

# Teambuilding Exercise Offers Revealing Opening to MRI Expo

**IF YOU WERE SHIPWRECKED** 1,500 miles out at sea and had only a few minutes to gather necessities for the lifeboat, what would you take? A 2-gallon can of gasoline? A 5-gallon can of water? Shark repellent?

It was a question posed by Jeff Brewer, vice president of sales at Sonance, during his keynote address to the crowd at the MRI Expo in Sturbridge, Mass., in October.

Brewer's challenge, which was based on an exercise from well-known author Stephen Covey, was designed as a teambuilding exercise as attendees ranked 15 possible items to retrieve for the life raft. Then, integrators broke up into table groups, elected team leaders, and came to a consensus at their table based on discussion.

Brewer then revealed what experts say are the best items ranked 1 through 15. The groups then cross-checked their individual rankings with those of the team's,

as well as the variance between the team ranking and the expert ranking.

"The goal of this exercise is to gauge the power of persuasion by any individual at the table and the team leader," says Brewer. "Did you argue passionately for your own ranking or just fall in line with the team? Why or why not?" Brewer then challenged integrators to not simply fall in line with others when decisions have to be made, but instead to trust their own judgment and argue for it.

The exercise was an eye-opening way to open up the 2017 MRI Expo. The focused event from PowerHouse Alliance member MRI Premium Distribution Services is aimed at helping integrators discover new products, see some demos and network.

Manufacturers exhibiting included Napco, Dana Innovations, Lutron, Nest, Epson, Da-Lite, Screen Innovations, KEF, Sony, TDG, Metra, Zigen, RTI, IC Real-



Napco Security's Paul Hoey (right) demo'ed the latest products from the security manufacturer for the home, including the iBridge control.

time, Sanus, Core Brands, Middle Atlantic, NuVo, URC, Vanco, Peerless-AV, WyreStorm, Yamaha, Samsung, Hikvision, 2GIG and USA Central Station. There were three full theater demos featuring equipment from Epson, Sonos, and Da-Lite; JVC, Da-Lite, Sonance and Yamaha; and Sony, KEF and SI. —Jason Knott

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