

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 Humor

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:

- **Stress Reduction Through Laughter:** Learn practical humour techniques to significantly reduce stress and enhance overall wellbeing.
- **Satisfaction and Fulfilment:** Employ 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.

SESSION SUMMARY:

Harness the power of humour to substantially improve your resilience, adaptability, and confidence, making you happier, more effective, and ultimately more productive in your professional environment.



High-Performance Humour

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

While humour in the workplace is proven to enhance 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.

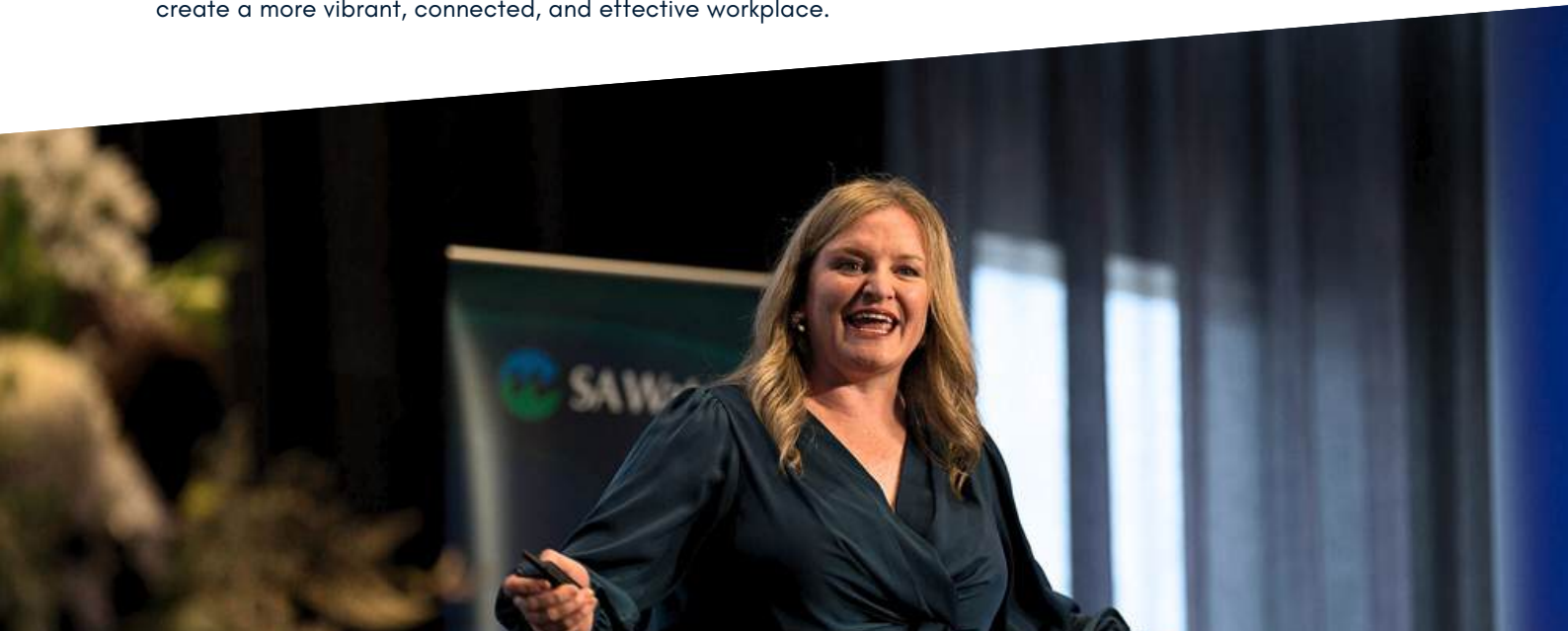
“In business, the primary reason for humour isn’t laughter; it’s engagement. Engaged people and teams perform better, communicate better and deliver outstanding business results,” explains Kate.

KEY OUTCOMES:

- **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.

SESSION SUMMARY:

Become a more confident and engaging leader who can strategically use humour to engage staff, increase wellbeing, and drive productivity. Through High-Performance Humour, transform your leadership approach to create a more vibrant, connected, and effective workplace.





Think Like a Comedian

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:

- **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 Humor 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.

SESSION SUMMARY:

Enhance your skills in awareness, understanding, and creativity to excel at problem-solving, conflict resolution, and creative thinking. "Think Like A Comedian" equips you with the tools to transform your approach to challenges, enabling you to navigate the complexities of the workplace with confidence and innovative flair.





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:

- **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 doesn'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.

SESSION SUMMARY:

Elevate your client interactions with humour that goes beyond entertainment to create meaningful connections. "Funny On Purpose" will equip you with the skills to enhance your client relationships, ensuring that humour is a key component of your engagement strategy, leading to increased satisfaction and business growth.

