

Taking people from “disengaged and don’t care”  
to “energised and enthusiastic”

# **KATE BURR**

## COMIC INTELLIGENCE

Use the benefits of humour to  
get better business outcomes





## Comic Intelligence

[Noun]

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The ability to utilise the benefits of humour to get better business outcomes

## Effective Leadership begins with engaged teams

Today's workplaces continue to experience disruption on a massive scale. The forced rate of change is unparalleled. Leaders are under extreme pressure and there is a need to constantly adapt and innovate at a rate that has never before been required. For most people, this has led to high stress levels and a strong feeling of disconnection from each other and their work.

The workforce needs solutions that will help us to survive, recover and rebuild. We need resilience, flexibility and agility. But none of this will work while people are disengaged. Re-engaging the workforce is the key to recovery. Now more than ever, our Leaders need to effectively engage their teams and employees so they can remain productive, innovative and proactive in the current climate.

To effectively engage their teams, Leaders need to develop their Comic Intelligence - the ability to use humour to improve wellbeing, connection and capacity. Comic Intelligence is not just about having a laugh in the workplace, it's about engaging people to improve performance and increase results both in the short and long term.



## People can't be their best when they're stressed

Organisations with disengaged employees experience higher levels of workplace stress which can make their people unproductive and ineffective.

## Laughter is the best ~~medicine~~ anaesthetic!

Using humour in difficult situations can instantly help reduce stress and increase wellbeing by lowering cortisol levels and raising endorphins, making it good for short-term engagement. But those benefits are only temporary. Once the laughter stops, so do the benefits. Humour on it's own is not enough - laughing won't fix everything!

## When you feel good, you do good!

Therefore, to maintain employee engagement over the long-term, Leaders also need to focus on making progress and achieving outcomes that sustain wellbeing and boost feelings of satisfaction over a longer period.

What leaders need for long-term sustainable engagement is the **FEEL-GOOD EFFECT**

# THE FEEL GOOD

**E**  **EVALUATE THE SITUATION**

**What's going on up (and down) stream?**

Get a clear understanding of what's happening. Not just from your perspective but from all points of view.

The better you understand a situation, the more effectively you can manage it.

**F**  **FOCUS ON THE FEELINGS**

**When you feel good you do good**

Recognising and acknowledging feelings and emotions - both ours and those of other people - allows us to process them in a healthy way so they don't negatively impact performance.

**F**  **FIND THE FUN**

**You can't be your best when you're stressed**

Stress contributes to decreased workplace performance, turnover, and absenteeism.

Humour can significantly reduce stress levels by relieving tension, lightening up the mood and simply having a bit more fun.

**E**  **ESTABLISH A COURSE OF ACTION**

**How can this be resolved creatively?**

Humour alone is not enough to feel good in the long term. You also need to be getting fulfilment from taking action, solving problems and getting resolutions.

What outcome do you want? And what do you need to do to get there?

**C**  **CREATE MOMENTUM**

**Taking action takes back control**

Overwhelming workloads can lead to loss of momentum through thoughts such as "we're not getting anywhere so what's the point of trying?"

Regularly acknowledge progress to boost productivity and feelings of satisfaction.

**T**  **TICK IT OFF**

**Get it done and get back your brain bandwidth**

Ticking things off the list is one of the fastest ways to free up headspace and feel energised.

As Psychologist and Philosopher William James once said, "There is nothing as fatiguing as the eternal hanging on of an uncompleted task."



### **In-person Keynote**

Kate will deliver a high energy, engaging and funny keynote from 20 minutes through to a more detailed 90 minute session depending on your requirements. Kate can tailor the content specific to your needs based on the conference theme or current challenges in your organisation.



### **Virtual Keynote**

Kate is able to attend your event live in person or present virtually from her own studio with high-speed internet and professional camera and sound equipment.



### **Interactive Workshop**

Expand the learning with one of Kate's customised and highly interactive workshops. Ranging from 1-hour to ½-day, workshops can be delivered as a stand alone Masterclass or combined with a Keynote.



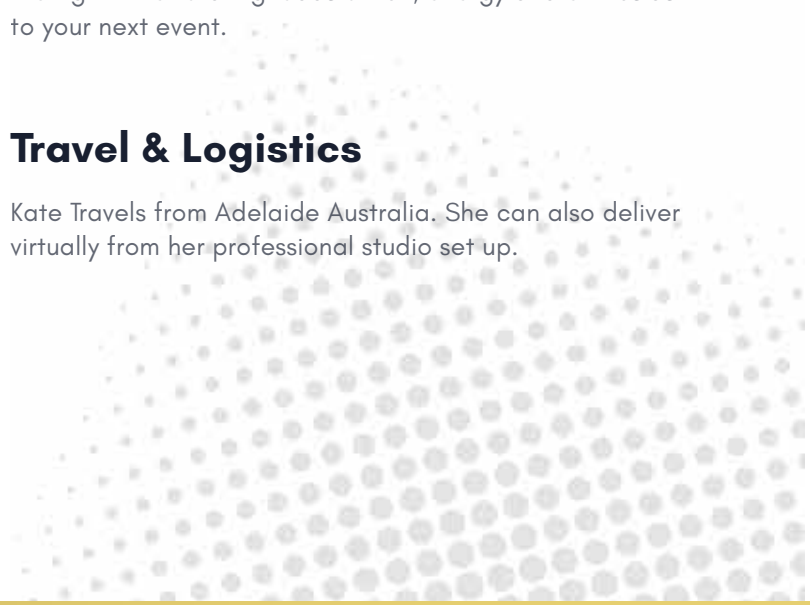
### **Professional Event Mc**

Kate can MC your event and help you to create an outstanding live event that is memorable for all the right reasons! She is meticulous in keeping events running on time and can deliver the right joke, to the right audience at the right time to bring loads of fun, energy and enthusiasm to your next event.



### **Travel & Logistics**

Kate Travels from Adelaide Australia. She can also deliver virtually from her professional studio set up.





# MEET KATE BURR

Kate Burr is a Leadership & Culture Speaker who specialises in engagement. She teaches Leaders and Professionals how to be more effective by using the benefits of humour to get better business outcomes.

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

Creator of COMIC INTELLIGENCE and the FEEL-GOOD EFFECT, Kate has "left-brained" comedy by using her own templates, checklists, laugh data and

6-step methodology based on the principles of humour for wellbeing, engagement and capacity.

She is a business owner, published author and loves to create feel-good experiences for her audiences and clients. With 20 years of experience as a High-Performance Humour Coach, Stand Up Comedian, Event MC & Speaker, Kate shows Leaders and Professionals how to develop their Comic Intelligence and use humour to support key business outcomes, enhance workforce health, boost productivity and improve leader effectiveness.

*When we feel good, everyone wins!*

A large indoor event space with a stage, audience, and string lights. The stage features a woman sitting on a purple bench, and the audience is seated at round tables. The background is decorated with vertical string lights and banners.

# “ What clients are saying

*“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




*“Her light hearted and go-get-em attitude was just what our event needed”*

- Kerri Ireland SA Health

*“Kate had the whole room captivated. I’ve had lots of feedback from people saying how much they’ve loved listening to her and the things that she shared.”*

- Carly Thompson-Barry SA Woman

TO BOOK **KATE** TODAY

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