

# Laugh and Learn: Using Improv Comedy Skillz to Pay the Billz

---



## Harrison Brookie

American theater director Harold Clurman once suggested we should **“make them laugh, and while their mouths are open, pour truth in.”** Improv comedy storytelling is the perfect tool to help you understand how to prepare your audience to hear what you have to say. Make your listeners the hero of their own story.

There are a lot of people, companies, and screens vying for our attention. That means in order to be heard, we have to be easier to hear. The skills (or “skillz” if you’re trying to grab attention) of comedy and storytelling can help improve everything from your brand to your interpersonal and professional relationships.

Humor takes what can otherwise be hard to swallow and softens the blow. Understanding the basics of what makes others laugh can give you a window into how to impact them. In this class we’ll play a variety of exercises that don’t just tell you how to be funny or even show you how to be funny. They make you be funny.

Storytelling goes hand in hand with humor. Despite our strong desire for it to be, all the facts and figures in the world aren’t the things we remember or the reasons why we believe. It is narrative storytelling that changes hearts and changes minds. In this class we’ll discuss the basic truisms of storytelling and how you can make the listener the hero of your message.

The plan today is to use our storytelling games and the simple concepts of Yes, And and communication.

# Laugh and Learn: Using Improv Comedy Skillz to Pay the Billz



## Harrison Brookie

### **OBJECTIVES**

In this hands-on workshop participants will get on stage and experience how humor and storytelling can help improve their brand.

### **TOOL KIT**

We are going to improvise together, so just bring your best self.

- Bring a willingness to take risks
- Bring a willingness to hear others' great ideas
- Leave your baggage and negativity at the door

### **KEY POINTS**

Humor and Storytelling can lighten an otherwise heavy or complicated topic.

**What is something you've been meaning to say?**

**How can humor and storytelling make it easier to say?**

**Why are you still reading this? GO SAY IT!**