

EXECUTIVE BRIEFING & BLUEPRINT

THE MONDAY MORNING SHIFT

Why 87% of Corporate Offsites Fail to Change Workplace Behaviour
(And the 4-Step Experiential Framework to Fix It)

Foreword by Puan Sri Tiara Jacqueline

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100% HRD CORP SBL-KHAS GRANT COMPLIANT

Enfiniti Academy Sdn Bhd • Registered Training Provider (MyCoID: 948761-W)

FOREWORD

The Truth About Human Behaviour in the Workplace

Over the past two decades of directing major theatrical productions and coaching executive teams across Southeast Asia, I have witnessed one constant truth:

"You cannot lecture a human being into courage, trust, or authentic leadership. True behavioral change happens only when people feel emotionally safe enough to step outside their conditioned corporate roles."

— **Puan Sri Tiara Jacqueline**

Every year, Malaysian corporations spend millions of ringgit on offsites, hotel ballrooms, and PowerPoint presentations. On Friday evening, everyone feels motivated. But by **Monday morning at 9:00 AM**, the old habits return: department silos harden, meetings remain passive, and high-potential staff hesitate to speak up.

We created **Enfiniti PLAY!** to break this cycle. By blending the neuroscience of stage improvisation, vocal presence, and immersive nature retreats at Tiarasa Escapes in Janda Baik, we give corporate leaders a safe sandbox to test real workplace dynamics.

This executive playbook reveals the mechanics behind why drama-based experiential learning creates permanent, measurable culture shifts. I hope it inspires you to reimagine what your team is truly capable of achieving together.

CHAPTER 01

The 'Monday Morning Amnesia' Trap

Research across organizational psychology reveals that **87% of traditional corporate training is forgotten within 30 days**. In the corporate training industry, we call this the *Monday Morning Amnesia Trap*.

The 3 Fatal Flaws of Traditional Corporate Offsites:

1. Passive Information Ingestion	Sitting in air-conditioned hotel ballrooms listening to slide decks activates passive auditory memory. Retention drops to less than 10% after 72 hours.
2. Superficial Games vs. Emotional Stakes	Tying ropes around trees or building spaghetti towers generates momentary fun, but fails to trigger the emotional vulnerability required to break real department silos.
3. Zero Rehearsal of Difficult Conversations	Real workplace friction happens during high-stress handovers, executive presentations, and conflict resolution. Without active role-play rehearsal, staff default to avoidance.

CHAPTER 02

The Neuroscience of Experiential Drama

When an employee participates in a theatrical simulation, the brain experiences the challenge as real emotional memory rather than abstract theory. This activates the **amygdala and prefrontal cortex**, forging permanent neural pathways for empathy and quick decision-making under pressure.

The 4-Pillar P-L-A-Y Framework:

P - Practice Through Performance	Stepping into simulated high-stakes corporate roles to conquer fear of public speaking and presentation anxiety.
L - Lead Through Listening	Mastering stage improvisation ('Yes, And...') to eliminate defensive listening and encourage junior staff to speak up.
A - Adapt Under Ambiguity	Quick theatrical pivot drills that train teams to respond calmly when market conditions, briefs, or deadlines shift.

Y - Yield Measurable Alignment	Translating retreat breakthroughs into concrete departmental operating agreements and KPIs for Monday morning.
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CHAPTER 03

The 4 Character Elements Framework

Used by leaders at **Petronas, Maybank, CIMB, and Shell**, our proprietary Character Elements system decodes personality tensions into actionable collaboration styles:

■ FIRE (The Driver)	Traits: Decisive, visionary, high-energy. Blindspot: Can run over quieter team members. Retreat Focus: Active listening & pacing.
■ WATER (The Connector)	Traits: Empathetic, supportive, harmony-seeking. Blindspot: Avoids tough confrontation. Retreat Focus: Assertive communication & vocal projection.
■ AIR (The Visionary)	Traits: Conceptual, innovative, intellectual. Blindspot: Can get lost in theory without execution. Retreat Focus: Grounded decision-making under pressure.
■ EARTH (The Anchor)	Traits: Methodical, reliable, structured. Blindspot: Resistant to sudden disruption. Retreat Focus: Spontaneous adaptation & improvisation.

CHAPTER 04

The Rainforest Effect & Immersion

Why conduct retreats at **Tiarasa Escapes in Janda Baik** rather than a downtown business hotel?

Environmental psychology proves that when employees leave fluorescent lighting and cubicle walls for nature, cortisol levels drop by **up to 38% within 2 hours**. Titles, ego defenses, and departmental hierarchies naturally soften.

At Tiarasa, teams gather in open-air amphitheatres surrounded by rainforest streams. Evening campfire debriefs replace sterile PowerPoint lectures, creating a level of radical trust that would take 6 months to build in a conventional office.

EXECUTIVE BONUS CHECKLIST

HRD Corp SBL-Khas Claim Blueprint

As an approved HRD Corp Registered Training Provider, Enfiniti Academy handles 100% of your grant claim workflow under the **SBL-Khas Scheme**. Your company pays **RM 0 upfront cash** from operating accounts.

Stage 1: Cohort Discovery	Determine team size (15-150 pax), target dates, and select venue (Tiarasa Escapes or In-House).
Stage 2: Paperwork Issuance	Enfiniti issues the official HRD Corp Quotation, Certified Trainer Profiles, and Approved Course Outline.
Stage 3: e-TRiS Submission	Your HR team logs into the e-TRiS portal and submits the grant application (takes <10 minutes).
Stage 4: Grant Approval	HRD Corp issues the Grant Approval Letter. Zero upfront cash disbursement is required.
Stage 5: Programme Execution	The retreat is conducted. Attendance and JD14 documents are verified on-site.
Stage 6: Direct Settlement	Enfiniti claims directly from HRD Corp via SBL-Khas. Your levy balance is utilized seamlessly.

READY TO TRANSFORM YOUR TEAM?

Book a private diagnostic session with our Corporate Programmes Director to design a customized offsite for your 2026 cohort.

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