CORPORATE TEAM WORKSHOP (50+ EMPLOYEES)

Break Down Silos, Build a Recognition Culture, and Spark Authentic Employee-Generated Content (EGC) – Without Awkward Role-Play

DURATION
2–2.5 hours (135–150 minutes of hands-on practice)

FORMAT & SCALE
On-site at your office in Israel, company offsite, or Zoom | 12 to 50+ participants

LANGUAGES
English, Russian

01

The Challenge We Solve

In fast-scaling tech and international companies, departments quickly retreat into task silos, direct dugri feedback cultures spotlight mistakes far more often than strengths, and marketing requests for employee LinkedIn content meet quiet resistance.

This workshop resolves all three bottlenecks in a single session – with zero "corporate therapy." It combines a journalist's positioning lens with a playful "friendship questionnaire" mechanic and proven behavioral science: **Gallup** strengths research, the **Johari Window**, and the University of Michigan's **Reflected Best Self** framework.

02

Dual ROI: One Budget Serving Two Departments

FOR HR & PEOPLE & CULTURE

01 **Cross-Team Silo-Busting:** Connects colleagues from adjacent teams beyond Slack tasks, building immediate interpersonal trust.

02 **Burnout Prevention:** Gallup data shows employees who recognize and use their strengths at work are 6x more engaged.

03 **Reducing Imposter Syndrome:** Structured peer notes illuminate positive blind spots – the qualities teammates genuinely admire.

04 **100% Psychologically Safe:** Clear corporate-ethics boundaries eliminate critique, weakness talk, and uncomfortable oversharing.

FOR CMO, PR & EMPLOYER BRAND

01 **Zero Internal Pushback:** An outside media strategist engages skeptical engineers who ignore internal content nudges.

02 **Immediate Content Bank:** Teams walk out with 15–50 concrete workday post or video concepts rooted in their real voice.

03 **Natural Presence Over Scripts:** Employees drop the fear of acting like "influencers" and show up authentically on LinkedIn and Reels.

04 **Higher Candidate & Client Trust:** Real specialist voices outperform corporate press releases while reducing external production spend.

03

Tangible Participant Deliverables

Every participant leaves with a printed workbook or personal Google Sheet containing:

01 **Personal Texture Map (~20 Markers):** A structured portrait of their cognitive style, habits, aesthetic, and humor.

02 **Peer "Perception Dossier" (12–15 Notes):** Specific written observations from 4–5 tablemates on shared traits and respected strengths.

03 **Distilled "Zone of Ease":** Their core magnetic qualities summarized for confident self-introductions on calls, meetups, and panels.

04 **Ready-to-Use EGC Concept:** A drafted workday post or short-video idea built on at least two personal strengths (plus optional profile audit).

04

How the 2–2.5 Hours Unfold

Participants work in cross-functional table groups of 4–5 with a dedicated table timekeeper, preserving depth whether you host 15 or 50+ people:



01 **Deconstructing the Standout Pro** — 20 MIN
Lifting corporate stiffness and mapping the 4 pillars of an engaging professional – competence, ease, charisma, and authenticity.

02 **Individual Texture Mapping** — 30 MIN
Filling out the rapport-marker table ("just like me") to view oneself through a reporter's lens.

03 **Cross-Team Perception Mirror** — 45 MIN
Discovering unexpected common ground with peers and rotating workbooks to record 3 admired traits per colleague, then distilling each person's **"Zone of Ease."**

04 **Social Profile Audit & EGC Practice** — 30 MIN
Supportive group feedback on volunteer profiles and drafting a workday post or video concept.

05

Your Facilitator

Lana Nisnevich – Media & Social Media Positioning Strategist

01 **15+ years in journalism & 8+ years in social media:** Expert at uncovering compelling human angles and clear positioning fast.

02 **500,000+ followers:** Combined audience across proprietary media platforms.

03 **50+ personal brand strategies:** Proven track record positioning specialists and founders around intellect and natural charisma.

(Note: Designed for group dynamics and EGC; dedicated 1-on-1 executive branding formats, including podcast interview extraction, are available separately.)

06

Logistics & Next Steps

01 **Setup Requirements:** Just a screen/projector and table seating in groups of 4–5 – we provide all printed workbooks or digital templates.

02 **Flexible Budget Allocation:** Easily billed under HR training (Hadracha), team building (Gibush), Marketing Employer Brand budgets, or split across departments (official receipt – Kabala, Osek Patur).

03 **Custom Pricing:** Tailored to team size; an extended package with pre-workshop social audit and a curated post-session topic bank for Marketing is also available.

Next Step: Reach out for a quick 15-minute discovery call – we'll tailor the session focus to your quarterly goals and send a quote the same day.

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