



LUXURY OF FREEDOM

BIG BERRY MASTERMIND

MARC BELL

"NEW PERSPECTIVE OF TEAMWORK"

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The second weekend of July was marked by two amazing Mastermind sessions by BIG BERRY's very special guest - Marc Bell, an executive coach from France with roots from Cameroon.

After finishing high school in Paris, the young and ambitious French gentleman moved to Bristol to get knowledge in the field, which attracts him the most - International Business.

Take a closer look to the Scrum model

While studying in England, Marc not only started to learn about the field of entrepreneurship, but also improved his language skills and brought it to an astonishing level. After spending three years in the UK and doing an internship in Spain, the business expert moved to Brazil for two years to do his Master's Degree. Now he's back in France, working and actively travelling and participating in different projects.



Being a talented speaker and an astonishing storyteller, Mr. Bell easily got full attention of the audience introducing the topic. The discussed subject was the Scrum method, which is a quite new thing to implement in organizations.

Scrum is an effective framework for managing projects and products' development. The key point of this innovative software is making the team work as a united mechanism. Being together and knowing the roles and bullet points of the project is what really matters.

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What can we do for the people to make them customers?
'Cause it's the main idea, isn't it?

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It's not about the objective, it's more about the process.

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Starting our session with a treasure hunt, participants were really engaged and empowered to learn about the purpose of it. Turned out that every member of the team had a role, even though they were not said out loud. Marc managed to hide big meaning behind an easy game where you just needed to find the clues to create a complete picture.

Speaking about Business Canvas...

The second day was all about the Business Canvas Model. The participants had the opportunity to discuss different topics connected with BIG BERRY. Passionate dialogues about value propositions, key partners, key customers and other part of the canvas made people think more about the concept of the company and its future. Defining constituents of BIG BERRY is a very interesting thing to do when you know the insights and the structure of the company.



All in all, two fantastic lectures were held in BIG BERRY this weekend. Never forget about the team structure and the importance of planning. See you next week!