



A challenging activity designed to simulate the pressures of business teams...

Kit Kart is a fun and fast-paced team activity that will engage and motivate your people. This challenge has been designed for groups of four to eight whose objective is to build a Kit Kart to plan, from a flat pack design. They then have to work like an "F1 pit team" to develop an efficient way to build the Kart from scratch in the fastest way possible, ready to race. Teams work on marketing and branding to capture the key messages from the conference/event to personalise their Kit Kart.

Each team then gets to compete against the other teams in:

1. Building the Kart from the pack "Le Mans Style" in the fastest possible time
2. Putting in the driver and pushing it around a race track (indoors or out)
3. Branding the car and driver

Kit Kart requires the participants to build a working go kart whilst at the same time meeting a marketing deadline, creating promotional marketing materials and a multi-media marketing plan involving social media and branding to fit on to the finished Kart. In order to be successful, teams need to quickly assign roles, understand responsibilities and respond to emerging challenges during the activity. Teams have to understand how they can work together effectively as silo thinking will always cause problems.

Marketing, Communication and Strategies

Optionally, the teams can also set up a sub-team of marketeers whose role is to create and deliver a marketing and communication strategy, using smart technology to create a promo advertising video, infomercial and supporting marketing literature and branding.

Outcomes and Review

A fun activity that promotes collaborative working, networking, joint success, information sharing, problem solving and continuous improvement. The teams are attempting to improve performance by working collaboratively and building relationships. Communication and leadership styles can be coached, reviewed and developed. The activity can also focus on aligning the team's purpose and outcomes with behaviours, while identifying and celebrating your team's existing successful skill-sets, behaviours and competencies.



10 -60



Conference / Teams



2-3 hours

