



THINK LIKE A COMEDIAN

Master Creativity, Problem-Solving, and Decision-Making

Humour is more than amusement — it's a cognitive performance tool. It increases mental flexibility, helps people see problems differently, and unlocks new connections that drive smarter, faster decision-making, especially under pressure.

In complex, high-stakes environments, the ability to think differently isn't a "nice to have." It's a necessity!

Apply a Comic Approach to Leadership

In Think Like a Comedian, Kate Burr introduces leaders to a comic mindset — the same one comedians use to generate ideas, navigate uncertainty, and stay effective in unpredictable situations.

This engaging and insightful session shows leaders how to reframe challenges, manage tension productively, and unlock fresh thinking that drives innovation, clarity, and results.

Rather than teaching people to "be funny," this session focuses on learning how comedians think — and how those thinking strategies can be applied directly to leadership, problem-solving, and decision-making.

KEY OUTCOMES:

- **Adopt a Comic Approach:** Apply humour-inspired thinking to improve problem-solving, decision-making and conflict resolution.
- **Develop Creative Solutions:** Strengthen awareness, insight, and flexibility to tackle complex and ambiguous workplace challenges.
- **Harness Humour for Honest Insights:** Use humour to uncover truth, shift perspective, and create clarity when decisions feel stuck.
- **Overcome Mental Blocks:** Stay effective under pressure and unlock innovation when thinking feels constrained.

TL;DR SESSION SUMMARY:

Comedians see the world differently. Learn how to apply a comic mindset to think faster, decide smarter, and innovate under pressure, unlocking creativity and clarity in even the most complex challenges.

