



**Judy Carter's
Corporate Comedy Training**
www.corporatecomedyworks.com

2009 Outline & Pricing Plans

OVERVIEW

- **Do your employees need help dealing with difficult people?**
- **Does your sales team lack motivation?**
- **Is your company experiencing communication breakdowns?**
- **Is your workplace stressed out all of the time?**

Why have another bland training session when you can have a training day that is laugh-out-loud funny as well as skill building?

Comedy Workshop Productions has been designing and conducting Corporate Comedy Trainings since 1986. Heading up the Corporate Comedy Workshops is America's Top Corporate Motivational Humorist and author of "The Comedy Bible," Judy Carter. Judy has helped more than 1,000 companies realize their potential through humor, including FedEx, Oracle, Xerox, IBM and Blue Cross.

All Comedy Training Sessions are tailor-made for each client. Judy creates learning points, workbooks and Improv Games designed to teach what YOU want your employees to learn. Her appropriate and customized corporate comedy brings big laughs and an even bigger message proven to increase productivity, employee retention and moral.

Judy Carter's Comedy Training will give your employees the skills to:

- Create a fun atmosphere no matter what is going on in their personal lives
- Break the ice with customers and turn strangers into friends
- Lighten up situations and resolve conflict
- Joke "appropriately" with customers and co-workers
- Increase tips, thus giving them a raise without decreasing your bottom line (A study by Cornell University proved using humor with customers increases tips by 40 percent.)
- Improve communication
- Relieve stress

Judy Carter's Comedy Training will give you:

- A staff that looks forward to coming to work
- Reduced turnover leading to lower labor costs
- Customers who keep coming back
- Employees who just might end up saying, "Thank God it's Monday!"

MODULES

How to Deal with Difficult People: Don't Get Mad... Get Funny

People can be arrogant, insulting and impatient - and that's not even your customers but the co-worker in the next cubicle. In this interactive workshop Judy Carter will show attendees how to view conflict as a natural outgrowth of diversity and address it in a win-win way. Learn innovative communication techniques that will defuse complaints, resolve conflicts, improve interoffice dynamics and get the most from your workforce - all by using their senses of humor.

Teaching points:

- **Validate rather than intimidate**
When someone says something that is hostile, stupid and down right insulting – our first instinct is to argue, criticize and defend. Judy shows that validating what someone says doesn't mean that you think they are right, but rather acknowledges their point of view [even if it's from outer-space] and opens the door to win-win solutions.
- **Light-hearted self-mocking**
Having the ability to joke about one's shortcomings can soften conflicts, lighten tense situations and relax adversaries. Judy shows that admitting your shortcomings creates humor and likeability.
- **Make a humor choice. Don't get mad... get funny**
Most people act as if it's the "idiot" on the other end of the of phone that is making them mad but don't realize that when confronted with difficult people they have a *choice* on how to react. Judy teaches how to replace knee-jerk reactions with humor choices by using the same techniques standup comedians do to battle hecklers.
- **Don't hate – appreciate**
In this high-stressed, fast-paced business environment we all seem to focus on what goes wrong. Judy showcases through an interactive game show how "catching people doing things *right*" can create a happy ripple effect throughout your entire company as people actively focus on things they can appreciate.

Results:

- Better communication
- Less stress
- Happy work force
- Superior listening techniques
- Less burn out

You gave the employees confidence, courage and a fun-filled workshop. SoCal Gas Company

Thank you for a job well done! Metropolitan Water District of Southern California

OTHER MODULES

Laughing Your Way to out of Stress!

Life and work are stressful - overwhelming deadlines, stacks of paperwork, communication breakdowns... and that's just Monday.

Judy illustrates the power of humor and teaches us how to turn problems into punchlines, resolve conflict and build camaraderie so everyone will walk away with tools they can use immediately.

Her "Don't get mad, get funny" philosophy inspires people to deal with issues such as downsizing and layoffs -- not to mention that overflowing inbox -- with a sense of humor, rather than a sense of desperation.

Laughing Your Way to More Effective Communication

Do you feel invisible, powerless or misunderstood? In our high-speed double-latte DSL culture, attention spans are short and effective communication is fast. To be heard you must learn the art of "Power-Talking" - presenting your ideas in quick and compelling sound bites that grab your listener's attention and engage his or her imagination. Judy also illustrates "Power-Listening" - active listening techniques that elicit people's deeper feelings and concerns.

Your material was very personalized to our business base and you brought comedy into our evening, which turned out to be absolutely terrific! **Boeing/National Management Association**

Turn Your Ideas into Action - And Business!

Do people ignore your ideas... or steal them? Do you see products on TV and think, "I thought of that years ago!" Successful people are people who take action - the right action. Learn how to start a successful business by finding your passion, testing your ideas, setting yourself apart from the competition, enlisting the support of others and setting realistic goals.

Your presentation was perfect. You allowed us to laugh at ourselves and our processes while still understanding that we have to be flexible to survive in today's world. **Federal Express**

How to Juggle it all Without Dropping the Ball

Do your kids refer to you as "That person who sleeps here?" Do you get too many business calls at home and too many personal calls at work? When you go to the bathroom at 3AM, do you check your work E-mail on the way back to bed? You can have both a fast track career and a happy home life by clearly setting your boundaries and priorities, and using simple but effective time management techniques.

The way that you incorporated our specific work styles into your presentation really showed everyone how to "laugh their way out of stress". Sometimes we lead such chaotic lives that we forget to take a step back and re-examine, but thanks to you, we are able to re-evaluate obstacles in our day-to-day lives with smiles on our faces. **Select Noble Users Group**

Leadership: When Things Get Dire... Inspire!

Are you a boss or a leader? Do you equate fear with respect and power with effectiveness? Do you bully people to get your desires met? Leadership is a lot more than getting other people to do what you want - it's inspiring them to do their very best and take pride in their work. People will meet their boss's expectations but will surpass their leader's expectations - and their own.

Your comedy was appropriate and uplifting. Our guests - including business owners, bankers, insurance brokers, elected officials and sales personnel - were laughing out loud and thoroughly enjoyed themselves. **Industry Manufacturers Council / City of Industry Chamber of Commerce**

Getting Over the Fear of Speaking in Public

Do you get nervous when speaking in front of others? Are you tongue-tied when you're put on the spot? Do your brilliant ideas sound stupid when you say them out loud? If you answered "yes" to any of these questions you should attend this session! Judy Carter will provide an enthusiastic and interactive workshop to teach you how to get over stage fright and turn your ideas into attention-getting sound bites that will help advance your career.

Your presentation at our Spring Hospital Summit was a huge hit. You did an amazing job personalizing your talk to meet our audience's needs. You have an amazing talent to bring levity and humor to some serious topics and would be an asset to any business function.

Pfizer Health Solutions

METHODS

- Lecture – Entertaining as Well as Skill Building
- Group Discussion
- Role-Playing
- Sharing and Demonstrations
- Group Participation with Incentives.
- Power Point with Movie Clips

HANDOUTS AND TRAINING TOOLS

- “Judy’s Deck of Laughs” A deck of playing cards with 52 appropriate jokes that help employees discover their lighter side.
- The Funny Test – A specially designed test for employees to discover their own unique brands of humor.
- Carter’s Comedy Workbook – Exercises to help employees retain what they learn
- “*The Comedy Bible*” by Judy Carter, the complete guide to writing and performing comedy as featured on the *Oprah Winfrey Show*, in the *New York Times* and the *Wall Street Journal*

TRAINING CATEGORIES

Effective Communication

To be effective employees need to know how to speak clearly and decisively. These exercises are designed to get participants over their fears of public speaking so they can fully participate in your day-to-day business operations while effectively representing your interests.

Increased Sales

Companies have said that after our training sales went up 12 percent (Specialty Brands http://www.judycarter.com/client_letters.html). Our comedy training teaches your sales team to expand their capacity to connect with current and potential clients, perform “active listening” and talk their way through any situation with skill and ease.

Leadership Skills

Leadership is a lot more than getting other people to do what you want - it's inspiring them to do their very best and take pride in their work. This training reveals leadership secrets that apply to managers, CEOs and even parents that will inspire as well as entertain.

Stress-Busting

Turn problems into punchlines, resolve differences and come up with snappy retorts that transform conflict into camaraderie so everyone will walk away with tools that they can use immediately. Our hilarious training lowers people's defenses and lets them get to know each other in exciting new ways.

Innovative Team Building

Does it seem that everyone on your team is speaking a different language? Do co-workers label each other as “difficult?” Our games build team dynamics and connect your group in a fun and freeing environment.

Creative Thinking/Diversity

Diversity is essential to creativity. Give up the antiquated notion of "one right way" and learn to listen and utilize the new types of people and ideas in your business. These exercises are designed to get in touch with your employees' intuitions while also allowing them to think “outside the box” and appreciate new ideas from others as well as themselves.

Judy Carter's Bio

Judy Carter – author, speaker and trainer has appeared on more than 100 television shows. Her latest book – *The Comedy Bible* (Simon & Schuster) – is the definitive guide to making a career out of making people laugh. When Judy was featured on *The Oprah Winfrey Show*, Oprah herself said, “*Judy Carter can show you how to make your sense of humor payoff.*” And that's exactly what she's done.

As a speaker and trainer, Judy has a "Big Message" that gets even "Bigger Laughs." She inspires people to use their senses of humor to transform problems into punchlines so they can decrease stress and increase profits... without gaining weight!

Judy's expertise at teaching others to use comedy to transform their lives and careers has created a nationwide demand for her as a corporate speaker, comedy coach, comedy writer and workshop leader. Her messages include; Stress Management, Leadership Skills, Conflict Resolution and Whining Reduction. Judy has been the closing keynoter for FedEx, Blue Cross, Revlon, Pfizer and many others.

Judy's success in corporate comedy has generated feature articles in the *Wall Street Journal*, *LA Times*, *New York Times* and *Success Magazine* to name a few. She has also been featured on many National TV shows such as *CNN*, *ABC World News* and *Oprah*, and is as a regular contributor to National Public Radio.

Judy is also a passionate snowboarder and phenomenal matzo-ball soup maker. Her cat and dog allow her to share their home in Venice, California.

Pricing for Corporate Comedy Training

[Please call for Los Angeles Area Pricing]

Economy Training Program

\$10,000 per day plus travel expenses

Phase ONE – Pre-Training Preparation

- **Research - Employee Interviews**

Two employees are interviewed to understand their concerns, stress points and ideas on ways to improve customer relations. Interview results will be reviewed and entered into the training module.

Phase TWO – Training Sessions

- **Judy Carter** will deliver an entertaining, laugh-out-loud training for your group. These training sessions will be 1 ½ hours in length to ½ day trainings. Rate is per day and can include up to three separate 1 ½ training sessions per day.

- **Workbook**

A workbook is developed to create interactive exercises that increase participation during the training session. The workbook enables employees to take home learning points to increase retention.

- **PowerPoint**

A PowerPoint is created to optimize the presentation and retention of new skills.

Phase ONE – Pre-Training Preparation

- **Research - Employee Interviews**
An employee from *each* department is interviewed to understand his or her concerns, stress points and ideas on ways to improve customer relations. Interview results will be reviewed and entered into the training module.
- **Workbook**
A workbook is developed to create interactive exercises that increase participation during the training session. The workbook enables employees to take home learning points to increase retention.
- **PowerPoint**
A PowerPoint is created to optimize the presentation and retention of new skills.

Phase TWO – Training Sessions

- **Judy Carter** will deliver a customized, entertaining, and laugh-out-loud training session complete with workbooks, PowerPoint, and interactive exercises. These training sessions will be 1 ½ hours in length to ½ day trainings and presented to groups of 100 to 250 employees at a time.

Training Sessions will occur no more than three times a day.

Phase THREE – Results

- The same employees who participated in pre-training interviews will be interviewed again to gauge the impact of the training and Comedy Workshops will provide an informal report of the results.
- Comedy Workshops will provide "Humor Tips" to be included in Employee Newsletters and other communications.

Phase ONE – Pre-Training Preparation

- **Research - Employee Interviews**

An employee from each department is interviewed to understand his or her concerns, stress points and ideas on ways to improve customer relations.

A selection of employees will also be given a "Funny Test" via telephone to determine how they currently use humor in their interactions with customers. This data will then be used as a **baseline** to tabulate the effectiveness and result of the training.

Interview results will be reviewed and entered into the training module.

- **Workbook**

A workbook is developed to create interactive exercises that increase participation during the training session. The workbook enables employees to take home learning points to increase retention.

- **PowerPoint**

A PowerPoint is created to optimize the presentation and retention of new skills.

- **Multimedia**

Funny movie clips are written, produced, and inserted into the PowerPoint (e.g. Top-10 lists of "Stupid Things People Say to *Your Employees*)." Clips are shot by in-house movie crew with a lone camera. These movie clips will be incorporated into the PowerPoint to spice up the entertainment value.

- **Customizing and punch up of existing HR Training Materials**

Additional HR Training Points are rewritten to be entertaining and additional PowerPoint slides are created emphasizing Your HR Training. In other words: your training... but funnier.

Phase TWO – Training Sessions

- **Judy Carter** will deliver a customized, entertaining, and laugh-out-loud training session complete with workbooks, PowerPoint, and interactive exercises. These training sessions will be two hours in length and presented to groups of 100 to 250 employees at a time.
- Training Sessions will occur no more than three times a day.
- Judy Carter will arrive the day before to review materials with HR staff.

Phase THREE – Results

- Comedy Workshops will create online surveys that can be filled-out anonymously during pre-shifts to gauge how training has impacted their jobs.
- The same employees who participated in pre-training interviews will be interviewed again to gauge the impact of the training.
- Comedy Workshops provides "Humor Tips" to be included in Employee Newsletters and other communications.
- Comedy Workshops creates a report of the results.
- **Bonus Training Follow Up:**
Reinforcing behavior from the top down is the best way to ensure results. After the initial three days of training, Judy Carter will spend **three additional days** with management teams to assess how their employees are implementing the training and discuss methods of maintaining new behaviors.