

ADRENALINE TEAM-BUILDING - THE PAST OR THE FUTURE?



Ever since the modern way of business thinking dominated the course of entrepreneurship, the term team-building became a relevant part of the 'life' of each major company. At some point, it became clear that 'happy employees' are more reliable, efficient and basically stand for 'happy company'. Many theories have been established since then that focus on the ideal way of how to turn individual or slightly robotic colleagues into a homogeneous team

that works closely to achieve its goals.

It all started in the office with meetings and sessions on company culture and corporate values. Gradually, outdoor activities proved much more useful yet it seemed there was still something missing. Not too long ago, adrenaline sports came in the focus of CEOs and managers of many companies and they decided to give it a chance.

The results were overwhelming. Extreme white-water rafting, rock-climbing or skydiving are nearly life-threatening sports which will undoubtedly cause a lot of pain, fear and bring out the most basic instincts. Under such pressure, one can be certain the experience is unforgettable. And it really works. What the participants have to face and go through is a strongly bonding adventure.

There are, however, many critical voices of such adrenaline teambuilding activities. As they are dangerous and risky, injuries are inevitable from time to time. That is why many companies now try to focus on safer teambuilding, to eliminate the risk of lawsuit. After all, the corporate social responsibility has to be taken into serious account and as the company is liable for any harm caused by a dangerous activity of the team, the corporate policies are now being revised. Even though adrenaline sports have an unbelievable effect on the employees, they represent too much risk and not every manager is willing to take it.

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