

# leaders unleashed



*Leadership experiences  
with impact*

**Live  
Union**

*Live experiences – whether in-person, virtual or hybrid are the most powerful way to change leadership behaviours and embed new cultures.*

## *Shifting landscape*

**In the post-pandemic business landscape senior teams are feeling the pressure of change like never before. Challenges include:**

- Leading with authenticity and empathy
- Grappling with generational shifts in attitudes to work
- Achieving greater collaboration in more distributed working environments
- Managing digital disruption
- Meeting financial targets in a tough economic climate

Making the most of the rare moments when leaders come together is fundamental to business success. This means going far beyond traditional formats; reimagining what an event can be.

## *Experience rich*

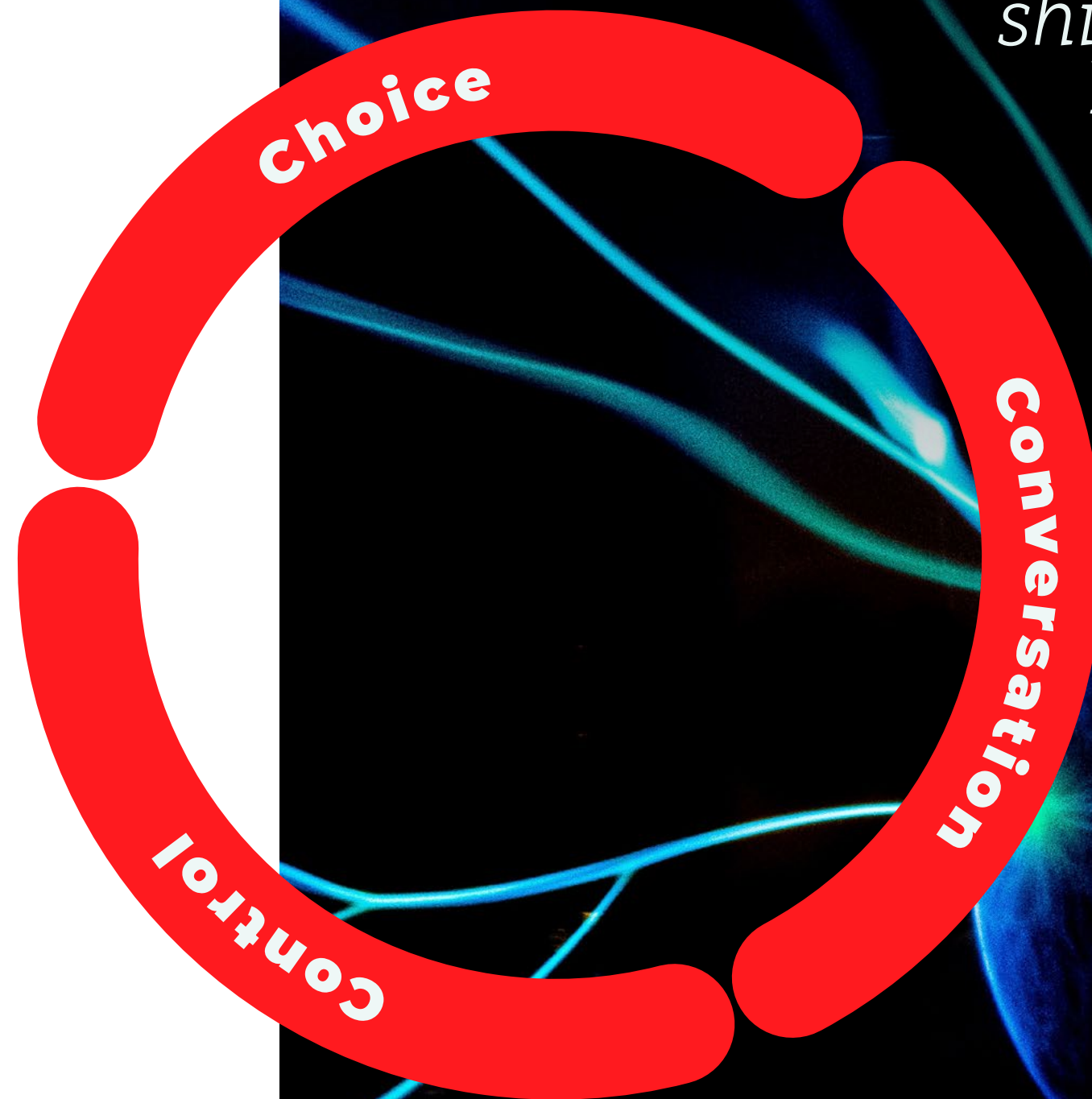
Today's experience rich world is raising leaders' expectations and making them eager for new types of engagement.

More informal business cultures are opening the way to new styles of event – experiences that go far beyond corporate set pieces.

Today's leaders value events that put them at the heart of the experience, that give them greater control over how they engage, offer choice and curate valuable conversation.

Experiences that hold them captivated not captive.

*The evolving demands of leadership, along with wider societal trends is shifting what leaders value from events.*





## *Leadership potential*

*When it comes to leadership teams, the power of the whole is greater than the sum of the parts. We free people from the constraints of traditional events, finding new ways for them to build authentic relationships, engage with ideas and achieve lasting behavioural change.*

# *The Live Union Approach*

## *Multi-channel experiences*

We take advantage of the post-pandemic communication landscape, looking at the opportunities for year-round leadership engagement, marrying in-person engagement with virtual and hybrid experiences and high-quality broadcasts. Sequencing activity to embed behaviours, reinforce messages and achieve business efficiencies.

## *Experiential learning*

Off-screen engagement that sees people interacting with real world challenges. This might mean embracing immersive theatre, making people the hero in their own journey, finding new ways to tell customer stories, or designing off-site experiences into agendas.

## *Formats reimaged*

Creating value for leadership teams sees us ripping up conventional event models and generating enlivening formats that stimulate curiosity and are rich in conversation and collaboration. It means designing varied, brain-friendly agendas that give leaders the chance to perform at their best.

## *Compelling content*

Leadership engagement switches up when you elevate the quality of the content. This means thinking creatively about how stories are brought to life. It means embracing a broad range of mediums from film to digital interaction and multi-sensory immersion.

## *Executive team buy-in*

We help convince CEOs of the value of moving on from tradition leadership experiences. Disrupting formats often means asking executive teams to take a more informal role, shifting away from set-piece keynotes and bringing in new voices. We have the evidence and the testimonials to make the case.

# IDEAS INTO ACTION

Here are just some of the ways we've helped businesses strategically rethink their UK, European and global leadership experiences.



*Achieved a sharp focus on relationship building and breakthrough conversation.*

A key format innovation was to set priorities and free up agenda time by delivering Executive Team keynotes as beautifully crafted films shared in advance.

*Reinvented  
a previously  
plenary-led event  
as a conversation  
rich experience.*

The heart of the event became a facilitated space for honest and open discussion.







*We put leaders in control of their own journey.*

Giving them choice over where they went deeper and the conversations they took part-in. This was achieved through an immersive walk-through, experiential learning techniques helping them uncover stories for themselves.



*Overcoming distance to emotionally engage a distributed leadership team.*

Beautifully crafted presentations and creative films were broadcast to leaders meeting in different European locations. Live and as-live content were combined to deliver unified messaging and spark conversation.







*Connected  
leaders with the  
communities their  
business serves.*

We did this by building off-site experiences into the agenda. These hands-on experiences drove discussions on purpose and leadership.

# *About Live Union*

We help businesses reimagine their live experiences, for today's fast changing audiences, better connecting people with ideas and with one another.

From event strategy, to experience design, content and production, we deliver in-person, virtual, hybrid and broadcast experiences. In short, we create live experiences with impact.

## *Get in touch*

If you'd like to learn more about how we're helping businesses such as **Visa**, **Reckitt**, **National Grid**, **Linklaters**, **Veolia** and **Santander** think differently about their leadership events then get in touch.

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