



castletimes

TEAM BUILDING | TRAINING | EVENTS | SOCIAL ENTERPRISE

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Dear Sir/Madam, CEOs, MDs, GMs, Directors, Managers, Heads of Department and Executives

Since 2003, the *Castles Can Fly* (CCF) programme has exceeded more than 1,000 runs, averaging more than 100 runs annually. Unlike many conventional corporate teambuilding programmes, which can be passive in nature or too high in adrenalin rush, we prefer to listen to the customers a lot, so that we can ensure participants are actively engaged both mentally and physically.

The problems with traditional teambuilding programmes can be one of the following:

- Too recreational in nature and fun but lacks the mental stimulus to achieve programme objectives
- Too physical in nature, with high adrenalin rush, but with little relevance or lacking in transference to workplace application
- Too complicated in execution such that only a few are engaged

The CCF programme is highly customised to adapt to different purposes and needs. For example in leadership programmes, the tone, pitch and flavour of the whole programme will be moderated to meet leadership challenges without compromise on the fun element.

For mass events involving more than 200 participants, the programme is highly scalable such that it retains high engagement without losing the essence of lessons facilitation. With highly skilled facilitated and professional crew, the programme brings out the relevance to very specific corporate challenges, so much so that our participants are often amazed at what they can do.

Welcome to CCF and may your dream castles come true and fly one day.

Happy reading!

Alvin Lee
Castles Can Fly Programme, 2013

Maximum relevance and Engagement

The majority of the participants of our CCF programme highlighted the relevance of the lessons to their current work situation as one of the high points. The ability to air views in a congenial and informal environment provides a refreshing touch to the mundane drudgery of daily routines and processes.



In the absence of distractions and minimal protocols, every participant is spoken to as if they are the highest ranking officer. Every input is taken, sometimes light-heartedly, other times quite seriously, but never at any time, will it be dismissed outright. One of the secrets of a successful engagement is the amount of homework done before the programme to produce experiential learning moments. It is by not luck or fluke, that the participant realised certain epiphanies or awareness, when things fall apart, or miraculously hang on together, through no less effort by the team.

Behind the scene of the participants lies a huge effort of studying participant's behaviour and thus ensuring engagement and success.

It is only with true relevance and skillful facilitation that the programme will become the type of experience that they will remember and share for a very long time.

Results-oriented and Fun

Team bonding and teambuilding are common objectives for corporate customers. While that is important, we feel strongly that we need to go way beyond these basic objectives. We need to be more specific so that we can be engaged instead of being too general. We need to appreciate highly the effort and time of the participants, either from their work or their families.

As such, as professional programme organiser, we are driven to ensure that their time is used purposefully and efficiently. For example, we take a lot of effort and time to sit with the organiser to understand the nature of their business, some of their current immediate challenges, their previous achievements and any other information that might be useful to produce a memorable experience.

One of the key features in our entire programme is for the participants to produce results beyond their own expectations. For example

- To build a six-foot-tall sandcastle.
- To produce a movie by following the whole filmmaking process.
- To achieve awareness in personality through serious, yet fun dialogues and role plays.
- To lead a large team of people in a very short time to produce a complicated robotic plan.

The important point is never to underestimate the huge human potential in people, especially when we make them believe in going beyond their comfort zones. Not with mere words, not with loud chest-thumping high-fives, shouting and ranting. No, we believe that the results come from quiet but steady progress made by every single member of the team, highly motivated not by outside forces, but from the internal drive of individual and group desire.

Yes, all these will be achieved with some light-hearted moments and real joy and delight of seeing the results at the end. But only just, if too generous with fun it might achieve nothing and if too stingy with fun, it kills the joy... so just the right balance will ensure an entertaining yet meaningful experience.



Inspiring and Motivational

This important element is often forgotten if not for the constant reminder by the programme organiser. Too often, it is easy to get sucked into the details and logistics, in timeline and other considerations, we often forget that people need to be inspired.

As an active motivational speaker, I am constantly looking out for all sources of inspiration by studying the business, the type of people who are in the business and the nature of the business with the sole purpose of why people are driven in that particular industry.

So, the bottomline usually is : What is driving you?

It could be the comfortable cosy company of your colleagues, the high adrenalin rush of the industry, or the steady-ness and calm-ness of the industry that people have time to constantly upgrade themselves. Or it could be the opposite - overnight industry changes, many times over a short period, so much so, we value highly the promptness rather than the detail-ness of things. In those places, it might be better to arrive early, but the deliverables are not nearly complete, rather than to have everything complete, but you are late.

So, in reality, every organisation, every industry strives on very different inspiration.

So what is driving you?



Build Great.
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- Professional Motivational Speaker
- Authentic and Refreshing
- Engaging and Relevant

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