

SOLVAY - CASE STUDY

Solvay, the European Chemical Group with 10.21 billion € in revenues. With 119 sites, Solvay employs 26,000 people in 52 countries.

Solvay was seeking an engaging session for its leadership team with very subtle takeaways using Comedy as a strategic tool.

BACKGROUND

50 - 60 participants cutting across designations and nationalities: Singapore, China, Europe. Mix of Middle and Top Management

PROGRAM APPROACH

Boredroom Comedy created a comprehensive customized program using a mix of fun physical exercises, Standup Comedy and Story Telling:

- **Key Takeaways from “Specialty Comedy - Asking for more Chemistry”**
- **Built positive emotional association with Solvay for the atmosphere created.**
- **Chemistry between participants taking them beyond email CCs**
- **A lasting impression of fun and laughter leveraging upon humour to connect**