

THE HUTONG Impact.

Impact delivers tailor-made learning and team building solutions to help shape culture at world-leading companies and institutions.

We believe in continual learning, the power of play, and workplace authenticity. •

Impact



Who We Are 05 Impact Study Learn with Impact 06 Learning Solutions 07 Play with Impact 09 Play Activities 10 Impact in Action 12 Sample Schedule 13 The Hutong Team 14





Who We Are





At The Hutong Impact, we believe that creating a space for people to work, learn, and grow is not only key to driving business results, it's also the right thing to do.
That's why over the years, we've made our people our number one priority.

While we've been humbled to receive recognition for our unique organizational culture – we were Tinypulse's 2017 Happiest Company and a finalist in the 2020 British Business Awards' Best Employer category – we believe our success boils down to being ourselves and forming growth-enabling relationships with one another.

In partnership with you, we will seek to understand your needs, using our competencies to create targeted, meaningful, learning and development solutions for your organization.

We are committed to creating fun and engaging experiences for your team, as we embark on a journey to create better workplaces together.

We deliver exceptional results through proven processes of experiential learning and the professional services we offer across our range of learning and development solutions, team building activities, events, and cultural experiences.





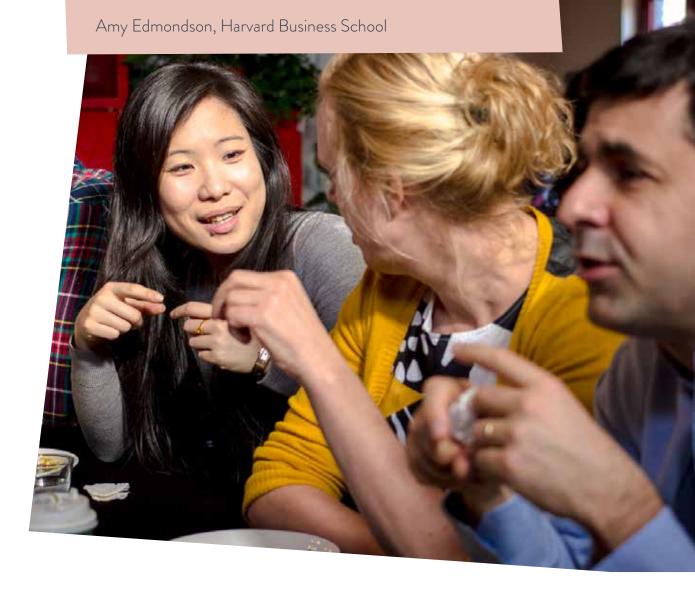
Impact Study

Investing in learning and development empowers employees and recently the element of play has been shown to deepen connections, foster creativity, and reduce stress.

Learning, development and play, prove to be essential factors when it comes to establishing a strong corporate culture and promoting a sense of inclusion which boosts employee morale and solidarity.

This leads to increased productivity, engagement, and retention, and translates into a better work environment and greater business success.

"When people work together towards a common goal while having fun, they establish positive group norms that will transfer back to the workplace."



Proven experiential learning models are at the heart of everything we do.



Learn with *Impact*

> Learning and development is central to organizational success. In an increasingly complicated and disrupted world, companies that cultivate cultures of learning are best prepared to navigate the future.

Our suite of learning and development solutions offers a range of customizable modules. These facilitated workshops and simulation-based learning strategies impact company culture via fun and immersive experiences, guided by the principles of Experiential Education,

and tailored to your organization's needs. We partner with you ahead of the event to understand the day-today reality within your organization, and adapt our programs to reflect the true context of your workplace.

Prioritizing company culture builds exceptional places to work, learn, and grow. Investing in people creates better aligned, more engaged teams that communicate more effectively and drive business results.

Partner with The Hutong for your next learning and development training, and see how our high-impact programming can drive performance in your organization.



Learning Solutions

Living Core Values

Core Values are the beating heart of any organization, but too often they recede into phrases that lose meaning within teams. Our solution makes core values deeply personal. We collectively redefine core values and apply them to the reality of your working lives through a range of experiential activities, including bespoke scenarios and improv theatre techniques.





Communicating Cross-Culturally

The myriad benefits of diverse workplaces are leveraged by organizations that excel in cross-cultural competencies. This solution features a cultural conflict simulation, customized scenarios that mirror the cross-cultural makeup of your workplace, and expertly facilitated discussions that create space for sharing and lead to team alignment.

Building Resilient Leadership

At The Hutong, our approach to leadership development is deeply personal. This solution leads participants on a reflective leadership journey as they examine the set of experiences that makes them who they are, extending their leadership vision into the future by creating a personalized leadership blueprint.







Enabling Psychological Safety

Found by Google's Project Aristotle to be the single most important factor in high performing teams, psychological safety is something we can cultivate in the workplace. Our solution engages participants through bespoke scenarios, empathy mapping, and creating space for vulnerability.

Unlocking Effective Feedback

Giving feedback is a skill. What makes for good feedback? How to deliver it effectively? What to do with unhelpful feedback? In this solution, we explore these questions and practice giving effective feedback through a series of customized scenarios, role plays, and facilitated discussions.





Embracing Non-Violent Communication

Healthy conflict is a natural and important part of organizational success, but the way we manage conflict can often veer in unhealthy directions. Our solution shows participants how to observe situations, express feelings appropriately, and ask for needs to be met, through a highly interactive set of activities, reflections, and role plays, all tailored to your organization.



Play with Impact

In a business landscape that favors trusted communication, collaboration, and creativity, the teams who feel safest to express themselves have the competitive edge.

The element of Play increases trust and psychological safety, establishing healthy group connections and allowing teams to work better together. Finding time for fun also helps us to learn, innovate, and revitalize.

Play sits at the core of The Hutong's team-building programs. When companies invest in Play, using it as a tool to promote learning, development, and connection, they are investing in their culture and fostering a sense of inclusion that boosts employee morale and retention.

This leads to increased productivity and engagement, promotes the natural formation of highly collaborative environments, and drives business results. •





Go Game

The future of corporate play: one part high-tech scavenger hunt, two parts Amazing Race, with a dash of talent show, and a sprinkling of trivia. Cellphones guide teams through crazy, fun—and customizable—puzzles, trivia, and creative challenges.

Along the way, teams build cohesion and trust through collaboration and competition, before the entire party reconvenes for the unforgettable culmination of the day's no-doubt-hilarious events: the all-singing, all-dancing, awards ceremony.





Hook 'n' Cook

An Iron Chef-style competition to cook up culinary delicacies against the clock - and each other. Our team takes care of everything you need: ingredients, incredible soundtrack, ice-breakers and party games, qualified professional guidance, and awards for the champions.

A Hook 'n' Cook boils down to food, feasting and fun, but they're also a great way to improve communication, celebrate successes and each other, and bring the team together over a delicious, shared, and teamprepared dinner.

Play Activities

Art Wheel

A massive, coordinated art project exploring a central concept. Explore your strategy, organizational core values, new initiatives – you name it.

Participants rotate through thematic stations to express ideas through watercolor, papier-mâché, modeling clay, and more, interpreting and building on the previous groups' creations. To end, teams reflect on and appreciate products nobody expected but which everyone shaped. Art Wheel builds creative thinking and adaptable teams, all in the service of connecting with important ideas.





Think 'n' Drink

Our 3-hour trivia and cocktail experience blends elements of the classic pub trivia format with the elegance and sophistication of a cocktail party.

Sit back, relax, and enjoy round after round of fun-filled trivia while learning a thing or two about the history behind your favorite drinks along the way.



Hutong Olympics

Think "Field Day" with a creative twist, sure to delight athletes and non-athletes alike.

We've blended a perfect mix of camaraderie and playful competition: navigate an obstacle course with skateboards and plungers, speed-change costumes in the Minute to Win it relay, bowl to victory in Mustache Ball, and play a host of other classic games offering different physical and mental trials. Vulnerability, teamwork, and laughter are the keys to victory in The Hutong Olympics.

Photography Challenge

How much do we really think about how and why we take photos?

Venturing out to explore, teams will collaborate and problem solve as they create their own unique images.

By the end, everyone will see their surroundings in a different light, and appreciate the value of alternative approaches to more than just photography.





Outdoor Adventure

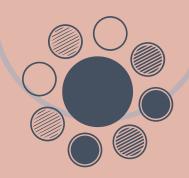
Leave the office and escape to the great outdoors! We pride ourselves on our expertise in running local hikes, excursions, and China-wide getaways. Hike with us on secluded stretches of the Great Wall or discover the wild side of Chongming Island on the outskirts of Shanghai.

Our outdoor adventures can take you across Greater China. Ask us for more information to find out how we can help your team escape the city and find the setting you need for your reflective and team building retreats.

Cross-Cultural Activities

Appreciation for culture is at the core of what we do. Our diverse team can partner with your organization to create exceptional cultural experiences.

From traditional Chinese activities such as tea ceremonies, martial arts, and mask painting, to Western cultural activities, including Mexican folkloric dances, Greek culinary workshops, Indian food tastings, and more, bring multicultural teams together to have fun and bond.





Impact in Action

The Hutong Impact partnered with *The Royal Danish Embassy of Beijing* on two days of programming for their annual all-staff days, for 80 participants from across the organization.

Day 1 blended our Communicating Cross-Culturally Solution with an afternoon Go Game through 798 Art District in Beijing. The second day featured a facilitated solution analyzing lessons learned from the disruption of COVID-19, applying them to the Embassy's forward-looking initiatives.

We continued to Ditan Park for an afternoon *Photography Challenge*, before wrapping up the program with dinner and drinks. •

"Thank you for an amazing day – it was an exceptional experience! We have only received very positive feedback from our staff and the day has been praised as one of the best, if not the best, all-staff day ever."

Kristina Theisen Royal Danish Embassy, Beijing



Day 1: Communicating Cross-Culturally

| Time | Activity | Learning Outcomes |
|-------------|---|--|
| 8:30-9:00 | Welcome tea/coffee | & introduction |
| 9:00-10:15 | Barnga: Cultural Conflict Simulation | Reflect on personal reaction to conflict, consider how expectations for cultural norms shape interactions |
| 10:15-10:30 | Break | |
| 10:30-11:45 | Bespoke scenario simulation | Understand how cross cultural dynamics show up in the workplace, create strategies for communicating effectively |
| 11:45-12:30 | Improv communication workshop | Build trust and practice creative communication |
| 12:30-13:30 | Catered lunch | |
| 13:30-16:30 | Go Game in historic neighborhood | Have fun while spending quality time in small teams solving creative challenges |
| 16:30-17:30 | Happy Hour | |
| 17:30-19:00 | Dinner & Go Game final presentations | |
| 19:00-Late | Evening drinks | |

Sample Schedule

Day 2: Bespoke Learning Solution

| 8:30-9:00 | Welcome tea/coffee & introduction | |
|----------------------------|---|---|
| 9:00-9:30 | Introduction to Open Space | |
| 9:30-11:30 | Open Space facilitated workshop | Improve communication and collaboration; encourages group problem solving, collective responsibility, and action. |
| 11:30-12:00 | Debrief & application session | Connect learning to the reality of day-to-day work. |
| 12:00-13:30 | Lunch | |
| 13:30-14:00 | Walk to historic park | |
| 14:00-16:30 | Photography Challenge in park | Understand and deploy a range of photographic techniques; enjoy time together in a fun, relaxing competition. |
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| 16:30-17:30 | Tai Chi in the park | Cultural appreciation and physical challenge. |
| 16:30-17:30 17:30-18:00 | Tai Chi in the park Transfer to The Hutong | Cultural appreciation and physical challenge. |
| | · | Cultural appreciation and physical challenge. |



Impact

The Hutong is a truly global team, but we all share something in common: we are passionate about bringing learning and growth to our partner clients through unique and memorable experiences.

Our team includes MBA graduates, consultants, chefs, professors, teachers, and improv professionals. We pride ourselves on our cross-cultural fluency, our understanding of team dynamics, our commitment to having a positive impact, and our exceptional top-to-tail service.

Our events encourage creativity and collaboration and motivate participants to engage with each other on a deeper level, improve their team dynamics, and enhance their organizational culture.



SHARING CULTURE, SHARING KNOWLEDGE.

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LOCATIONS

Beijing | Hong Kong | Shanghai | Taipei