



Kate is an Award-Winning Comedian who helps you to improve Business Outcomes through the power of laughter and humour

KATE BURR

COMIC
INTELLIGENCE



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"Kate's background in Stand Up Comedy allowed for a high level of interaction with the audience and captured their attention and focus throughout" **Sally Bolton, AILA**

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The Australian workforce is **overworked, overwhelmed** and **over it**.
And it's costing workplaces **BIG TIME!**

7.1 Hours

Average Number of
Unpaid Labour Hours Worked
Per Week for Full-time Employees

\$106 Billion

Estimated total value of unpaid
overtime in 2018

<https://www.tai.org.au/content/excessive-hours-and-unpaid-overtime-2018-update>

54%
increase

in mental stress claims in
the past five years.

<https://www.smh.com.au/lifestyle/stress-is-top-reason-for-lengthy-sick-leave-2010730-1i5dk.html>

\$543 Million

is paid in workers' compensation for
work-related mental health conditions

\$3.8 Billion

Cost of Turnover in Australia

<https://www.safeworkaustralia.gov.au/topic/mental-health>
<https://www.chandlermacleod.com/blog/the-billion-dollar-hr-opportunity-in-australia/>

"Humour in the workplace can help with workforce health, productivity and leader effectiveness."

Mesmer-Magnus, Jessica & J. Glew, David & Viswesvaran, Chockalingam (Vish. (2012).



ABOVE TABLE: Results from "A meta-analysis of positive humour in the workplace," suggest employee humour is associated with enhanced work performance, satisfaction, workgroup cohesion, health, and coping effectiveness, as well as decreased burnout, stress, and work withdrawal. Supervisor use of humour is associated with enhanced subordinate work performance, satisfaction, perception of supervisor performance, satisfaction with supervisor, and workgroup cohesion, as well as reduced work withdrawal.

Mesmer-Magnus, Jessica & J. Glew, David & Viswesvaran, Chockalingam (Vish. (2012). A meta-analysis of positive humor in the workplace. *Journal of Managerial Psychology*. 27. 155-190. 10.1108/02683941211199554.

Happy Employees are

12%

More Productive

http://wrap.warwick.ac.uk/63228/7/WRAP_Oswald_681096.pdf

An Australian industry-wide study of
2,500 employees found that

93%

said that laughing on the job helps
to reduce work-related stress

<https://www.humorthatworks.com/benefits/anecdotal-evidence-suggests-humor-has-connection-to-employee-performance/>

Did You Know

5 out of 6

Stats Are Useful

(This One Is Not)

LAUGHTER IS NOT THE BEST MEDICINE...

I really hate it when people say "laughter is the best medicine."

Because laughing at stuff doesn't fix anything.

As a stand-up comedian, I laughed about life's challenges for 15 years but I still felt crap. Actually, I felt so crap that I had to step off the stage and into the therapist's office, where I received an unexpected diagnosis of Clinical Depression.

I felt so ripped off! How does a Comedian who laughs for a living, end up with Clinical Depression? I thought... "Well, if comedy got me into this, then comedy better to get me out of it."

That's when I started to unpack what a comedian does, and I realised laughter is only one half of the equation. The other half is how a comedian generates that laughter.

You see, to generate laughter, comedians have to be **conscious** (always aware of what's going on and what they can possibly use for material), **curious** (always unpacking and deconstructing things and looking at it from every angle to find the 'funny') and **creative** to actually come up with a 'joke'.

That's when I realised humour is more than just laughter. And when you combine laughter with humour the outcomes are extraordinary.

Most of us know laughter reduces your stress levels and increases feelings of wellbeing, but most people don't realise humour improves your awareness, understanding and creativity. This leads to powerful benefits of improved resilience, adaptability, confidence, connection, engagement, efficiency and productivity.

The skills around humour are so much more than just making people laugh. That's why I've taken my 15+ years of experience in the Comedy Industry and combined it with my learnings and insights (from about 6 years of therapy!) into a body of work that I call Comic Intelligence.

Now I help people develop their own Comic Intelligence, and combine the power of *laughter* AND *humour* to improve business outcomes.

You see in business, the primary reason for humour isn't laughter, it's engagement - as better engaged prospects, clients, teams and audiences, leads to better performance, outcomes and results.



WHAT OTHERS SAY...

"With a perfect blend of information and comedy Kate was able to keep the main stage fun and relevant to our audience. Kate was fantastic and brought warmth and character to our event
- Thanks Kate!"

Susan Dibbs, Event Manager
GO Festival.

ABOUT COMIC INTELLIGENCE

The Australian workforce is overworked, overwhelmed and over it.

When employees are disconnected and disengaged; conflict in the workplace increases workplace culture suffers, and you experience higher levels of workplace stress.

PEOPLE CAN'T BE THEIR BEST WHEN THEY'RE STRESSED

What can your leadership team do to ensure your company is not part of the statistics?

How do you get teams and employees motivated, engaged, energised and resilient so you can operate at peak levels of performance and productivity?

Humour in the workplace can help.

Research has shown that humour in the workplace can help with workforce health, productivity and leader effectiveness.

BUT... Only when it's done right!

Humour done wrong, can potentially be distracting, damaging and dangerous. You could be looking at a harassment case quicker than you can say "3 men walk into a bar"! Therefore, workplaces often avoid humour altogether - despite its proven benefits.

A better way to include humour in the workplace is through Comic Intelligence. (Don't worry if you've never heard the term Comic Intelligence - it's new!)

WHAT IS COMIC INTELLIGENCE?

Most of us know that laughter can reduce stress and increase endorphins giving immediate psychological and physiological benefits.

But those benefits are only temporary. Once the laughter stops, so do the benefits.

To help reduce stress levels of employees who are overworked, overwhelmed and over it; resilience, adaptability, confidence and productivity need to be improved ... but laughing by itself won't fix these underlying issues.

That's because laughter is only half of the equation. To generate laughter, you need humour.

The problem is, that in Business, many people misunderstand what humour is.

In Business, humour is not about:

- Being Funny
- Cracking Jokes
- And Getting Laughs

In Business, humour is about:

- Connection
- Engagement
- And Making People Feel Good

For example, when you want to employees to have a "good sense of humour", you don't really want them doing Stand-Up Comedy Routines in their lunch break, do you? What you probably want is for them to be productive while having a positive outlook and getting along well with the team.

Humour develops your awareness, understanding and creativity and it provides the powerful long-term benefits of resilience, adaptability, confidence and productivity.

Comic Intelligence is the skill of combining the power of *LAUGHTER AND HUMOUR* to improve business outcomes.

"91% of executives believe a sense of humour is important for career advancement; while 84% feel that people with a good sense of humour do a better job"

<https://www.roberthalf.com.au/blog/jobseekers/sense-humour-workplace-good-your-career>

COMIC INTELLIGENCE

For Mentally Healthy & Productive Workplaces

The Australian workforce is overworked, overwhelmed and over it.

When employees are disconnected and disengaged, conflict in the workplace increases, workplace culture suffers and you experience higher levels of workplace stress.

Did you know there has been a 55% increase in workplace mental stress claims in the past 5 years and \$543 million is paid in workers' compensation for work related mental health conditions every year?

How do you get teams and individuals motivated, engaged, and resilient so you can operate at peak levels of performance and productivity?

Humour in the workplace can help with workforce health, productivity and leader effectiveness, by reducing stress, increasing feelings of well being and improving creativity - but only when it is done right.

Humour done wrong can potentially be distracting, damaging and dangerous, so often workplaces avoid the risk of humour altogether - despite the potential benefits.

That's where Comic Intelligence can help. Comic Intelligence can help you safely and skilfully use humour in business to improve a situation or provide a positive outcome for oneself and others.

What you will learn:

- How to safely use humour and laughter in the workplace to reduce stress levels and increase feelings of wellbeing
- The humour strategies for leaders that will improve your connection and engagement with teams, clients and individuals
- Creative methods to improve resilience and adaptability
- The 4 key areas to work on to develop your Comic Intelligence
- How to confidently use humour in a risk-free way that maintains your credibility and avoids embarrassment
- The 3-Part Comedian Mindset that will help you develop creative outcomes and solutions for your workplace

Delivery Options:

Keynote (45-90 Minutes) or

Workshop (½-Day, Full Day, 2-Day)

CATEGORIES: LEADERSHIP, CHANGE MANAGEMENT, CORPORATE CULTURE, COMMUNICATION, CREATIVE THINKING, COMEDY



"In business, the primary reason for humour isn't laughter, it's engagement - as better engaged prospects, clients, teams and audiences leads to better performance and results." - Kate Burr

FUNNY ON PURPOSE

How To Use Humour to Instantly Connect & Engage with Anyone

- Do you want to use more humour but don't know where to start?
- Do you want to be funny but still be taken seriously?
- Do you want to avoid feeling awkward or being cringeworthy when you use humour?
- Would you like to be funny on purpose - where humour helps you communicate your message and supports your personal brand and personality?

Attention spans are getting shorter, we are faced with more distractions than ever before and we are in information overload. It's getting harder to get attention, be listened to, and make an impact.

How do you stand out from the crowd, get attention and get engagement?

Comedians are masters of engagement - they can do it instantly. You can skilfully use humour to connect with your audience.

Discover how to connect and engage with anyone using more humour and more entertainment (and still maintain your credibility!)

Funny On Purpose combines the skills of Comedians with the strategies of Business to connect with an audience (and the audience can be anyone from customers to clients, prospects and teams). In business, the primary reason for humour isn't laughter - it's engagement - as better engaged teams, leaders, clients and audiences leads to better performance, outcomes and results.

What you will learn:

- The secrets that professional comedians use to have their audiences in stitches
- Why you should never tell jokes and what you should do instead
- How to safely use humour that maintains your credibility
- How to use humour without feeling awkward or uncomfortable
- How to deliver your humour 100% risk-free so your dignity and ego remain intact
- How you can make people laugh even if you aren't a funny person
- How to seamlessly integrate relevant humour into your message
- How to still be taken seriously when using humour

Delivery Options:

Keynote (45-90 Minutes) or
Workshop (½-Day, Full Day, 2-Day)

CATEGORIES: COMMUNICATION, CORPORATE CULTURE, CREATIVE THINKING, PRESENTATION SKILLS, COMEDY

BEHIND THE LAUGHTER

An Award-Winning Comedian's Personal Insight on How to Feel Good, Be Happy and Live a Life on Purpose!

- Are you so busy you feel like you never have time for your dreams?
- Do you feel unfulfilled and worry that you'll never be good enough?
- Do you ever suffer from a lack of confidence or Imposter Syndrome?
- Do you just want to feel relaxed and happy? (without having to stuff your face with chocolate, binge watch Netflix or drink to much alcohol?)

In today's BUSY, BUSY, BUSY world, we are currently experiencing an alarming rise in stress levels and mental illness. People are becoming disengaged, disconnected and isolated. This leads to feelings of not being good enough and imposter syndrome, which makes you unfulfilled and unproductive.

You need to live life with courage, confidence and connection so you can feel good, be happy and bring your 'A-game' to this wonderful thing called life!

But that is so much easier said than done isn't it?

In Behind the Laughter, Comedian Kate Burr shares her experience of using laughter to cope with life's challenges and the massive price she paid by doing so.

After being unexpectedly diagnosed with Clinical Depression (9 years after experiencing her first symptoms) Kate reveals her inner secrets on how to feel good, be happy and live a life on purpose!

While choosing to laugh about her challenges, Kate was ignoring the pain they were causing her. "I thought that laughter was the best medicine, but I found out that while it's a great weapon to have in your toolkit, if it's your only tool then you're in trouble."

The benefits of laughter are well known, but nobody talks about its power. Laughter has the power to distract, deflect, diminish and devalue what's really going on below the surface and you can only bury that pain for so long - cue epic breakdown!

Reluctantly, Kate stepped away from the stage and into the therapist's office for a number of years to learn how to ease her feelings of incompetence and isolation.

In 2018, Kate received a formal diagnosis of Clinical Depression after unknowingly living with mental illness for 9 years, which she says was "a big shock but also a big relief". Her new Keynote BEHIND THE LAUGHTER explores this journey.

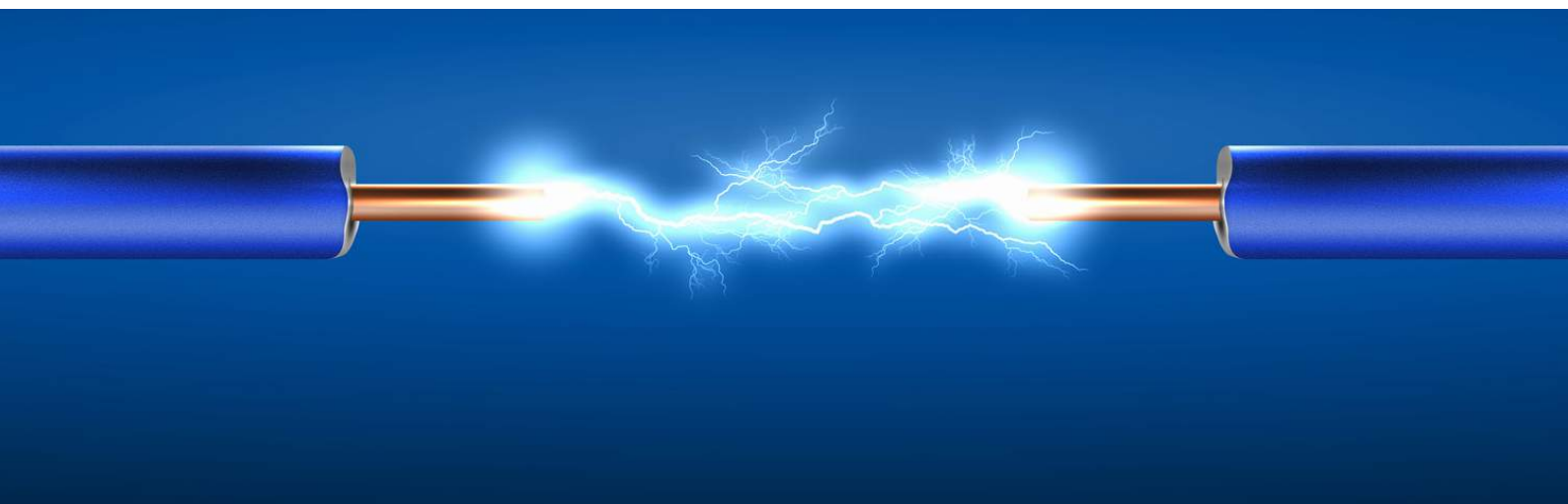
"This is a celebration of life, mixed with a touch of insight and a big dose of much needed stress relieving laughter!" Kate said.

Delivery Options:

Keynote (45-90 Minutes) or Workshop (½ Day)

CATEGORIES: MENTAL HEALTH, LEADERSHIP, PERSONAL DEVELOPMENT, ADVERSITY, CHANGE MANAGEMENT, HEALTH/LIFESTYLE/WELLBEING, MOTIVATION, INSPIRATION, WELLNESS & HEALTH





INSTANT CONNECTION

Get Remembered, Referred, Repeat Business & Really Good Results

- Do you struggle to be heard in a crowded marketplace?
- Do you want to get more referrals and repeat business?
- Do you want to be front of mind and first choice for your customers?

With so much choice in the marketplace, it is very easy to run the risk of being ignored, irrelevant, ineffective and inefficient when it comes to Marketing, Sales and Customer Service.

In the midst of the Information/Digital Age, we have access to more information than at any time in history. The introduction of the internet has given us huge levels of choice and sent us into information overload. We have so much competing for our attention at any given moment, we are developing shorter attention spans, and being easily distracted. In fact, the human attention span is now shorter than that of a Goldfish!

What's the best way to stand out, connect, engage and build relationships with existing and potential clients and customers?

How do you get remembered, referred, repeat business and really good results?

A wise woman once said "I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel" (Maya Angelou). It is scientifically proven that laughter has positive effects on our psychology and physiology that make us feel good.

All of us prefer to do business with people that we like, because they make us feel good. Humour feels good - your team and customers remember that.

What you will learn:

- This skills professional comedians use to instantly build rapport and connection with their audiences
- How to use humour to reveal honest answers to the real issues that stop results
- How to plant Humour Seeds™ that blossom long after you have stopped talking
- The 9 step process to instantly connect with any audience (be that customers, clients, prospects and teams)

Delivery Options:

Keynote (45-90 Minutes) or Workshop (½-Day)

CATEGORIES: LEADERSHIP, COMMUNICATION, MARKETING, SALES, RETAIL, CUSTOMER SERVICE, CUSTOMER EXPERIENCE - CX

HIGH PERFORMANCE HUMOUR

Increase Productivity and Improve Business Outcomes

Did you know that “engaged employees are 21 per cent more productive than their non-engaged counterparts?”*

The increased speed of life, high levels of choice and the ability to get whatever you want whenever you want it, has seen loyalty at an all time low. From a workplace perspective, this has left Leaders more vulnerable than ever. You are only one hashtag away from a social media disaster that could ruin a career or a company. One bad experience at work can see a disgruntled employee fire of 113 electronic job applications in their lunch hour.

Organisations have never been more vulnerable. Unhappy employees will leave and never come back. People have an “instant” mentality and the old ways are no longer working.

In an environment where people are stressed out, overworked, overwhelmed and mental illness is on the rise, humour is more important than ever.

In business, **laughter** reduces your stress levels and increases feelings of wellbeing, and **humour** improves your awareness, understanding and creativity.

Not only does humour have positive effects on an individual, it has the power to engage and connect with anyone. Just like a Stand Up Comedian has to perform for their audience, Leaders have to perform for their teams.

*Gallup, “State of the Global Workplace: Employee Engagement Insights for Business Leaders Worldwide,” 2013.

Leaders need to master problem solving, conflict resolution and creative thinking. You need to engage and connect with your teams, and the stakes have never been higher.

How do Leaders turn around the apathy and disengagement in the workplace? How do you decrease conflict and improve office culture?

Fortunately, Comic Intelligence can help with employee engagement, better decision making, resilience and change management. It can help with progress and improve results.

What you will learn:

- Why laughter is NOT always the best medicine
- Effective ways to use humour in the workplace that will maintain your credibility
- How to use humour without feeling embarrassed, awkward or uncomfortable
- Strategies to help you get awareness, understanding and insight on problems
- A structure you can follow that will help you improve your creativity
- The 3-Part Comedian Mindset that will help you find a resolution to challenges
- The 5 step process to dealing with situations to achieve a positive outcome

Delivery Options: Keynote (45-90 Minutes) or Workshop (½-Day)

CATEGORIES: LEADERSHIP, CORPORATE CULTURE, CHANGE MANAGEMENT, COMMUNICATION, CREATIVE THINKING, TEAM BUILDING, EX - EMPLOYEE EXPERIENCE, COMEDY & HUMOUR





MORE ABOUT KATE BURR

An Award Winning Comedian with over 15 years experience as a Professional Speaker, Event MC and Stand Up Comedian.

Looking at the challenges and pain that impacts on day-to-day life, Kate's speaking effortlessly takes away its grip on you by turning it into something laughable. A bubbly effervescent nature overflows on stage bringing a warm energy so it's hard not to feel better after seeing Kate speak.

"Most people don't talk about the sort of stuff that I say on stage, but I know from the uproarious laughter coming from the audience that I'm not the only one going through these challenges... but I might be the only one talking about them!", Kate admits.

Sharing the story of BEHIND THE LAUGHTER, Kate runs programs to help people to be funny on purpose and develop their Comic Intelligence™.

In business, the primary reason for humour isn't laughter, it's engagement, as better engaged teams, leaders, clients and prospects, leads to better outcomes, performance and results. Humour is used to support your key messages, brand and personality.

Rather than just telling a joke to make people laugh, Kate focuses on using humour with the purpose to engage and influence. Creator of the FUNNY ON PURPOSE Method, humour is taught in a logical way with templates, checklists, laugh data and reference maps methodology to get you in the humour zone.

**To find out how your Organisation can develop its
Comic Intelligence™
contact Kate directly:**

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