

USE THE BENEFITS OF HUMOUR TO GET BETTER BUSINESS OUTCOMES

In the current climate faced by Australian Workplaces, Leaders must cultivate their Comic Intelligence – a strategic skill that leverages humour to enhance well-being, strengthen connections, and expand capacity.

Humour is a powerful business tool – but only when it’s used with business in mind. Comic Intelligence goes beyond having a laugh in the workplace; it’s the key to building stronger business relationships, elevating performance, and increasing results.

Comic Intelligence is relevant to Leaders, Teams, Sales and Customer Service professionals across diverse sectors, including Business, Government, Industry and Education.

If you’re committed to elevating your people, supercharging performance, and boosting productivity, look no further than Kate’s tailored, highly interactive workshops. These workshops, ranging from invigorating 1-hour sessions to immersive half-day experiences, can be delivered independently as Masterclasses or seamlessly integrated with a captivating Keynote address.



MEET KATE BURR

Kate Burr is a Humour and Leadership Coach who specialises in the art of engagement. Her mission is to help Leaders and Professionals enhance their effectiveness by using humour to get better business outcomes.

With over two decades of experience as an Award-Winning Comedian and High-Performance Humour Coach, Kate brings a unique blend of humour and leadership expertise to the table. She shows you how to develop your Comic Intelligence and use humour and engagement to improve your people, performance and productivity.



Program	Summary	Ideal for...
<p>High-Performance Humour Realise the Benefits and Remove the Risks of Using Humour in the Workplace</p>	<p>Become a more confident, and engaging leader who can use humour to engage staff, increase wellbeing and boost productivity.</p>	<p>C-Suite, Leaders, Managers</p>
<p>Funny On Purpose Instantly Connect with Your Current (and Future!) Clients</p>	<p>Learn the secrets to standing out, connecting and engaging with both existing and potential clients so you can get remembered, referred, and repeat business!</p>	<p>Sales, Marketing, Customer Service</p>
<p>The Feel Good EFFECT Feel Good, Do Good, Life's Good</p>	<p>Harness the power of humour to improve your resilience, adaptability, and confidence, so you will be happier, more effective and more productive.</p>	<p>Teams, All Staff</p>
<p>The EFFECTive Leader Applying the Principles of Stand Up Comedy to Help Leaders Engage Their Teams and Increase Productivity</p>	<p>Discover the art of becoming a more effective leader, capable of engaging your team, enhancing productivity and achieving results, while fostering well-being and reducing stress.</p>	<p>C-Suite, Leaders, Managers</p>
<p>Think Like a Comedian Elevate Your Creativity, Problem Solving and Decision Making Skills</p>	<p>Develop your skills to improve your awareness, understanding and creativity so you can master problem solving, conflict resolution and creative thinking.</p>	<p>All Staff</p>

High-Performance Humour

Realise the Benefits and Remove the Risks of Using Humour in the Workplace

Humour in the workplace is proven to boost productivity, reduce conflict, release stress, elevate mood, improve communication, and increase creativity. But... only when it's done right!

Humour done wrong can potentially be distracting and damaging. Discover how to remove the risk and realise the benefits of humour with High-Performance Humour coach and award-winning comedian Kate Burr. Learn how to safely integrate humour into your leadership to support key performance outcomes, enhance workplace health, boost productivity and improve leader effectiveness. *"In business, the primary reason for humour isn't laughter; it's engagement - as better engaged people and teams lead to better business relationships, improved performance and increased results."* Kate says.

OUTCOMES:

- Safely use humour and laughter in the workplace to reduce stress levels and increase feelings of well-being.
- Learn humour strategies for leaders that will improve your connection and engagement with teams, clients and individuals.
- Discover practical ways to use humour in the workplace that will achieve your outcomes and boost productivity.
- Confidently use humour in a risk-free way that maintains your integrity and enhances your leadership (without feeling embarrassed, awkward or uncomfortable).

Funny On Purpose

Instantly Connect with Your Current (and Future!) Clients

Humour helps us connect with others by fostering rapport, reducing status differentials, increasing likeability, and building trust. But humour in business needs to be about connection and engagement - not entertainment! Instead of just cracking jokes with our clients, we can use humour in a much more sophisticated way to get more influence, more engagement and more business.

As an added bonus, humour can have a big impact on the bottom line, as studies show that "adding a lighthearted line into a sales pitch, ... makes people willing to pay nearly 20 per cent more."

OUTCOMES:

- Easily get the attention of your current and future clients while still being taken seriously.
- Use humour in a risk-free way for maximum laughs, entertainment, and engagement, which doesn't feel awkward, uncomfortable, or embarrassing.
- Use humour in a way that aligns with your message, engages your market and doesn't ruin your credibility.
- Be easily remembered, to maximise referrals and get repeat business.



The Feel-Good EFFECT

Feel Good, Do Good, Life's Good

At times we are faced with situations (or people) that have the potential to negatively impact us and those around us, whether through uncertain environments, differing expectations, or otherwise. This negativity can rapidly spread throughout a workplace and cause us to be unproductive, ineffective and disengaged.

In this program, you will discover how to recognise the symptoms and counteract the impact of negativity using humour, so you will be happier, more effective and more productive. *"When you can recognise and counteract the negativity in your life, you can get on with enjoying it!"* Kate says.

OUTCOMES:

- Use humour and laughter to reduce stress and increase feelings of well-being.
- Use the principles of humour to become more satisfied and fulfilled.
- Recognise and counteract the circumstances that cause us to be unproductive, ineffective and disengaged.
- Improve your resilience, adaptability, confidence, efficiency and productivity.

The EFFECTive Leader

Applying the Principles of Stand Up Comedy to Help Leaders Engage Their Teams and Increase Productivity

The current levels of stress and exhaustion facing the Australian workforce are impacting performance. The negativity from present circumstances can rapidly spread through a workplace, making people distracted, disengaged and demotivated - which makes them unproductive and ineffective (and potentially looking for a new job!)

EFFECTIVE Leadership begins with engaged teams. Discover how to engage your people using the same principles that Comedians use to engage their audiences. This program is less about how to *DO* humour - and more about how to *USE* humour principles to improve the wellbeing, connection and capacity of your people.

OUTCOMES:

- Become a more confident, engaging and effective leader who can use humour to engage staff, boost productivity and achieve your outcomes.
- Learn humour strategies for leaders to improve your connection and engagement with individuals, teams, clients and stakeholders.
- Expand your people's capacity and boost brain power for problem-solving, creativity and decision making.
- Decrease conflict and improve workplace culture by reducing stress and increasing feelings of wellbeing.

Think Like a Comedian

Elevate Your Creativity, Problem Solving and Decision Making Skills

Humour can boost creativity and help with brain function by improving the acceptance of new ideas, triggering new connections and enhancing one's ability to solve problems. This program will show you how to open your mind to change and broaden your ability to think creatively.

Join Comedian Kate Burr to discover strategies and skills to master decision making, problem-solving, conflict resolution and creative thinking. Improve your productivity and performance and develop creative outcomes and solutions to workplace situations.

OUTCOMES:

- Embrace a Comic Approach to master problem-solving, conflict resolution and creative thinking.
- Develop creative outcomes and solutions with strategies that help you get awareness, understanding and insight into situations.
- Use humour principles to reveal honest answers to the real issues that stop results.
- Improve your creativity and what to do when you have a mental block.

Delivery Method	Description	Price Based on 10-15 participants
<p>Boardroom Talk 30 minutes</p>	<p>A short presentation that covers the main concepts and ideas of a topic. Perfect for breakfast or lunchtime meetings.</p>	<p>\$500</p>
<p>Workshop 60-90 minutes</p>	<p>A short workshop that covers the main concepts and ideas of a topic with 1-2 activities to integrate key parts of the learning.</p>	<p>\$1500</p>
<p>Half Day Training 3-4 hours</p>	<p>A 3-4 hour training session that allows further understanding of main concepts and ideas, with more activities and exercises to integrate the learning.</p>	<p>\$2500</p>
<p>Full Day Training 6-7 hours</p>	<p>An in-depth training to explore concepts and ideas more comprehensively with activities and exercises to integrate the learnings. Can be delivered as 1 full day or 2 half days.</p>	<p>\$4000</p>
<p>Implementation Coaching As Required</p>	<p>One on one or small group coaching sessions to explore concepts on a deeper level and implement learnings over a longer period such as 3, 6 or 12 months.</p>	<p>On Request</p>