

FUN IS EASY. A BETTER TEAM TAKES DESIGN.



A round at TopGolf, a night at the ballpark, an evening in a cooking class. All genuinely fun. When your goal is a team that works better together long after the event, how the experience is designed is what changes the result.

THE SHORT VERSION Putting people in the same place does not connect them. A designed experience is built, end to end, to do exactly that.

SAME BUDGET. DIFFERENT RETURN.

Every option is a good time. The difference is what your team is left holding when it ends.

	SOCIAL OUTING TopGolf, ballgame	HANDS-ON CLASS cooking, craft	THE GO GAME DESIGNED TO CONNECT
Who takes part	The confident few lead. Everyone else watches and waits a turn.	People pair off and follow the same steps side by side.	Every person gets a role and a moment to shine.
Who connects	The people who already know each other.	Whoever you happen to stand next to.	Colleagues across teams, levels, and departments.
What people do	Watch, sip, and take turns.	Follow instructions toward a set result.	Solve, create, and compete together.
What you can measure	A general sense that it went fine.	A finished dish to eat.	A 21% average lift in team mood, captured by Vibe Check.
What lasts	A pleasant afternoon.	A recipe and a few photos.	New relationships and a shared story that follows people to work.
Where it works	Wherever the venue happens to be.	Wherever the kitchen is.	Anywhere, in person or virtual, for 10 to 10,000 people.

21%

THE NUMBER YOU CAN TAKE TO LEADERSHIP

Across our experiences, teams report an average 21 percent lift in mood from before the event to after, measured by our Vibe Check tool. A fun afternoon becomes a result you can point to. See it at thegogame.com/good-vibes.

Some teams want a relaxed afternoon out, and that is a perfectly good call. **When the goal is a stronger, more connected team that works better long after the event, the design of the experience is what makes the difference.** That is what we have spent 25 years refining.