



BNW CREATIVE OUTREACH ETC SPECIALS

John Sweeney Signature Experiences (\$20,000-\$25,000)

More about John's keynotes [here](#), his training sessions [here](#), his clients [here](#) and their recommendations [here](#)

Theatre owner, keynote speaker, improviser, corporate trainer, and author John Sweeney is unlike any other business speaker out there and his road to success has not been a traditional one. Sweeney's diverse path has included becoming the owner of the nation's longest running comedy theatre, having a quote from his book appear on millions of Starbucks cups, earning the role of trusted advisor to leaders from some of the best companies in the world and dancing shirtless on national TV.

The driving force behind Sweeney's success is found in the results he helps clients achieve by effectively bridging improvisational performance skills and behaviors to workplace innovation through his speeches and training. His improvisational insights have resonated with a broad spectrum of forward-thinking business leaders from some of the most innovative and largest companies in the world including Twin Cities favorites such as General Mills, UnitedHealth Group, Ameriprise, Thrivent, Target, Thomson Reuters, Best Buy, Ecolab, 3M, Honeywell and Land O'Lakes.

John offers highly entertaining and [thought-provoking keynote speeches](#) and [interactive training sessions](#) that vary in length from 90 minutes to a full day. Drawing on his deep understanding of the skills, behaviors and cultural norms that exist within a great improvisational theater scene, John will complement your messages and help jumpstart or reinforce the necessary behavioral changes. John will compel your audience to absorb key learning points while they are doubled over with laughter. Another key differentiation from typical keynote speakers and facilitators is our robust information gathering process. John will spend as much time as necessary with as many leaders as possible to ensure that his messages reinforce your messages.

If your budget or event requirements are not a fit for the John Sweeney Experiences, we are happy to offer an option, which does not include John and features other BNW talented speakers and facilitators, see below.



“Laugh and Learn” Improvisational Workout with BNW facilitators

(\$5,000 - \$7,500 with the highest value occurring when you meet ETC rental, food & beverage minimums)

View video example of improvisational exercises [here](#)

The basic description of an improvisational scene is: a group of individuals listening to their customers and instantly creating an interesting, engaging product, while in the spotlight. Improvisers are able to collaborate and innovate so rapidly because they abide by certain behaviors and cultural norms. In this session BNW facilitators share some of the key behaviors, demonstrate them in action through live improv demonstrations and allow participants to practice them first hand. Our facilitators create a safe environment of active participation, fun on-your-feet learning, laughter and discussion. The goal of the session is to facilitate the connection between the behaviors participants practice and how those behaviors can increase their productivity at work to help them be better collaborators and communicators.

The session format is modular and can typically accommodate varying sizes of groups (10-150) and can last from 90 minutes to 3 hours.

Learning points and practice focus areas include:

- Intentional Communication: Participants are reminded of the basics of communication and are introduced to simple ways they can hone the way they send and receive messages.
- Team accountability and trust: Learners practice serving a shared team goal and experiment with how different levels of energy and engagement affect the team’s success.
- Comfort with ambiguity and change: Individuals exercise their ability to remain calm, focused and productive even when they don’t know or control the outcome of a process.

Benefits of the “Laugh and Learn” approach:

- The value of practice. As you can read in John Sweeney’s article in Chief Learning Officer Magazine, practice is a necessary for any sort of behavior change or skill enhancement. <http://tinyurl.com/3u45423>
- The value of laughter. This is an experience unlike typical training programs. The high, positive energy and roaring laughter learners experience lower stress and anxiety and do wonders for team trust and culture.
- The value of hands-on, experiential learning. We learn better when we are able to immediately apply and “try out” what we are learning. During this session our learners focus on **doing**, rather than sitting and listening, which makes the experience memorable, the learning sticky, and the results more valuable.



Master of Ceremonies

(\$5,000- \$7,500 per day with the highest value occurring when you meet ETC rental, food & beverage minimums)

View sample videos of Caleb McEwen [here](#) and Margi Simmons [here](#)

Caleb McEwen and/or Margi Simmons can serve as a humorous and engaging emcee(s) for the meeting. Their duties often include housekeeping announcements, introduction of presenters, and appropriate, humorous running commentary in between program segments. They will keep the agenda moving, provide communication and theme continuity, and will assist with transitions between the program segments. They are highly competent and great at thinking on their feet; they are flexible and skilled at improvising if last minute adjustments or program changes arise.

Custom “Headliners” Comedy Show

(\$5,000 - \$7,500 with the highest value occurring when you meet ETC rental, food & beverage minimums)

The BNW, the oldest satirical comedy theatre in the nation, is happy to share with your group a show rooted in our comedic tradition - from helping to develop American improvisation to creating comedy with the look and feel of *Saturday Night Live* meets *Whose Line is it Anyway?*. Talented Brave New Workshop actors will perform a 30-50-minute custom improvisational comedy show to fill the room with laughter and create a unique shared experience for the group. With a perfect blend of corporate content, appropriate G-PG 13 humor and big time funny, our performances are often the highlight of the event according to client-conducted follow-up surveys.

Our process for creating your “Headliners” show

BNW will ask key organizational representatives to complete a [questionnaire](#) so that we can gather pertinent information and craft comedy that is specific to the group’s industry and appropriate in content. After the BNW has reviewed the completed questionnaire, we will conduct a follow up conference call to get further information and arm ourselves with enough details and insight to create a truly custom improvised show.

What will the show look like?

BNW improvisers will ask the audience for specific suggestions and will perform our world-renowned improvised “instant theater,” incorporating both the spontaneity of the moment, the specific suggestions from the audience and the custom information gathered during the preparation process described above. The show will consist of several three- to ten-minute “improvisational structures,” each with its own unique premise and set of rules.



Event Energizing Videos

(\$7,500 per 1-3 min video; \$12,500 for 2 videos; \$15,000 for 3 videos; savings can occur when you meet ETC rental, food & beverage minimums)

Video samples [here](#) and [more pre-event videos here](#)

The Brave New Workshop can also work with you to script, cast, and produce videos that address your specific goals. We can package messages in a variety of memorable ways, always paired with our undeniable approach to humor. Our creative and production process includes information gathering and input from you, creation of “creative treatments” for you to review and choose from, draft/script creation for your approval and, finally, production. Our onsite green-screen studio allows us to produce video content in a very timely and budget-friendly manner. Possibilities for video include but are not limited to:

- Save the date teasers for the event, view [sample teaser](#);
- Event energizing videos to be played in between program segments, to deliver information and levity, [view sample bumpers](#);
- Videos that deliver specific training material or messages in a memorable way to be used as event follow up, [view sample](#).

These videos can possibly incorporate leaders, customers, and employees and can be done in a variety of styles, for example, man on the street interviews, *60 Minutes* parody, infomercials, news cast/weekend update, public service announcement etc.

BNW Programs for Women

(\$5,000 for a keynote - \$10,000 for a full day session with the highest value occurring when you meet ETC rental, food & beverage minimums)

Video sample [here](#)

Using the improvisational mindset, the bold and funny women of the BNW teach other women how to hone key personal and leadership skills to help them achieve goals faster and more easily. Our team sprinkles interactive keynotes and training sessions with plenty of humor and creates a safe space for learners to stretch and practice behaving and thinking in a new way.



Creative Outreach

Our sessions focus on variety of topics, from ways to increase one's creative confidence to approaching problem-solving from a new point of view to practicing taking deliberate action rather than responding to what is expected. The BNW team has had great success working with the women's networks of numerous global corporations including General Mills, Cargill, Best Buy, and PricewaterhouseCoopers among others.

We believe that women are an undeniable force in building the future of our planet, and investing and supporting their advancement is a key factor for ensuring global prosperity. We hope that through our work we inspire women to believe in the power of their ideas more often, remain engaged with their companies and communities in an intentional way, and contribute their passion, ideas and unique points of view to the advancement of sustainable business and social practices. We could not be more excited to continue supporting women's success in the business world.