



*When we feel good & do good, everyone wins!*

# **KATE BURR** COMIC INTELLIGENCE

**TRANSFORMING YOUR PEOPLE  
THROUGH THE POWER OF HUMOUR**





## Comic Intelligence

[Noun]

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

## The Challenge: Disengaged and Overwhelmed Teams

In today's high-stress world, leaders face a **daunting challenge**: keeping their teams motivated, productive, and engaged. When people feel overwhelmed, overworked, and over it, stress spreads, performance plummets and **productivity grinds to a halt**.

The good news? You can change this. That's where Comic Intelligence comes in.

Comic Intelligence isn't about cracking jokes or getting laughs - it's about using humour as a strategic leadership tool.

Imagine a workplace where stress is reduced, connections are strengthened, and capacity is expanded - resulting in a team that feels good, does good, and makes life better for everyone.

**It's not about being funny - it's about creating meaningful, lasting impact.**

Only  
**30%** and **23%**  
of managers and of employees  
overall are engaged globally

GALLUP (2024) "State of the Global Workplace: 2024 Report"

**97.3%**  
**increase**

in mental health claims in  
the past ten years.

<https://data.safeworkaustralia.gov.au/insights/key-whs-stats-2024>

**48%**

of Australian employees report experiencing  
**"a lot" of stress**  
on a daily basis

GALLUP (2024) "State of the Global Workplace: 2024 Report"

One disengaged employee can cost a company about

**\$3400**  
in lost productivity  
**for every \$10,000**  
**in salary**

<https://www.hrcloud.com/blog/20-employee-engagement-statistics-you-need-to-know>

THE  
**DISENGAGEMENT**  
**DISGRACE**

Disengaged employees cost the global economy

**\$8.9**  
**trillion** per year

(That's 9% of global GDP)

GALLUP (2024) "State of the Global Workplace: 2024 Report"

**64%**  
of Australian employees are  
**quiet quitting**  
(and 11% are actively disengaged)

GALLUP (2024) "State of the Global Workplace: 2024 Report"

**43%**  
of Australian workers are actively  
**looking for a new job**

GALLUP (2024) "State of the Global Workplace: 2024 Report"

Did You Know

**7 out of 8**

Stats Are Useful

(This One Is Not)



## Why Comic Intelligence?

By blending principles of stand-up comedy with professional leadership strategies, Comic Intelligence helps you **elevate** your people, **supercharge** their performance, and **boost** productivity.

Comic Intelligence is your strategic advantage, giving you the tools to:

- **Re-Engage People:** Enhance your team's wellbeing, reducing stress and anxiety so they can thrive.
- **Re-Energise Performance:** Strengthen relationships and foster collaboration, reducing conflict and creating a more cohesive team.
- **Re-Imagine Productivity:** Unlock your team's creative potential and boost productivity to drive meaningful results for your business.

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# Why Humour and Comic Intelligence are the Secret to Workplace Success

Humour isn't just for entertainment – it's a game-changing tool for leaders and teams. Research shows that workplaces embracing humour see increased engagement, improved morale, and greater productivity. Here's how it works:

People Thrive	Performance Soars	Productivity Increases	Leaders Shine
<p>Laughter <b>reduces stress</b> by lowering cortisol levels and boosting endorphins, <b>improving mental wellbeing and resilience</b> (Martin, 2001)</p>	<p>Teams that laugh together <b>collaborate better, resolve conflicts faster, and achieve higher performance</b> - 15% higher, according to studies (Tews, et al., 2015)</p>	<p><b>Teams are twice as creative</b> when their Leaders have a <b>sense of humour</b> (Aaker, 2021)</p>	<p><b>Leaders</b> who use humour effectively are seen as <b>more approachable</b> and authentic, creating a culture of trust and openness that <b>inspires teams to excel</b> (Bitterly &amp; Brooks, 2016)</p>
<p>Laughter <b>boosts the immune system</b> and <b>62% of employees</b> who have fun at work <b>take less sick days</b> (Bright HR, 2015)</p>	<p>Shared laughter <b>creates trust</b> and <b>strengthens relationships</b>, helping <b>teams work better together</b> (Plester, &amp; Hutchinson, 2016).</p>	<p><b>79% of employees</b> say a fun workplace makes them <b>more productive</b> (Bright HR, 2015)</p>	<p><b>Leaders</b> with a sense of humour are <b>27 percent more motivating and inspiring</b> (Aaker, 2021)</p>
<p>There is <b>25% higher satisfaction</b> in teams led by humour-savvy leaders (Romero &amp; Cruthirds, 2006)</p>	<p>Employees who feel connected through shared laughter are <b>25% more engaged</b> at work (Plester, &amp; Hutchinson, 2016)</p>	<p>Humour <b>stimulates creative thinking</b> and <b>problem-solving</b>, helping teams tackle challenges with <b>fresh perspectives</b> and <b>innovative solutions</b> (Martin et al., 2003)</p>	<p>Workplaces that integrate humour report <b>lower turnover, stronger morale, and increased innovation</b> (Gostick, 2008)</p>
<u>Feel Good</u>	<u>Do Good</u>	<u>Life's Good</u>	<u>Everyone Wins!</u>



# KEYNOTE TOPICS AND TRAINING OPTIONS

# Quick Reference Guide

Use this table to work out which programs are right for your organisation.

	RE-ENGAGE YOUR PEOPLE	RE-ENERGISE PERFORMANCE	RE-IMAGINE PRODUCTIVITY	REALISE POTENTIAL
Program	<p><b>The Feel Good EFFECT</b></p> <p>Using Humour to Build Resilient, Adaptable and High-Performing Teams</p>	<p><b>High-Performance Humour</b></p> <p>The Smart Way to Engage, Influence and Lead with Impact</p>	<p><b>Think Like a Comedian</b></p> <p>Master Creativity, Problem-Solving and Decision-Making</p>	<p><b>Funny On Purpose</b></p> <p>Instantly Connect, Engage, and Influence Your Clients &amp; Teams</p>
Summary	<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>Become a more confident, and engaging leader who can use humour to engage staff, increase wellbeing and boost productivity.</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>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>
Ideal for...	<p>Teams, All Staff</p>	<p>C-Suite, Leaders, Managers</p>	<p>All Staff</p>	<p>Sales, Marketing, Customer Service</p>



## KEYNOTE TOPIC

# THE FEEL-GOOD EFFECT

### Using Humour to Build Resilient, Adaptable and High-Performing Teams

In any professional environment, challenges such as uncertain conditions and differing expectations can foster negativity, spreading disengagement and reducing effectiveness. Combatting this negativity isn't just necessary - it's essential for maintaining productivity and job satisfaction.

#### **Discover the Transformative Power of Humour:**

In this session, Kate Burr reveals how recognising and countering negativity with humour not only enhances your wellbeing but also boosts your effectiveness and productivity. "***When you can identify and neutralise the negativity in your life, you can truly start enjoying it!***" says Kate.

#### **KEY OUTCOMES FOR YOUR AUDIENCE:**

- **Stress Reduction Through Laughter:** Learn practical humour techniques to significantly reduce stress and enhance overall wellbeing.
- **Satisfaction and Fulfilment:** Use the core principles of humour to achieve greater personal satisfaction and fulfilment in your work life.
- **Combat Negativity:** Gain skills to recognise and counteract factors that lead to low productivity, ineffectiveness, and disengagement.
- **Boost Key Personal Qualities:** See improvements in your resilience, adaptability, confidence, efficiency, and overall productivity.



# KEYNOTE TOPIC

# HIGH PERFORMANCE HUMOUR

## The Smart Way to Engage, Influence and Lead with Impact

While humour in the workplace is proven to boost productivity, reduce conflict, alleviate stress, elevate mood, improve communication, and ignite creativity, its success hinges on proper execution. **Humour done wrong can be distracting and even detrimental!**

### Master the Art of Humour:

Become a more confident and engaging leader who can strategically use humour to **engage your people**, increase wellbeing, and **drive productivity**. Join Kate Burr, a High-Performance Humour Coach and Award-Winning Comedian, as she guides you through how to **safely leverage humour** to create a more vibrant, connected, and effective workplace.

### KEY OUTCOMES FOR YOUR AUDIENCE:

- **Stress Reduction & Wellbeing:** Discover how to safely use humour and laughter in the workplace to significantly reduce stress levels and foster an atmosphere of wellbeing.
- **Enhance Connection & Engagement:** Master humour strategies that improve your interactions and deepen engagement with teams, clients, and peers.
- **Outcome-Oriented Humour:** Learn how to apply humour in ways that directly contribute to achieving business goals and enhancing productivity.
- **Risk-Free Humour:** Gain confidence in using humour safely - maintain your integrity and enhance your leadership capabilities without fear of embarrassment or missteps.





## KEYNOTE TOPIC

# THINK LIKE A COMEDAIN

### Master Creativity, Problem-Solving and Decision-Making

Humour is more than just a source of amusement; it's a powerful catalyst for cognitive enhancement. It boosts **creativity**, facilitates the acceptance of new ideas, triggers innovative connections, and enhances **problem-solving** capabilities. "Think Like A Comedian" unveils how you can harness humour to expand your **mental flexibility** and think outside the box.

Join Comedian Kate Burr as she explores practical strategies to refine your decision-making, problem-solving, conflict resolution, and creative thinking skills. Learn to navigate complex workplace challenges with a fresh perspective and discover **innovative solutions** that drive **performance and productivity**.

#### KEY OUTCOMES FOR YOUR AUDIENCE:

- **Embrace a Comic Approach:** Master problem-solving and conflict resolution with techniques that promote humour and creativity.
- **Develop Creative Solutions:** Utilise strategies that enhance your awareness, understanding and insight, helping you craft innovative responses to workplace challenges.
- **Harness Humour for Honest Insights:** Apply humour principles to uncover truthful answers to critical issues, facilitating clearer pathways to results.
- **Overcome Mental Blocks:** Improve your ability to innovate freely and effectively, even under pressure or during creative slumps.



## KEYNOTE TOPIC

# FUNNY ON PURPOSE

## Instantly Connect, Engage, and Influence Your Clients & Teams

Humour is a powerful tool, **helping us connect with others** by fostering rapport, reducing status differentials, increasing likeability and **building trust**. In business, it's essential to use humour not merely for laughs and entertainment but as a strategic element for **more influence, more engagement** and **more business**.

Join Kate Burr as she shows you how to use humour to captivate and connect with clients. Discover how to approach humour as a critical component in successful client relationships that can significantly impact your bottom line. For instance, did you know that studies show a **well-placed humorous line in a sales pitch can increase the willingness to pay by nearly 20%**?

### KEY OUTCOMES FOR YOUR AUDIENCE:

- **Capture Attention:** Learn engaging techniques to instantly grab the attention of clients while still being taken seriously.
- **Risk-Free Humour:** Master the art of using humour in ways that maximise engagement and don't feel awkward, uncomfortable, or embarrassing.
- **Align Humor with Your Brand:** Utilise humour that resonates with your message and engages your target market without compromising your credibility.
- **Boost Memorability and Referrals:** Use humour to make your interactions memorable, maximising referrals and securing repeat business.



## In-person Keynote

Look no further than Kate, your source of high-energy, engaging, and funny keynotes ranging from quick 20-minute sparks to immersive 90-minute experiences, all tailored to your event's unique needs. Kate will custom-craft her content to align seamlessly with your conference theme or address the 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 Workshops

Designed for leaders who are ready to embrace humour as a strategic tool for leadership. Sessions can range from invigorating 1-hour workshops to immersive half & full-day experiences, all tailored to fit your organisation's unique needs. Each workshop can also be paired with a keynote presentation to provide an even deeper learning experience.



## Professional Event MC

Kate can MC your event and help you create an outstanding 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, South Australia. She can also deliver virtually from her professional studio set up.



# MEET KATE BURR

## From Comedian to High-Performance Humour Coach

Kate Burr is a **Comedian turned Humour & Leadership Coach** specialising in transforming **disengaged teams into high-performing, energised powerhouses.**

With over two decades of experience as an award-winning comedian and high-energy facilitator, Kate uniquely blends humour and leadership strategies to create **meaningful change.**

*"In business, **the primary reason for humour isn't laughter; it's engagement.** Engaged people perform better, communicate better and **deliver outstanding business results,**" Kate says.*

As the **Creator of COMIC INTELLIGENCE and the FEEL-GOOD EFFECT,** Kate's mission is to help leaders maximise their effectiveness through the strategic use of humour.

Comic Intelligence goes beyond telling jokes - it's about leveraging humour to drive better business outcomes. Comic Intelligence not only elevates your people and performance but also **transforms the entire workplace** culture - resulting in **happier people, stronger connections,** and **better results.**

*When we feel good & do good, everyone wins!*



# 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 what just what our event needed"*

- Kerrie 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**



Kate Burr, Comic Intelligence



0400 955 007



kate@kateburr.com



kateburr.com