment they need and that employers are protected from costly medical bills when an incident occurs.

**Duration:**

9 months

What was keeping our client up at night?

- The response to COVID sent people home to work and most stayed home when the restriction was lifted.
- The employees reported more life balance and more happiness.
- Leadership, employees, and even clients reported less teamwork and company engagement.
- Zoom staff meetings were stale, and people were losing connection with each other and the company.
- They needed something to connect people again - to bring people together for something meaningful and to be an excellent use of time.

The Ask

"We are doing a 'Face-to-Face' program this year where we are bringing everyone back to the office for a day of connection. Can you help us design and deliver an exceptional program that..."

1. will bring people together in a meaningful way?
2. no one will say could have been done remotely?
3. will make people glad they came into the office?
4. appeals to everyone, even Senior Leaders?
5. delivers in a way that all 4,000 employees get the same experience and the same message?

The Solution

**Pre Training**

- Bonfire worked with their training department for 5 months to design an interactive half-day experience called "Personal Impact".
- It involved a card game where participants defined their personal impact on the job and on their team.
- There were team building exercises that got people engaged, on their feet, and working together in a fun, profound way. Participants were able to use their personal impact to show accountability, demonstrate trust, and learn how empathy and vulnerability were vital to a team and to their customers.
- We piloted it with Senior Leaders, revamped it, piloted it again, and revamped parts - until it was perfect for the client's purpose! Our client wanted to be sure that the customer and the accountability messages were aligned with the values, and the program highlighted their North Star, "Driven to help others and do the right thing". (That's the kind of collaboration, personalization, and customization you get with Bonfire!)
- It was vital that every one of the 4,000 participants would get an identical experience. Therefore, the trainer's script and preparation was important! We brought in 10 Bonfire Trainers, specifically chosen for the project, and conducted a two-day train-the-trainer with them. Consistency of training delivery and experience, as well as standards, were critical.

> Training

- Between mid-August and October 2024, Bonfire facilitated over 146 workshops in 17 locations throughout California!
- Our logistics team was incredible. They worked with our client's team to ensure materials were at the proper location, labeled, and prepared for each day's workshop.

> Post-Training Reinforcements

- Bonfire designed a reinforcement infographic with the key messages. Our client distributed it a week after attendance at the workshop.
- We designed a short "remote" exercise that managers could do with their teams over Zoom. We took the concept of 'Personal Impact' to "Team Impact". The 30-minute exercise involved sharing team members' personal impact and then conducting an exercise on desired team impact.



Real Results

The main measurement for our client was Employee Training Feedback. They wanted to be sure the employees found this training meaningful, that it was relevant, that it connected people, and that it was worth the required travel.

4.80/5

The training was designed well.

4.69/5

I am satisfied I will be able to apply what I learned.

4.82/5

Connection - I was able to connect with my co-workers.

4.69/5

Value - I felt the training was worth the trip in.

Change -

How did you feel about attending before the training? 3.64/5

How did you feel after attending the training? 4.63/5

27% increase