



# Immersive, virtual senior leadership event



## About

Preparing to launch the next phase of their strategic development, the executive team at Morgan Advanced Materials were faced with the challenge of getting their 96 senior leaders together to engage in it – without being able to travel.

Morgan decided to partner with Impact to create a virtual event that would engage the senior leader population in the 'why' and 'what' of the Morgan 2030 ambition and priorities for the next three years. By participating in the event, not only would senior leaders engage in and understand the new strategic priorities, but they would also learn how to communicate and discuss them with their teams.

In addition, the event intended to showcase to senior leaders the variety and power of virtual learning, and the potential it has to transform people and organisations in innovative new ways.

## Objective

The executive team identified the following objectives for the event:

- Engage senior leaders in the high-level 'why' and 'what' of the next phase of the Morgan 2030 strategic priorities.
- Generate a buzz and a level of excitement for the new priorities with an immersive and fun virtual experience.
- Empower leaders to create longer-lasting networking relationships through shared experience.
- Provide leaders with the time and space for them to explore what the priorities mean to them.

## Solution

On the event day, 96 senior leaders from around the world took part in the learning journey in staggered groups. Every hour a group of eight started their event, working through the range of sessions together. In total, this came to 168 live sessions in one day.

The event combined the perfect blend of innovative but accessible virtual platforms, tools and experiences. A facilitated welcome session introduced the participants to the experience, to their peers, and to the learning mindset.

Exec sessions then allowed each exec member to focus on one aspect of the content, bringing it to life through questions and stories. Discovery sessions built on this by providing provocative individual and group experiences that encouraged participants to engage, problem-solve and reflect.

These sessions were interspersed with regular interactive check ins, encouraging participants to discuss their progress, reflect on their action plan, and capture their learning. Similarly, cohort connections enabled participants to share their thoughts with others through live polls, an interactive whiteboard, a Twitter style feed, and a live lounge space.

## Results

**91%** of participants feel highly engaged with Morgan's ambitions and commitments for the next three years.

**94%** are highly optimistic about Morgan's future.

**95%** are now highly focused and clear about Morgan's ambitions and commitments for the next three years.

**"The technology used in this call was amazing! Very well organised!"**

**"Highly impressive experience."**

**"Well organised and extremely powerful."**

**This has been a very interesting experience for me. We have learnt to do things in innovative ways and it has brought us a new perspective and experience."**

Utilising carbon and ceramics, Morgan Advanced Materials develops advanced materials to make the world more sustainable, and to improve the quality of life.



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