



When we feel good & do good, everyone wins!

KATE BURR

COMIC INTELLIGENCE TRAINING PROGRAMS

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





The Challenge in Today's Business Environment

In today's high-pressure, fast-paced world, keeping teams and leaders motivated, productive, and engaged is more challenging than ever before. As stress increases, engagement drops, leading to diminished performance and workplace satisfaction.

Enter Comic Intelligence

Comic Intelligence goes beyond just telling jokes or getting laughs — it's about using humour as a strategic tool to elevate people, supercharge performance, and boost productivity. When humour is applied intentionally, it creates a lasting, positive environment where individuals thrive, teams connect, and business results improve.

Imagine a workplace where stress is reduced, relationships are strengthened, and creativity flourishes — resulting in a team that feels good, does good, and ultimately makes life better for everyone.

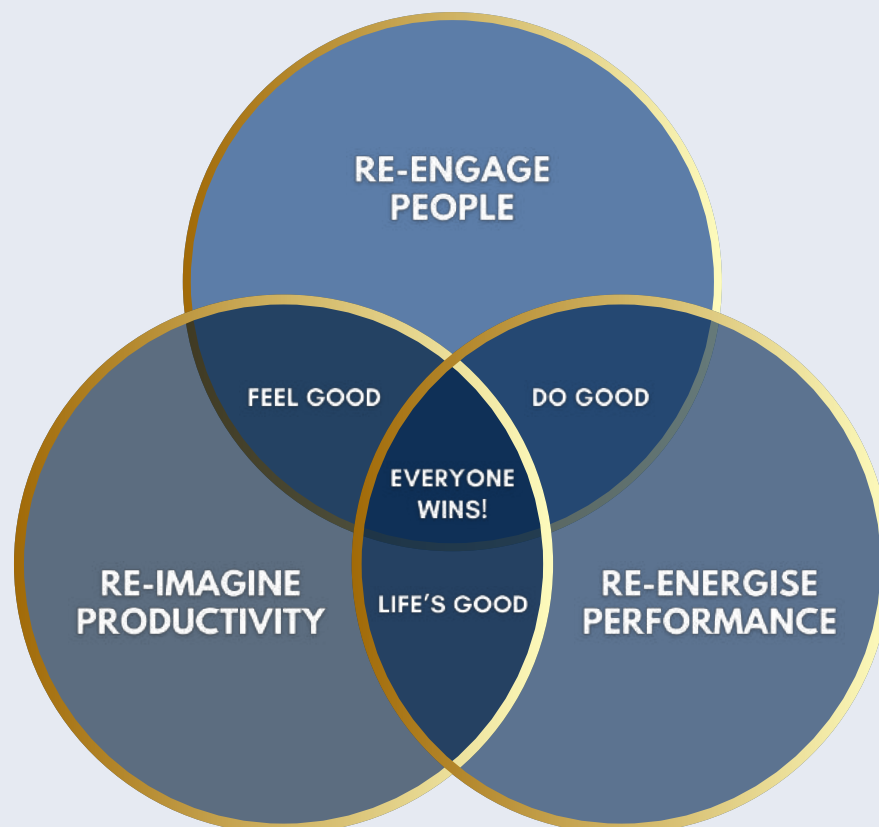
Why Choose Comic Intelligence Training Workshops?

Humour is a powerful business tool - but only when it's used with business in mind. Comic Intelligence goes beyond fun in the workplace; it's key to transforming your team's performance and creating a productive, dynamic atmosphere.

Our Tailored Training Workshops Provide you with the Tools to:

- **Re-Engage People:** Enhance wellbeing and reduce stress and burnout, creating a resilient and happier workforce.
- **Re-Energise Performance:** Strengthen relationships, reduce conflict and boost collaboration for greater cohesion.
- **Re-Imagine Productivity:** Unlock creativity and inspire innovative thinking that drives measurable business results.

Whether you're a leader, team member, sales or customer service professional, Comic Intelligence can empower you to achieve real business outcomes.



RE-ENGAGE YOUR PEOPLE RE-ENERGISE PERFORMANCE RE-IMAGINE PRODUCTIVITY

Workshop Offerings

Kate Burr's Comic Intelligence workshops and coaching sessions are designed for leaders and teams who are ready to embrace humour as a strategic tool for business. Sessions can range from invigorating 1-hour workshops to immersive multi-session 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.

Available Workshops Include:



The Feel Good Effect

Learn how to use humour to reduce stress, enhance wellbeing, and boost team morale.



High-Performance Humour

Discover the strategic use of humour to enhance team performance and resolve conflict.



Think Like a Comedian

Learn the same principles that comedians use to develop your creativity, improve problem-solving, and make better decisions under pressure.



Funny on Purpose

Build deep, meaningful connections with clients and colleagues through humour that align with your goals.

Quick Reference Workshop Guide

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

Program	Summary	Ideal for...
The Feel Good EFFECT Using Humour to Build Resilient, Adaptable and High-Performing Teams	Use the power of humour to improve resilience, adaptability, and confidence, making you happier, more effective and ultimately more productive in your professional environment.	Teams, All Staff
High-Performance Humour The Smart Way to Engage, Influence and Lead with Impact	Become a more confident, and engaging leader who can use humour to enhance team performance, resolve conflict, increase wellbeing and boost productivity.	C-Suite, Leaders, Managers
Think Like a Comedian Master Creativity, Problem-Solving and Decision-Making	Develop your creative thinking so you can so you can master problem solving, conflict resolution and make better decisions under pressure.	All Staff
Funny On Purpose Instantly Connect, Engage, and Influence Your Clients & Teams	Learn the secrets to standing out, engaging and building deep meaningful connections with clients and colleagues to get remembered, referred, and repeat business!	Sales, Marketing, Customer Service

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%?**

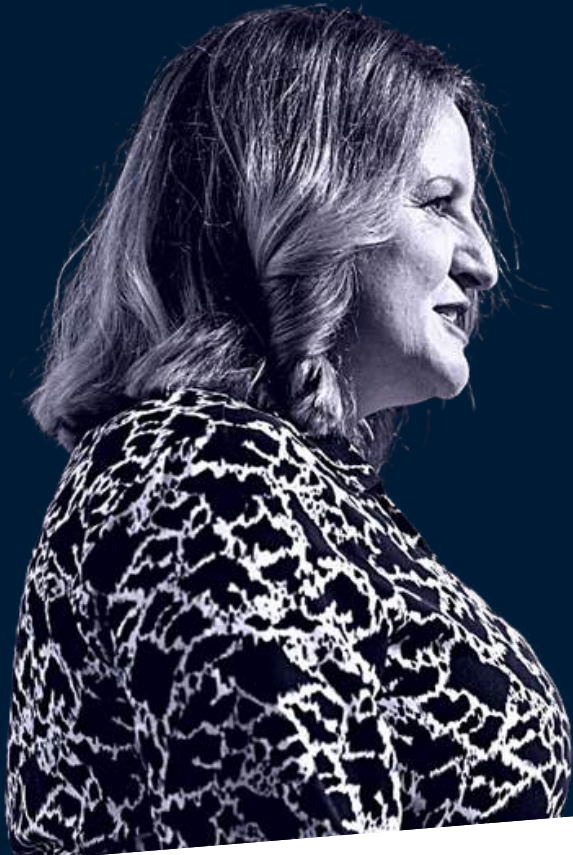
KEY OUTCOMES:

- **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.





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**.

As the **Creator of COMIC INTELLIGENCE** and the **FEEL-GOOD EFFECT**, Kate has uniquely blended principles of stand-up comedy with professional leadership strategies to help leaders and professionals **achieve better business outcomes**.

Comic Intelligence goes beyond having a laugh in the workplace; It's about leveraging the benefits of humour as a strategic tool to **elevate** your people, **supercharge** their performance, and **boost productivity**.

With over two decades of experience as an award-winning comedian and high-energy facilitator, Kate's mission is to show leaders how **Comic Intelligence can transform** not just their teams, but their **entire workplace culture** – resulting in **happier people, stronger connections**, and **better results**.

When we feel good & do good, everyone wins!

Delivery Method	Description	Price <small>Based on 10-15 participants</small>
<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 +GST</p>
<p>Workshop 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 +GST</p>
<p>Half Day Training 3 hours</p>	<p>A 3 hour training session that allows further understanding of main concepts and ideas, with more activities and exercises to integrate the learning.</p>	<p>\$2500 +GST</p>
<p>Full Day Training 6 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 +GST</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>



Take Action - Invest in Your Team's Future


If you're committed to elevating your team, supercharging performance, and creating a culture of wellbeing and productivity, Comic Intelligence workshops are for you.

Contact Kate today to learn more about our tailored sessions, keynote presentations, and coaching options, and take the first step towards **leading with humour** and **succeeding with purpose**.

Investing in Comic Intelligence means investing in the future of your leadership and your team's potential. **Let humour be the catalyst for positive change in your organisation.**

GET IN TOUCH TODAY

 Kate Burr, Comic Intelligence

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REDUCE STRESS . ENHANCE WELLBEING . INCREASE ENGAGEMENT . MAXIMISE LEADER EFFECTIVENESS