

## CASE STUDY: THE GOOD GUYS SEM CONFERENCE

### WHAT WAS THE OBJECTIVE?

The Good Guys' first SEM (Store Executive Manager) Conference was about inspiring self-belief.

### HOW DID WE DO IT?

THINKA was engaged to lead an activity on the final day of the conference. 'Take Off' challenged participants to break through and achieve something unexpected.

The 'Take Off' theme featuring colourful banners, blow-up planets, old arcade games and a DJ playing 80s retro hits elevated the mood.

Working with 'Code Like a Girl' and The Good Guys Learning and Development team, participants worked in table groups to learn how to code a game similar to 'Space Invaders'.

Working quickly and together, they each applied their new coding skills before selecting the best game from the table for the 'challenge round'.

This challenge and live polling to find the best game and table culture gamified the learning, offering a real sense of achievement.

Live crosses to participants and careful facilitation helped to draw out the themes around self-belief, team work and pushing out of one's comfort zone.

### HOW WAS IT INTEGRATED AND WHAT WERE THE RESULTS?

The challenge for store managers was to inspire and integrate lessons around self-belief back in stores, ahead of the busy, pre-Christmas period.



