



VIVAki Ad Operations Center of Excellence

Team Building Communication & Collaboration

VivaKi is a global leader in digital advertising solutions, providing organizations with the tools and know-how to navigate the evolving consumer landscape.

THE CHALLENGE

VivaKi's needs are different from most businesses. As the support network accelerating the digital transformation and expertise for Publicis Groupe and its agencies, VivaKi is tasked with ensuring that innovation, knowledge and ideas can flow across the Publicis Groupe assembly of providers.

Each quarter the VivaKi Partnerships Team hosts the Center of Excellence (COE), a summit providing agency leaders with a forum for **learning, knowledge sharing, and team building**.

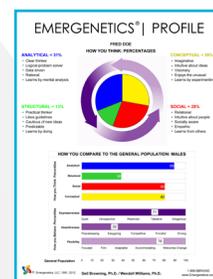
When planning for their quarterly meeting, VivaKi was looking to integrate a unique team building seminar allowing attendees to **learn more about themselves and their colleagues**.

VivaKi specifically sought to **develop trust and facilitate communication** amongst a diverse group who do not work together regularly and encompass separate industries and skill levels. Ultimately, VivaKi needed a development solution that would energize attendees in a unique and engaging way.

THE GOAL

A fun, informative team building session to build awareness, advance collaboration and maximize knowledge gain.

Emergenetics Applications



Profile and Narrative Report
for all participants



2 Hour Meeting of the Minds Workshop

Meeting specific objectives:

- ◆ Cognitive Diversity ◆ Teambuilding ◆
- ◆ Communication ◆ Leadership ◆



PROJECT STRATEGY >>

The VivaKi and Emergenetics partnership was seamless.

Customization was critical for VivaKi. With agency leads coming from so many different backgrounds, a pre-packaged solution would not work.

VivaKi needed a workshop that fit a small time window. As part of a more expansive training session within the COE, Emergenetics provided focused, interpersonal training that delivered impact in a two-hour session.

VivaKi was looking for something fun and engaging: a team building session that would identify common goals and create a positive, open atmosphere for idea sharing and innovation.

How did we deliver highly relevant content?

OUR APPROACH >>

The two-hour Emergenetics Meeting of the Minds session was designed to acclimatize participants and foster collaboration through dynamic exercises that utilize Emergenetics insights and a cognitive diversity approach that goes beyond traditional differences.

“Overall the process was easy, allowing for us to custom build a session that would best fit our audience.”

- Stephanie Paquette
VivaKi Partnerships Manager

What People Are Saying

“Fantastic, very helpful and different, wished we had more time!”

“Very cool presentation, interesting to get this perspective and how to work and communicate with team members.”

THE RESULTS >>

Participants experienced key benefits that improved the COE and extended beyond the forum:

- **A deeper understanding of their own thinking and behavioral preferences.**
- **New insights gained about their colleagues.**
- **Strategies and tactics for recognizing how best to communicate with each other moving forward.**

For a company at the forefront of innovation and communication, Emergenetics created a solution that boosted collaboration and created team chemistry and results.