



Brochure for AMC Network

Written by Better Than Unicorns for Andrea Hargrave

You are the hero!

All heroes encounter challenges.

You have a vibrant team and it is essential to stay connected despite working remotely. Physical distance causes frustration and isolation, making it hard to connect with colleagues, peers, prospects, and clients.

The main goal we have for your company is to strengthen the amazing culture you *already* have by exploring innovative ways to connect your team through virtual reality.

We do this in three ways:

by helping you transform all your meetings to be more **deeply connective** and engaging.

by onboarding the team into virtual reality (VR) through **three adventures**.

by coaching the team through an illuminating debrief that will help them translate what they experienced in VR into **actionable change**.



At Better Than Unicorns, we see failure as simply *play* in disguise!

Through all our VR adventures, we help your team fail forward. What does that mean? It means we create a space where mistakes are welcomed in the spirit of play and embraced as learning opportunities. By trying new things, failing, and practicing in a supportive environment, we strengthen connection and team resilience.

During our [discovery call](#) we will learn all about your team so we have a firm grasp on what is at stake.



Embrace the discomfort... that is where growth happens!

Meet Your Guides

At Better Than Unicorns, we have decades of experience in coaching, facilitation, and implementing cutting edge technology. You will get to work with our talented team, led by **Brett Andrew McCall** and **Carlee Ott**.

Brett is a transformational coach, futurist, and a lifelong student of storytelling. He has over 20 years of high school, college, and professional coaching experience.

Carlee is a dynamic group facilitator and flow-state expert. She has a passion for mapping people's innate talents and potential through Human Design.

With the support of the whole BTU team, Carlee and Brett will help you master virtual reality and use it to facilitate dynamic communication and growth!

We all exist at the intersections of unearned social advantages and disadvantages. Brett benefits from male, white, and able-bodied privilege. Carlee benefits from white and able-bodied privilege. **We are committed to naming the ways we benefit from privilege and unlearning the beliefs that translate these privileges into oppressive systems.**



As guides, we are committed to using our privilege to dismantle oppressive systems. We bring playfulness, expertise, and wisdom to every adventure!

Who is Better Than Unicorns?

Our team includes coaches, consultants, technologists, filmmakers, dancers, digital marketers, storytellers, caregivers, permaculture gardeners, performers, and more. We even have a Top 10 Etsy seller and a world champion in ultimate frisbee!

We have a **unique blend** of skills and experiences to help your cohort confront the challenges of working remotely, because we slay that dragon every day.

(Yes, we are totally name dropping, but check out some of our awesome clients below!)



Coca-Cola Case Study

Why the best adventurers embrace failure!



“It was an extraordinarily helpful exercise to learn how to work with my team and gain insights on myself as well.”

~Matthew Walker,
Senior Product Manager

“A unique team building experience that has some of the best insights and applications to take back into your work life.”

~Emma Bowers,
Global Procurement Sustainability Director



The Opportunity

The Coca-Cola Cross Enterprise Procurement Group came as a brand new team, so the main goal for this growth session was to form a meaningful bond and develop closeness and understanding since they had **never** gathered together before. And because they were an **international team**, it was really important to have a foundation of connection they could build on going forward.

The Solution



Have you ever walked a plank 80 stories in the air? Diffused a cartoon bomb? Played ultimate frisbee in space? These are some of the things that Coca-Cola got to do with us during their team building adventure. We used expansive play and intentional reflection to allow them to connect, **create incredible memories** together, and gain an understanding of each other's unique perspectives.

The Results

Through play and immersive challenges, the Coca-Cola team was given a **safe place to explore and fail**, stimulating collaboration and **leveraging conflict for growth**.

Given the disruptions of quarantine and remote offices, their work with BTU has helped the team maintain a sense of connection through a difficult time.

Team Building



What You Get:

10 hours of contact time
3x2hr engagements in VR
(1 engagement in Introduction to VR
+ 2 engagements in VR Team Building)
3-9 participants
headsets available for lending
(7 days with the headset)

Schedule Summary:

2 week engagement

Week 1:

Welcoming Aboard, Kickoff

Waiver Signing, Logistics Planning and Shipping Headsets

Week 2:

Headsets Arrive/VR Homework/Study Hall

Intro to Virtual Reality

Team Building Adventure 1

Team Building Adventure 2

Final Debrief

More Details Below

1. Welcoming Aboard, Waiver Signing, Logistics Planning, & Confirming the Schedule for all events listed below

We start our journey together in the familiar territory of Zoom. We will get your team ready to put on the headsets and show you what to expect! *(If you are borrowing our headsets for your adventure, we will confirm shipping info at this time and go over our sanitation protocol.)*

Every time we take your team into VR, there will also be a Zoom room "safety net" staffed with BTU tech support, in case anyone on your team needs help during each adventure.

| whole team | in Zoom | 1 hour |

2. VR Homework/Study Hall

We will help your team get acclimated to virtual reality and stay comfortable. Whether you are getting your own headsets or using ours, we will walk you through the setup process and help troubleshoot any issues.

Now for some fun homework! (Do not worry, you will not have to write any essays about your first day of summer break... unless you want to!) This assignment is a series of fun, easy VR experiences that represent an introduction to the power of the medium. You are welcome to complete the homework on your own time, but if you would rather have support, come to our optional "study hall" and we will be with you every step of the way.

| whole team | in Zoom and VR | 1 hour |

3. Intro to Virtual Reality

Now that your team is starting to feel comfortable in VR, we will embark on our adventure together by gathering on the BTU Adventure Island. Around the campfire, we will have our first "team harvest" where we share what we learned through the assigned homework. We will also lead the team through a crash course in Virtual Reality.

In this session, we will supercharge your remote connection skills with techniques you will want to use in everything from high stakes meetings to Zoom calls with your grandparents.

| whole team | in Zoom and VR | 2 hours |

4. Team Building Adventure 1

Here is where we start leveraging your newfound comfort with virtual reality into some serious growth (and fun)! We will experience how VR lets us be more present with others, even when we are physically distant, and how to use embodied practices to facilitate honest and meaningful exchanges. You will get the opportunity to practice these tools during kickass team building challenges so that they are integrated into your mind AND your body.

| whole team | in Zoom and VR | 2 hours |

5. Team Building Adventure 2

In this adventure we will travel to magical lands in VR where the team will learn about each other and themselves through an immersive journey. Come ready to embrace the unknown, and discover the **joy** and **play** that can be found beyond your imagination.

| whole team | in Zoom and VR | 2 hours |

6. Final Debrief

Once we are out of the headsets we will return to the land of Zoom to debrief our time together. We will reflect on what we experienced and how to keep using these skills to make the team more connected, authentic, and successful.

| whole team | in Zoom | 1.5 hours |



Diversity, Equity, Inclusion, and Belonging (DEIB)



What You Get:

- 10 hours of contact time
- 3x2hr engagements in VR
 - (1 engagement in Introduction to VR
 - + 2 engagements in VR DEIB Training)
- 3-9 participants
- headsets available for lending
 - (7 days with the headset)

Schedule Summary:

2 week engagement

Week 1:

Welcoming Aboard, Kissonff

Waiver Signing, Logistics Planning and Shipping Headsets

Week 2:

Headsets Arrive/VR Homework/Study Hall

Intro to Virtual Reality

Diversity, Equity, Inclusion, and Belonging Session 1

Diversity, Equity, Inclusion, and Belonging Session 2

Final Debrief

More details below

1. Welcoming Aboard, Waiver Signing, Logistics Planning, & Confirming the Schedule for all events listed below

We start our journey together in the familiar territory of Zoom. We will get your team ready to put on the headsets and show you what to expect! *(If you are borrowing our headsets for your adventure, we will confirm shipping info at this time and go over our sanitation protocol.)*

Every time we take your team into VR, there will also be a Zoom room "safety net" staffed with BTU tech support, in case anyone on your team needs help during each adventure.

| whole team | in Zoom | 1 hour |

2. VR Homework/Study Hall

We will help your team get acclimated to virtual reality and stay comfortable. Whether you are getting your own headsets or using ours, we will walk you through the setup process and help troubleshoot any issues.

Now for some fun homework! (Do not worry, you will not have to write any essays about your first day of summer break... unless you want to!) This assignment is a series of fun, easy VR experiences that represent an introduction to the power of the medium. You are welcome to complete the homework on your own time, but if you would rather have support, come to our optional "study hall" and we will be with you every step of the way.

| whole team | in Zoom and VR | 1 hour |

3. Intro to Virtual Reality & Supercharge Team Connection

Now that your team is starting to feel comfortable in VR, we will embark on our adventure together by gathering on the BTU Adventure Island. Around the campfire, we will have our first "team harvest" where we share what we learned through the assigned homework. We will also lead your team through a crash course in Virtual Reality.

In this session, we will supercharge your remote connection skills with techniques you will want to use in everything from high stakes meetings to Zoom calls with your grandparents.

| whole team | in Zoom and VR | 2 hours |

4. DEIB Session 1

Here is where we start leveraging your new found comfort with virtual reality into some serious growth. We will experience how VR lets us be more present with others, even when we are physically distant, and how to use embodied practices to facilitate honest and meaningful exchanges. You will get the opportunity to practice these tools so that they are integrated into your mind AND your body.

| whole team | in Zoom and VR | 2 hours |

5. DEIB Session 2

In this session we will explore tangible ways to use our privilege to dismantle the oppressive social systems built on privilege and make your workplace a better environment for everyone. We will build on the previous session and gather again in VR for this immersive experience.

This session embraces the JOYFUL WORK of dismantling oppressive systems!

| whole team | in Zoom and VR | 2 hours |

6. Final Debrief

Once we are out of the headsets and have returned to the land of Zoom to debrief our time together. We will reflect on what we experienced and how to keep using these skills to make your team more connected, authentic, and successful. You will also receive a written report of the debriefing with highlights and access to recordings

| whole team | in Zoom | 1.5 hours |

Leadership Development Options



Choose Your Own Adventure:

5 different course curriculum so you can choose the best adventure for your team
adventures take place in Zoom, VR, and Sutra
available for 3-99 participants

What You Get in VR:

each adventure includes at least 1 session in VR
and starts with our "Intro to Virtual Reality" Adventure
headset lending available for all courses except Competitive Team Coaching
see individual course details and restrictions below

More Details Below

Intro to Virtual Reality (every one of our Leadership Development Courses begins with this)

We will help your team get acclimated to virtual reality and stay comfortable. Whether you are getting your own headsets or using ours, we will walk you through the setup process and help troubleshoot any issues. We make getting into VR so easy your grandparents could do it!

Now that your team is starting to feel comfortable in VR, we will embark on our adventure together by gathering on the BTU Adventure Island. Around the campfire, we will have our first “team harvest” where we share what we learned through the assigned homework. We will also lead the team through a crash course in Virtual Reality.

In this session, we will supercharge your remote connection skills with techniques you will want to use in everything from high stakes meetings to Zoom calls with your friends.

Every time we take your team into VR, there will also be a Zoom room “safety net” staffed with BTU tech support, in case anyone on your team needs help during each adventure.

| 1 session | 2 hrs | in VR & Zoom | 3-9 participants | price incl. with each option below |

OPTION: Competitive Team Coaching in VR

Join world-class coach **Brett Andrew McCall** for a six week course that will have your team using lots of sports metaphors. Forget bowling or softball, we'll be coaching you in zero-gravity ultimate frisbee! This course is designed for the tech-savvy, ultra competitive business or sales team and will take your excellence to the next level. *Due to the length and VR intensive nature of this curriculum, we cannot lend headsets for this adventure.

| 6 sessions | 90 min | in VR & Zoom | 3-12 participants | pricing starts at \$11,999 |

OPTION: Human Design Understanding

Join Human Design consultant **Carlee Ott** for a seven week course that is a deep dive into the science of how your team interacts on an energetic level. This is not a personality type or evaluation, this is a practical, expansive technology that uses birth information to help your team tap into their innate wisdom and intuition. Looking to bring more flow, abundance, and magic into your business practices? Then this course is for you!

| 6 sessions | 2 hrs | in Zoom & Sutra | 3-12 participants | pricing starts at \$11,999 |

OPTION: ToP (Technology of Participation) Coaching

Join certified ToP coach **Diana Schmidt McCall** for a four week course in transforming your business. Do you have a desire to have any of these experiences in your day to day work environment?

- Host meaningful conversations that result in shared decisions or resolve
- Hear all voices and leverage group wisdom
- Let groups deal with more data in less time
- Pool individual contributions into larger informative patterns
- Foster strategic thinking that leverages the group's wisdom and creativity
- Promote high levels of group ownership for the resulting plan
- Name and transform limiting beliefs that are keeping your team from achieving greatness
- Welcome diversity while minimizing polarization and conflict

Your team will experience all of this and more during this four week course. This curriculum includes Action Planning, Underlying Contradictions Analysis, and ORID facilitation for the conversations your team needs to have to thrive.

| 4 sessions | 2 hrs | in Zoom & Sutra | 3-24 participants | pricing starts at \$11,999 |

OPTION: Delivering Happiness Coach|sulting

The success of your company begins with the right culture. We provide workplace culture solutions designed to help your team regardless of where you are on your culture journey from *just starting to out to scaling*. Join Delivering Happiness certified coach|sultants **Cathy Cortenay** and **Brett Andrew McCall** for a truly transformative experience. This is not just another culture program or culture initiative flavor of the month. **Our approach is research-backed, science-based, and proven to work by our clients for over 15+ years!**

| 6 sessions | 2 hrs | in VR & Zoom | 3+ participants | pricing starts at \$11,999 |

Final Debrief (every one of our Leadership Development Courses ends with a final debrief)

At the end of our journey together, we will return to the land of Zoom to debrief our adventure. We will reflect on what we experienced and how to keep using these skills to make the team more connected, authentic, and successful.

| 1 session | 1.5 hrs | in Zoom | all participants | price incl. with each option above |

Your Investment



Your Investment

INTRO TO VIRTUAL REALITY & CONTENT

Choose one of the following content options:

- + Team Building
- + Diversity, Equity, Inclusion, and Belonging
- + Leadership Development

\$9,999

9 @ \$1111.00

WE NEED HEADSETS!

OPTIONAL

Price includes shipping and return shipping and allows you to have 1 WEEK with the equipment. This is a REFUNDABLE DEPOSIT.

\$1,998

9 @ \$222.00

Total: \$(subtotal) +
\$(headsetdeposit) (refundable
deposit)

What You Get:

10 hours of contact time
3x2hr engagements in VR
(1 engagement in Introduction to VR
+ 2 engagements in your choice of VR content)
3-9 participants
headsets available for lending
(7 days with the headset)

Schedule Summary:

2 week engagement

Week 1:

Welcoming Aboard, Kickoff

Waiver Signing, Logistics Planning, and Shipping Headsets

Week 2:

Headsets Arrive/VR Homework/Study Hall

Intro to Virtual Reality

Content Adventure 1

Content Adventure 2

Final Debrief

THE NEXT CHAPTERS ARE UNEXPECTED...

We think that is the best part!

Getting started!

1. **You:** schedule a discovery call at [on our bookable calendar](https://calendly.com/carleeandbrett/exploration-call) (<https://calendly.com/carleeandbrett/exploration-call>) to confirm content and the number of participants
2. **We:** send you a custom proposal to your email
3. **You:** sign the proposal and submit payment

We cannot wait to grow together!!