CORPORATE

BODY BUILDING



ONE COMPANY
ONE DIRECTION

Individuals collaborate to create a company name or logo with their bodies

Key Business Benefits

- ✓ Demonstrate Unity
- ✓ Motivational Fun
- ✓ Celebrate Diversity
- ✓ Recognise Individual Input
- ✓ Boost Meeting Energy
- ✓ Rebrand/Refocus/Kick-Off

ALIGN ENGAGE CONNECT!

catalyst global
team building product

Outdoors

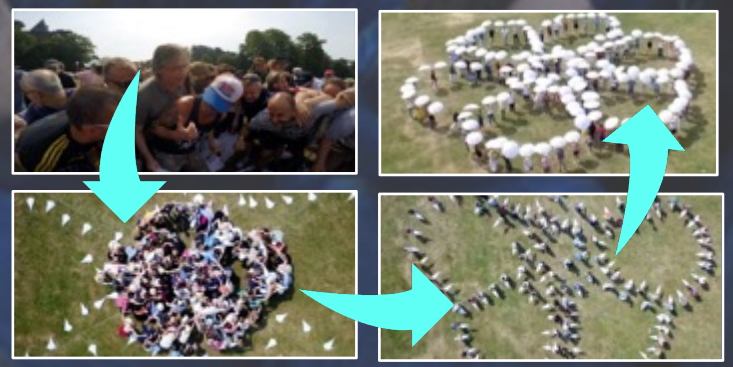
30 mins-
1hour

50 – Unlimited



Activity Overview

- Each participant is assigned to a segment of the logo
- They are issued with a colour coded suit or clothing
- They then link with 20, or perhaps 200 others to complete a section
- Each section then works together perfecting the edges of their shape and even distribution of bodies
- Once everyone is finally positioned, the living logo is filmed from above becoming a lasting record of shared achievement



Animated Logos

With extra time and innovative props participants can be challenged to create changing shapes and textures

