

Cooking together helps to **build teams**
and **enhance business performance**



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Winners are people who have fun and are successful as a result of their zest



Winning is an important formula in the work place, we win when we have a common goal, a clear objective and people work together as one team. Building strong teams is easier said than done as human nature is designed to defend from competition and at such times the workplace can become as much a battlefield.

Leadership is about recognising the needs of our staff, as much as our customers. Discovering common values and shared interests helps to build trust amongst colleagues, which is essential to achieving shared goals.

The common thread that brings us all together as individuals is our need to eat and our need to nurture. Food plays such an important role in our lives. Eating is something we do consciously or subconsciously at least three times a day.

“Talent wins games, but teamwork wins championships”

Michael Jordan





United by food

Unlike other team-building activities, cooking together has much broader appeal to everyone, united by a need to eat. Food has nostalgic associations with childhood and happy times and therefore people are more likely to feel relaxed. To be able to cook together and share the fruit of each other's labour can create a deep connection between people. Therefore, the act of cooking as a team becomes a useful tool in bringing people together. Whether you usually enjoy cooking or not is irrelevant, the pleasure of eating, after having shared tasks and objectives to cook the meal, creates a union of hearts and minds.



Professional barriers

Furthermore, cooking is usually an activity reserved for personal space with family or loved ones. It is reminiscent of home life and therefore evokes a different set of emotions leading to the breakdown of professional barriers between colleagues. Contrast this to competitive situations on an outdoor activity that is likely to heighten your sense of fear and discomfort with one another.

“Our cookery event was designed to improve inter-team relationships and encourage colleagues to get to know each other outside the workspace, since happy employees mean happy customers - and growing revenues. Our objectives were met 100%, exceeding everyone's expectations.”

Thomas Schneider - Concur Technologies





Cook together, eat together - The proposition



At The Cooking Academy, we work with organisations to bring groups of individuals together to create teams. By cooking and eating together in a non-office, social but professional environment, we foster a greater connection, which increases trust, thereby enabling teamwork.

This framework opens up many possibilities for leadership development, team building and training programmes as well as a tool for graduate recruiting where we can identify behavioural, characteristic and leadership traits.



“The cookery event was a lot of fun and a great experience for the whole team, especially since most were out of their comfort zone and yet embraced the tasks. The motivational presentation on nutritional eating was very well received by all the teams and has inspired change here. They are highly charged and engaging with each other as we wanted and so we have achieved everything we hoped and more.”

Trevor Ballantyne - BMW Finance

Our programmes

We have a variety of challenges that are tailored to suit the needs of our clients. 'Ready Steady Cook' events are team based, and are designed to create a competitive environment where teams are challenged to create a set of recipes for their colleagues.

Our 'Chef's Specials' events, draw upon the creativity and resourcefulness of teams, ideally suited for graduate recruitment programmes and management away days.

Equally, our themed cookery events such as the 'Great British Bake Off' are great for all round competitive events as part of a hospitality programme or away day.

Whatever the objectives, our events provide hands-on experience, with coaching, guidance and evaluation from our highly experienced chefs, enabling delegates to get the most out of their event both professionally and personally.

"I have to say the team really enjoyed the day of cooking and generally are of the opinion that it was the best retreat event we have had so far! It was perfect for us, very interactive with clear goals and timelines and of course the pay off of lovely food at the end."

Bren Vaughan - EBI



Workplace nutrition

Nutritional eating and well-being is vital to peak performance, whether it is physical, mental or emotional. The link between health and success is increasingly recognised as a key factor in workplace productivity. The mood, energy levels and thought processes at work are created by chemical reactions to our diet, in the brain, which will influence how we interact with one another. Feeding the brain with the right balance of nutrition is therefore critical to optimise our output.

With busy lifestyles and work pressures, it isn't always possible to manage nutritional requirements at home and so employers must consider the needs of their professional family in the work place. Food and drink choices available to staff will have a dramatic impact on their engagement with colleagues, affecting their mood and concentration throughout their working day. Investing in the nutritional needs of your employees will have a double win for individuals and the organisation through their productivity. Happy employees create positivity which transcends to customers and suppliers, thereby enhancing your reputation as an employer of choice. This in turn will have significant benefits to the bottom line in staff retention and a reduction in absenteeism.

“The doctor of the future will no longer treat the human frame with drugs, but rather will cure and prevent disease with nutrition.”

Thomas Edison



Corporate wellbeing programmes

Our corporate wellbeing programmes are designed to transform the wellness of your workforce. We tailor each program specifically to your organisational needs. Using a series of workshops, presentations and coaching, we will mentor your staff in the benefits of nutritional eating, changing the conventional outlook towards food and helping them to implement effective healthy eating strategies.

We will work with your staff to guide them to take small step changes that will make a dramatic difference to their well being and energy levels. Our nutritional eating programmes are an investment in your most valuable resource, your employees.

“Just to say big thank you for another successful team-building event. I was delighted to see how the event really brought them all together to work to achieve the tasks and they all really enjoyed themselves and have been buzzing about it in the office ever since. In fact it’s generated a lot of interest in cooking and they’re all keen to practise the recipes at home.”

Liz Barber – DLL Financial Solutions





Our locations

We have a number of locations and work with hotels and venues throughout the UK to deliver events alongside conferences and corporate days. If you can't see a location convenient to you, we are able to source other venues in different locations to suit your requirements, just give us a call on 01923778880 to discuss your event.



1 <cl hcb'Ghž@c bXcb

2 Central St, London

3 Wembley, London

4 Rickmansworth

5 Denham, Bucks

6 High Wycombe

7 Reading, Berkshire

8 Langley, Berkshire

9 Essex

10 Oxford

11 Birmingham



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