

GROWplay® TRAINING METHODOLOGY

Turning Experience into Measurable
Business Impact



WE
BUILD
TEAMS
Playfully!



Turning Experience into Measurable Business Impact

GrowPlay® is a proprietary training methodology developed by Summit Change Facilitators that combines experiential team activities, structured ORID debriefing, and targeted business theory into one integrated learning system.

Unlike traditional training, GrowPlay® is designed to change behavior, not just transfer knowledge—and to ensure learning sticks.

- Targeted Business Theory
- Experiential Team Activities
- Structured ORID debriefing

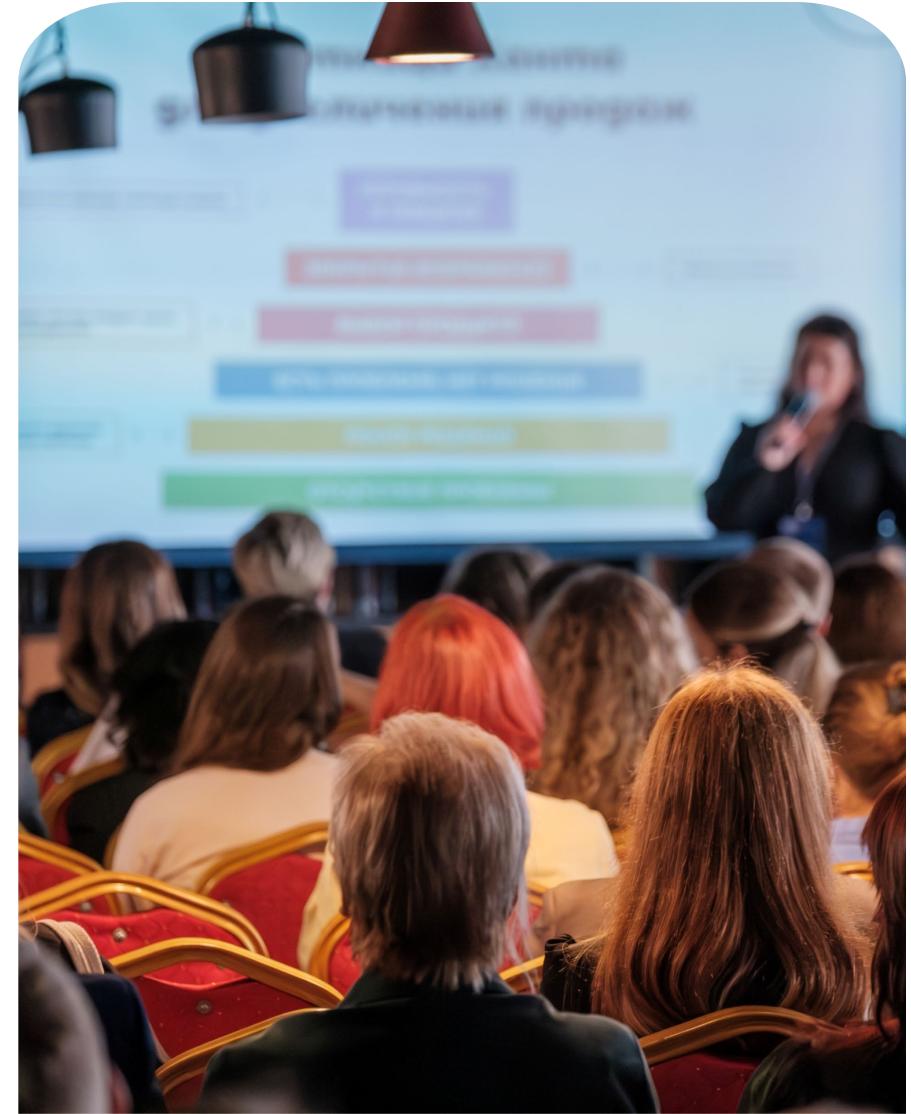
The Challenge with Traditional Training

● **Most corporate training:**

- Relies heavily on theory and presentations
- Generates short-term inspiration but low long-term retention
- Struggles to translate learning into daily behavior.

● **GrowPlay® reverses this model.**

- 1. We Prioritize Experience**
- 2. We Incorporate ORID™ Structured Debriefing**
- 3. We Introduce Theory When It Matters**
- 4. We Integrate Whole-Brain Engagement Tools**



How GrowPlay® works



1 Experience First

Participants engage in **high-impact team activities** that simulate real business challenges:

- collaboration & silos
- decision-making under pressure
- leadership & accountability
- communication & trust

Learning begins with doing, not listening.

How GrowPlay® works



2 ORID™ Structured Debriefing

Each experience is processed through ORID

(Objective – Reflective – Interpretive – Decisional), ensuring that:

- insights come from participants themselves
- discussion stays focused and non-defensive
- teams move from reflection to **clear decisions & commitments**

How GrowPlay® works

**3**

Theory When It Matters

Business models and frameworks are introduced after experience and reflection—**when participants are cognitively ready to absorb them.**

This dramatically increases:

- understanding
- relevance
- application back at work

How GrowPlay® works



4

Whole-Brain Engagement Tools

GrowPlay® integrates tools such as:

- **LEGO® Serious Play®** (hands-on, minds-on thinking)
- **Whole Brain®** & multi-modal facilitation techniques

These tools:

- surface tacit and unspoken knowledge
- ensure equal participation
- improve quality of thinking and alignment

Why GrowPlay® Delivers Superior Results

Learning Impact Metrics

Based on experiential learning and ORID-based facilitation best practices:



Up to 70-80% learning retention
(vs. ~20-30% in lecture-based training)



Higher transfer of learning to the workplace
due to participant-generated insights and decisions



Increased engagement & psychological safety
enabling honest dialogue and behavior change



Stronger ownership of outcomes
because solutions are co-created, not imposed

Business-Level Outcomes

For HR & L&D

- ✓ Higher ROI per training day
- ✓ Observable behavior change
- ✓ Strong alignment with adult learning principles
- ✓ Scalable across leadership, sales, and teams

For Sales & Commercial Teams

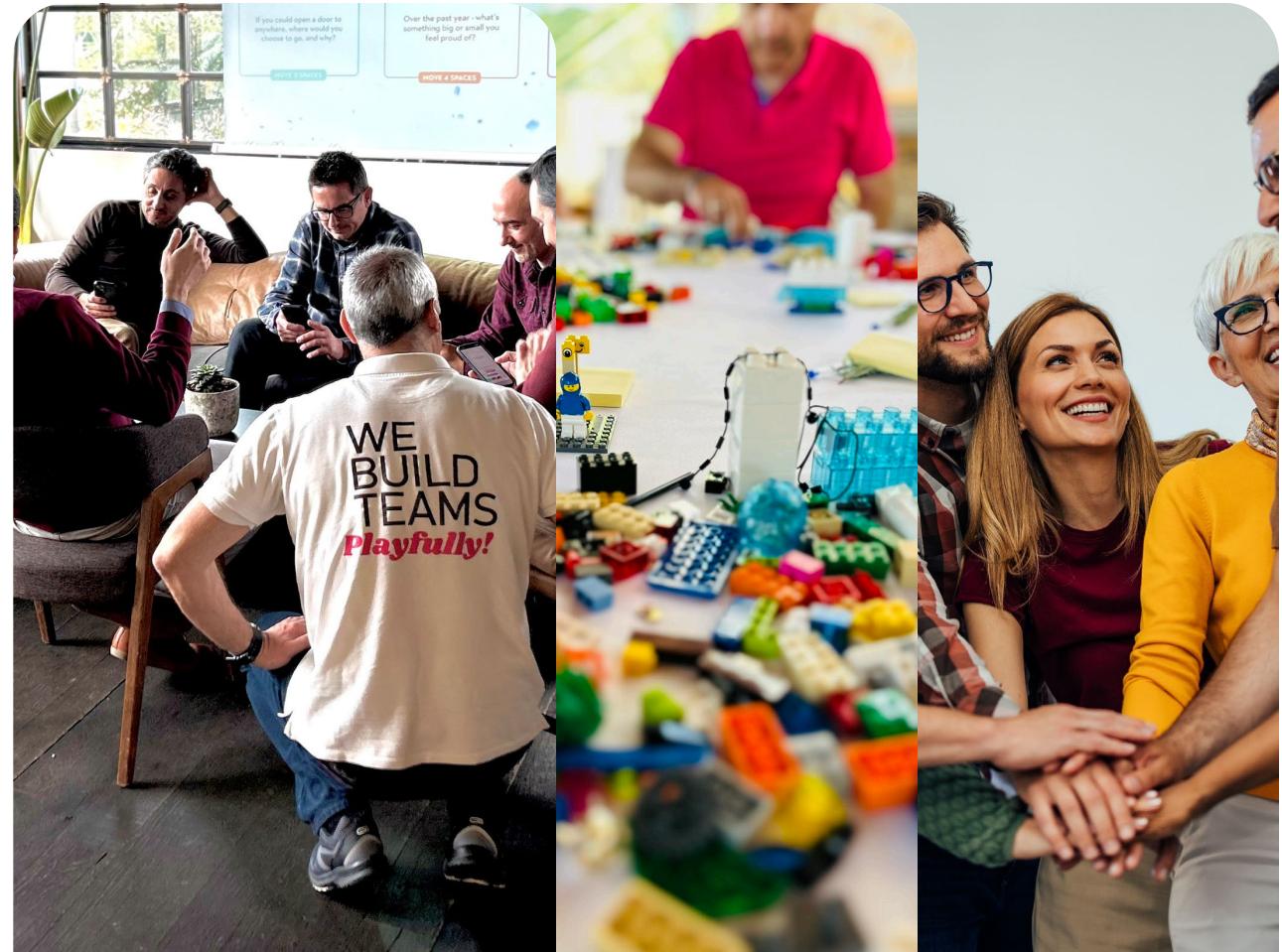
- ✓ Improved communication & negotiation behaviors
- ✓ Better strategic alignment
- ✓ Faster adoption of new approaches

For Senior Leadership

- ✓ Teams aligned around real business priorities
- ✓ Decisions driven bottom-up, not pushed top-down
- ✓ Sustainable cultural and behavioral change

Choose GrowPlay®
when your goal is to:

- ✓ change behaviours, not just inform
- ✓ align teams around strategy or transformation
- ✓ develop leadership capability in complex environments
- ✓ ensure training leads to measurable impact





Ready to play and grow?

Let's grow
together

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