**Moment in Time**

Deepen your connection to your clients by celebrating your shared history and accomplishments.

| Type | Icebreaker |
| --- | --- |
| Purpose | Interpersonal team building |
| Topics | Teambuilding, communication, networking, fun, celebration |
| Audience | Clients |

## **About this activity**

According to Forbes, a company that establishes an emotional connection with its customers outperforms the sales growth of its competitors by 85%!

Moment in Time builds a connection with your clients and creates team spirit within a large group. This activity celebrates your shared history and yields a treasure trove of information that your sales team can use to deepen connections with clients throughout the year.

Moment in Time works best with large groups of participants in an in-person setting.

#### Important details

| Best for groups of | Any size |
| --- | --- |
| Preparation time | 15 minutes |
| Duration | 20 - 30 minutes |
| Required materials | * Large easel paper roll
* Markers and pens
* Removable tape
* Stickers (optional)
* A fun, upbeat playlist
 |
| Required location | * Indoors
* Blank wall space to create a timeline canvas
 |
| Noise level | High |

## **How it works**

#### Instructions

Before conducting the activity (15-30 minutes):

The facilitator should reach out to a person within the company with knowledge of the organization’s history and obtain a list of company milestones. The facilitator will roll out a large piece or pieces of easel paper and hang them on the session room wall using removable tape.

The facilitator will draw a timeline dating back to the company’s founding and mark time in either one or five-year increments, depending on the length of the company’s history. The facilitator should fill in key company milestone dates in the space below the timeline, preferably using a marker in the company’s colors.

The facilitator should ensure there are enough writing supplies for all participants. If stickers are used, collage or scrapbook stickers are often used to mark milestone celebrations.

Conducting the activity:

Introduction (3 minutes):

The facilitator will instruct participants to add the date (actual or approximate) that they become a client of the company, collaborated on a successful project, etc. in the space below the timeline.

The participants will be instructed to add their own memorable experiences and milestones in the space above the timeline. These may include the date they joined their company, their date of birth, the date they got married or had a child, the date they won an award or completed a personal goal, etc.

Completion of Timeline (5-20 minutes):

During this time, participants will fill in their dates on the shared timeline. The facilitator should put on a fun, upbeat playlist at a low volume and monitor progress, taking note of special milestones that can be called out in the wrap-up. The facilitator will remind participants of time at one minute and 30 seconds.

Wrap-Up (2-5 minutes, depending on number of participants/groups):

The facilitator encourages participants to view the completed timeline and guides them back to their seats. The facilitator asks participants for any comments or observations and allows sharing as time permits.

When finished, the timeline should be carefully removed and taken back to the office. Any helpful client information should be captured and added to the company’s CRM.

#### Rules

Each participant should add at least one milestone to the timeline. Multiple milestones are encouraged.

Have fun and celebrate!

#### Example

None

## **Materials**

#### For facilitator

Large easel paper roll

Scissors

Markers and pens

Removable tape

Stickers (optional)

Fun, upbeat playlist

List of company milestone dates

#### For attendee

None