



PORTFOLIO EXPERIA

Take a look at our projects and discover how we can create



experia-action.com

Since 1994, Experia has been a partner of choice for hundreds of businesspeople and professionals every year, selected for its innovative solutions and strong expertise in leadership development, teambuilding and organizational adaptability improvement.

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THE STRENGTH OF YOUR LEADERS

To propel your organization

Building Leadership Influence in a Manufacturing Company

Objective

Boost the influencing capacity of the management.

Solution

Experia designed a training program to raise awareness of their individual capacity to influence, more specifically their credibility and visibility within the organization. A series of experiential workshops helped them recognize the gap between their own perception and the reality, and to identify key elements for improvement to boost their influence. They left with a set of tools to apply their newly acquired skills right away.

Added value

Managers improved their capacity to influence.



Experiential Evaluation of Job Applicants at a Financial Institution

Objective

Using an experiential interview setting, assess the behaviors of eight candidates for an executive position.

Solution

Experia set up an interview framework where experiential approaches were incorporated into a more traditional recruitment process to reveal the attitudes and behavior patterns of its participants beyond their

technical skills. The candidates were asked to complete team challenges designed to test their management skills in a highly competitive environment.

Added value

Allowed to assess the behavior and motivation of the candidates and to avoid hiring error costs (150% to 200% of salary).



Experiential Assessment of Candidates for a High-Stress Position

Objective

Evaluate the capacity of several candidates to work under pressure and to take an active role in an organizational change process.

Solution

Experia designed a set of individual experiential stress tests to evaluate the skills and attitudes required to perform in the job. For example, candidates were given a limited time to develop and present a marketing strategy and to prepare management training on a topic related to the strategic objectives of the company.

Added value

Successful candidate selection and HR team training on experiential recruitment.

A Strategic Learning Experience for the Management: Go Beyond Operational

Objective

Develop individual and collective capacities of their management committee, upgrade their skills to make their company more adaptable, and improve their ability to create value for the organization.

Solution

Experia designed a series of short training sessions in leadership development for the management committee with the objective to develop strategic as well as operational skills. With the support of our experts, they designed a strategic dashboard for their management team, implemented individual dashboards, and developed leadership skills such as change management, benchmarking and performance measurement, becoming a corporate athlete, etc.

Added value

Higher efficiency and agility to make the best decisions for the organization, and improved EBITDA.

Ten Bad Reflexes That Hurt Your Business

Objective

Hold a conference for several hundred entrepreneurs to share best practices of SMEs and multinational corporations.

Solution

Experia brainstormed with some hundred entrepreneurs to identify and select the most striking examples of the worst reflexes that may play against them, and used the findings in an interactive presentation where audience members were asked thought-provoking questions with surprising conclusions and contributed to the selection of best practices.

Added value

285 business leaders took part in the conference (average attendance rate is 131), a 98.3% satisfaction rate (compared to 90% average).





THE EFFICIENCY OF YOUR TEAMS

To achieve excellence

Boot Camp for International Executives

Objective

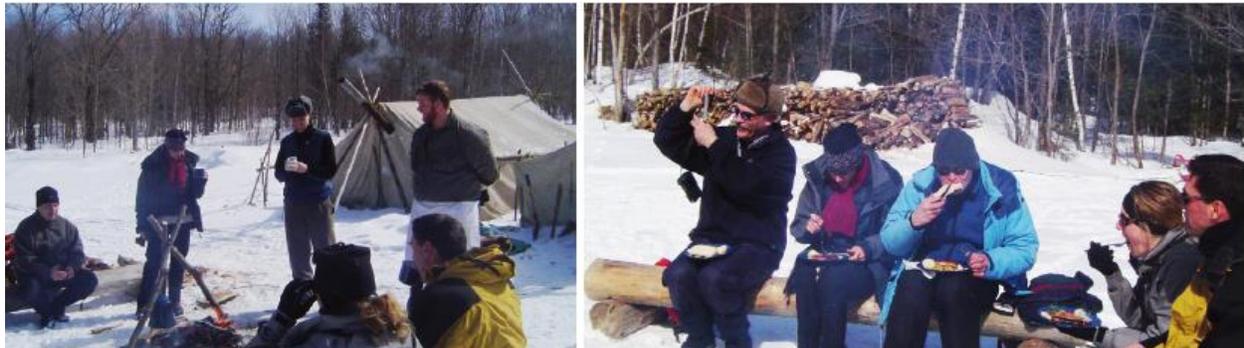
Boost the performance of the top management and create a climate of trust.

Solution

In collaboration with Corporate Adventure, Experia designed an extreme winter experience. Supervised by our team of survivalists, the skills of the participants were challenged in a series of trials. The focus was on feedback and discussions, guided and supported by our teambuilding experts.

Added value

Significant improvement in team cohesion and bonding, better decision flexibility and adaptability.



Promote the Corporate Values of a Newly Merged Pharmaceutical Company

The efficiency of your teams

TO ACHIEVE EXCELLENCE

Objective

Following the merger of two companies, ensure the adoption of the organizational values at the management level.

Solution

Experia assisted the client in establishing an internal culture based on best practices. We helped them discover the culture and values of their company through simulations and team challenges specifically designed to discover their corporate values. The success of each team depended on the ability to adapt their behaviors and make decisions in line with the company's five organizational values.

Added value

Faster adoption of the corporate culture (less than 2 years), application of corporate values in decision-making.



Optimizing Internal Communication and Information Sharing

Objective

Improve communication between two departments that are composed of people with opposite personality types and with fundamentally different goals.

Solution

Experia designed a highly interactive conference to help everyone fully understand their concerns, their fundamental differences and the origin of tensions between the two groups. Experia developed a learning tool to help adjust their communication channels and delivered it through a series of workshops.

Added value

Nearly 150 people were able to appreciate first-hand the potential of the tool and could significantly improve their communication.



THE PERFORMANCE OF THE BUSINESS MODEL

To control your growth

Coaching on the Subject of Sustainable Development for Municipality Staff

Objective

Provide the management team with the necessary tools to implement a sustainable development plan.

Solution

Experia delivered a series of projects that improved the engagement level of the municipality managers in order to implement a bold sustainable development plan, and helped them create strategic dashboards to identify the best routes to apply the plan and to measure its progress.

Added value

Developed their leadership skills and implemented a solid basis to achieve the objectives identified in the sustainable development plan.



Assisting a Management Committee in the Implementation of a 5-year Strategic Plan

Objective

Assistance with 5-year planning and establishing a growth strategy.

Solution

In the context of corporate restructuring, Experia helped the team gain a better understanding of the future and of various business opportunities to become an industry leader. Various analytical tools were applied to prepare a strategic off-site to inspire profound discussions and strategic decisions.

Added value

Prepared and adopted a strategic plan, clarified growth strategy decisions.

Optimizing Strategic Planning for a Manufacturing Company

Objective

Break out of the silo mentality created over time and maximize managers' contribution to the corporate strategic plan.

Solution

Experia designed and delivered a series of projects reinforced by practical tools that motivated everyone to work together towards the success of their action plan, to improve their teamwork and communication skills, and to raise their confidence level, which is essential to feel positive and secure when challenged.

Added value

Fewer intangible costs associated with losses (rework, reputation, customer experience).

Assisting and Supporting a NPO Faced with Strong Competition and Limited Resources

Objective

Implement a strategic plan to get the edge in this highly competitive sector, with limited available resources.

Solution

Experia designed a series of short projects to help their team that had little management experience to set realistic growth objectives in a strongly competitive environment, to gain a better understanding of organizational issues and to select highest-return projects.

Added value

Helped the board of directors to agree on strategies and to prioritize value-added actions.

HR's Strategic Role in the Success of SMEs

Objective

Raise awareness among SME managers and executives of the strategic impact of HR on the success of SMEs.

Solution

Experia organized a conference to deliver practical tools with regard to key strategic HR roles and responsibilities. Each responsibility was introduced in an experiential workshop format, as a presentation of sound practices and through sharing practical tools to allow immediate application of the newly acquired skills and knowledge.

Added value

Nearly 70 managers and executives learned the importance of HR in their organization and gained access to practical tools to boost the strategic role of HR.

OUR SPECIALIZED SERVICES

Demo Tours in the Recreational Products Sector

Objective

Find an innovative way to launch new product lines and introduce new vehicles to Canadian and U.S. dealers and to the general public.

Solution

Experia designed and delivered a trouble-free turnkey solution: a technical product presentation, strategically designed test runs to highlight the new features in action, booth hosting and supervision, transportation, maintenance and repairs, as well as logistics.

Added value

Higher conversion rate and NPS (Net Promoter Score).



SUV Vehicle Launch : Media Intro

Objective

Host a media intro event to present the key features of a new SUV.

Solution

Experia created a “vehicle decathlon for the media” concept – an innovative way to discover first-hand the distinctive features of the new SUV. Each event of the decathlon was conceived to highlight a specific aspect that added to the competitive advantage of the new vehicle.

Added value

In addition to gaining hands-on knowledge of the vehicle’s key features for their reviews, the media appreciated the creativity of the event and conveyed a positive image of the SUV to the public. A GRP (Gross Rating Point) value was up 5 times.



Building Loyalty: An Extreme Adventure for 20 VIP Customers of a Multinational Company

Objective

Reward its 20 best international customers and turn them into brand ambassadors.

Solution

Experia designed an exclusive 3-day adventure, during which the VIP customers competed in team events at various Canadian destinations and discovered new products. Using SUVs, helicopters, ATVs, boats and sports cars, the participants raced to the next location where they had to complete a challenge.

Added value

Customer loyalty, higher repeat business and organic growth.



Improving Customer Experience at a Recreational Tourism Company

Objective

Help its employees better understand the factors that have a bearing on customer satisfaction and make them recognize their role in creating positive customer experience.

Solution

Experia designed a series of projects to help these employees analyze their company's current practices as well as see the connection between customer experience and their corporate culture. With our assistance, they reviewed their customer service practices, assessed fundamental customer needs and expectations, and identified new ways to achieve and measure results.

Added value

Higher Net Promoter Score (NPS) and customer-centric employee engagement.



New Insurance Product Launch for Insurance Brokers

Objective

Promote the key features of a new insurance product.

Solution

As part of an insurance broker tour and a multi-challenge experiential game, the participants discovered a new insurance product and learned its competitive advantages, coverage options and target consumer profiles.

Added value

Significant improvement in sales and a much better understanding of the product by its insurance brokers.



Contact Us so we can help
you create more Value for
your Organization!

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