



David Horning

Peppercomm / Water Cooler Comedy

Manager Training / Keynotes / Stand-Up Comedy
Watercoolercomedy.org



THINK
LIKE
A
COMEDIAN



A young child with blonde hair is seated in a dark-colored car seat. The child is wearing a purple shirt and has a neutral, slightly questioning expression on their face. The background shows the interior of a vehicle, including the car seat's headrest and side panels.

Is this the face you get when
you tell a joke?

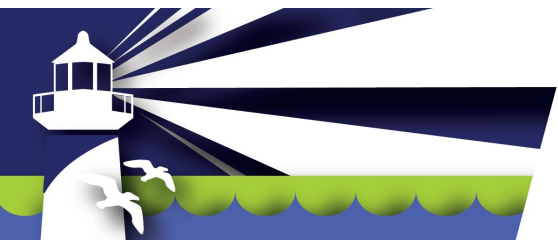


What *IS* “Thinking Like A Comedian?”

- A subjective mental process
 - Disrupts patterns with new perspectives and possibilities.
 - Challenges binary thinking by exploring nuance.
 - Opens us up to unexpected connections and discoveries.

What *IS* “Thinking Like A Comedian?”

- Creative problem-solving driven by curiosity and the basic human need to connect.



Virginia Community Healthcare Association Annual Meeting and Conference
September 27–29





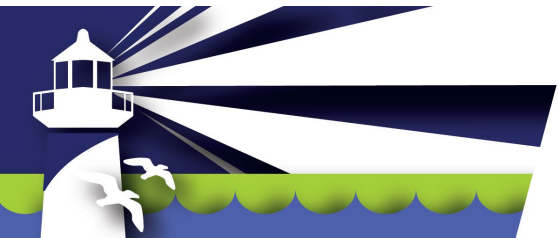
Motivation

Spend the next 40 years working at a job you don't care about, for a boss who doesn't care about you, with people you don't like.

-Dad

Why This? Why Now?

- Only 1 in 3 American employees are engaged by work (Gallup)
- Stagnant employee engagement numbers (2000-'22):
 - High: 35%
 - Low: 29%



Why This? Why Now?

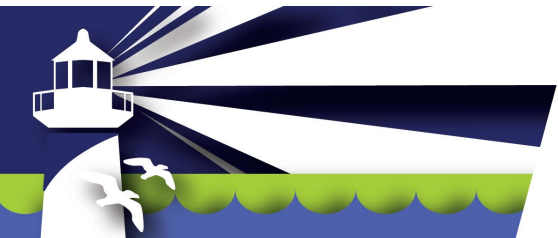
- **Harvard Business Review**
 - 58% of employees trust a stranger more than their boss.
 - *45% cite lack of trust in leadership as the biggest issue impacting work performance*
- **HOW Institute For Society**
 - Employees in high-trust environments are 11 times more likely to innovate





SAY YES, AND...

- The baseline of interpersonal collaboration and creativity.
- Doesn't shoot down ideas before they have a chance.
- Creates psychological safety.
- Builds upon initial idea, opening doors to new possibilities.



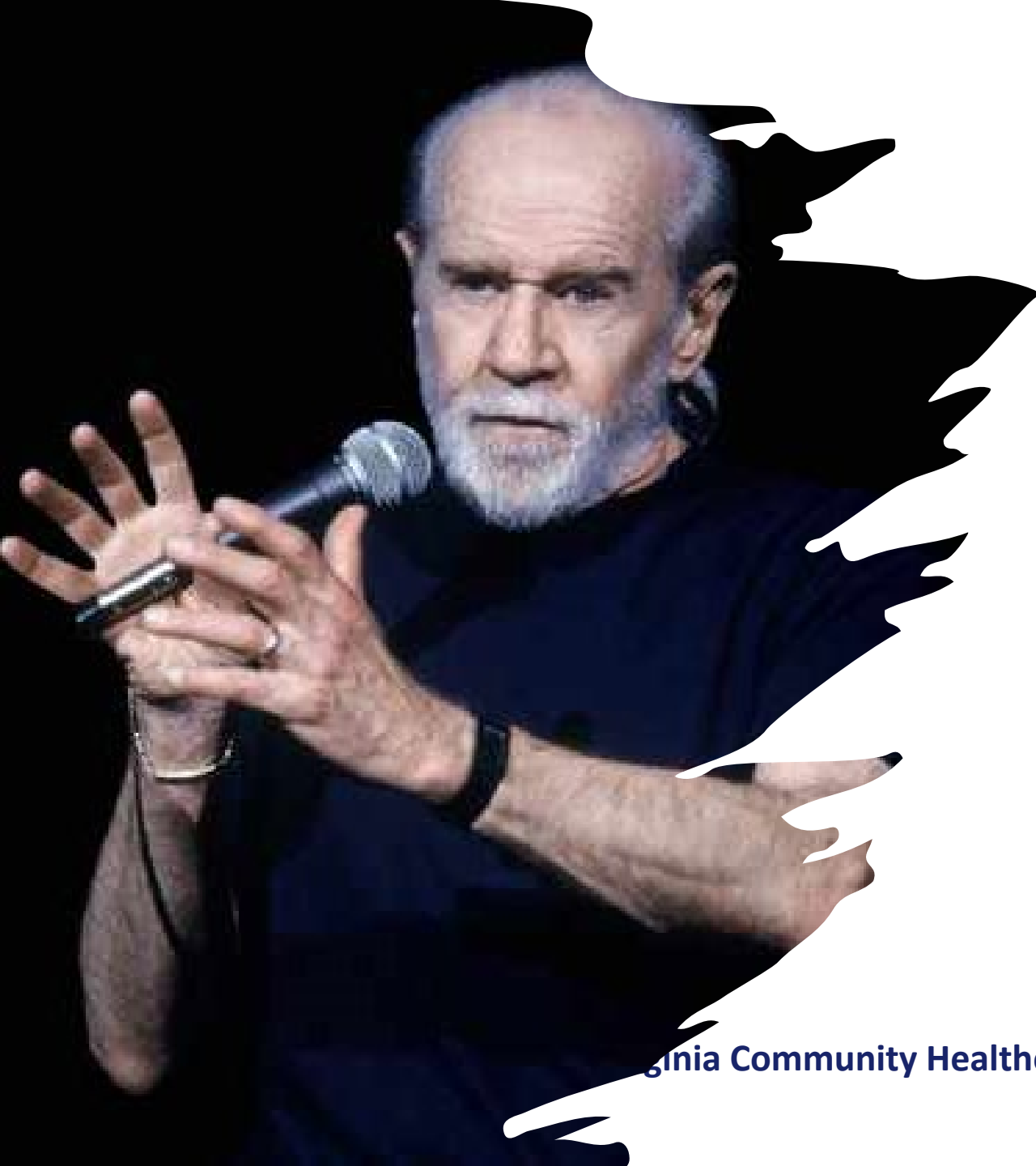
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The Ad On Game

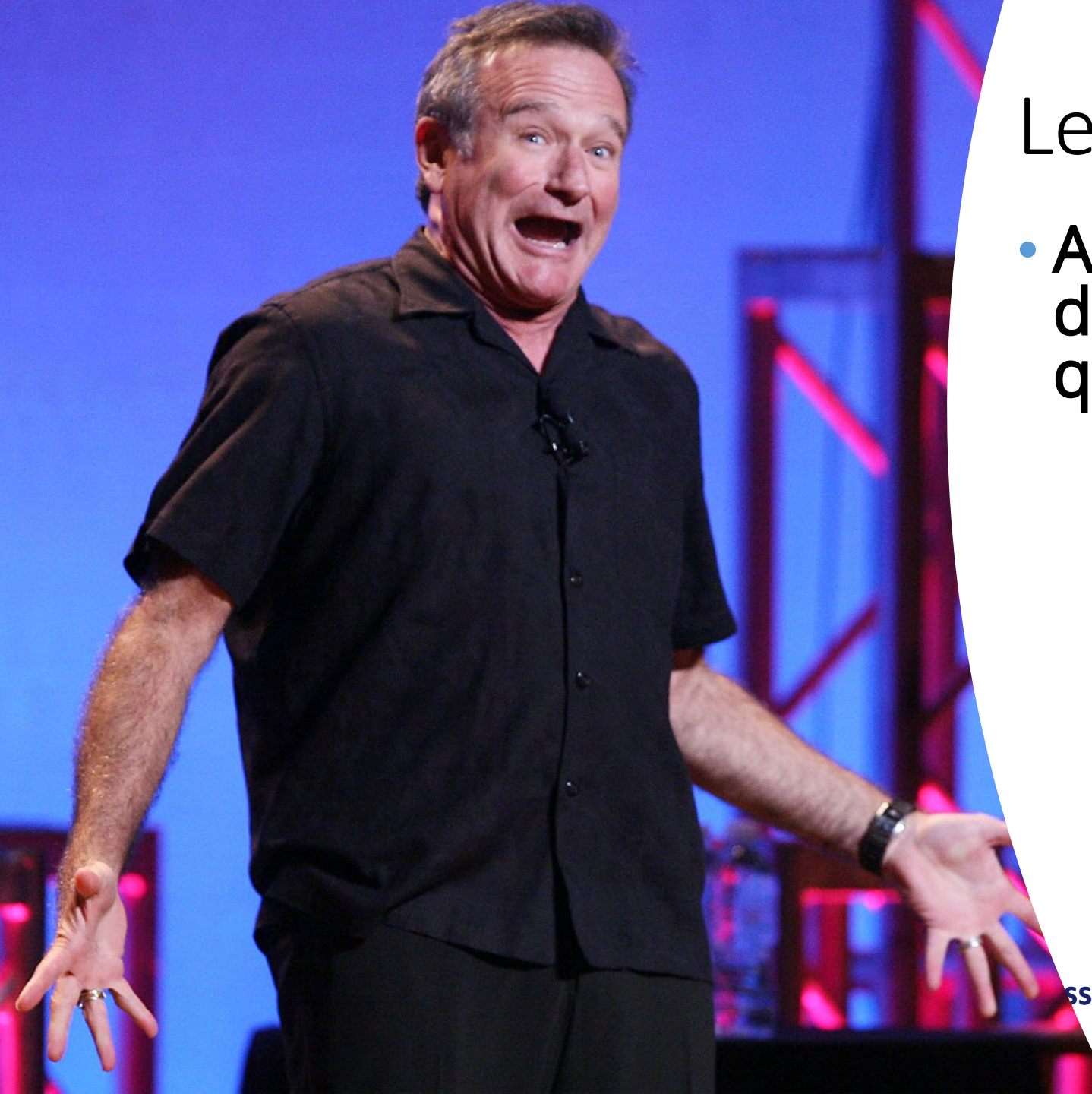
- *Create a new product and advertising campaign to sell that product following 2 rules:*
 1. The first idea suggested is the best idea.
 2. Emphatically appreciate the person who came up with the idea.
 - Household product
 - Unique quality
 - Product name
 - Need it meets
 - Target market (not “everybody”)
 - Style (ad, pitch, commercial)
 - Spokesperson
 - Slogan/jingle





Everything Is Material

- **Growth Mindset**
 - "Someday, I'm going to look back at this and laugh."
- **You're The Protagonist Of Your Sitcom**



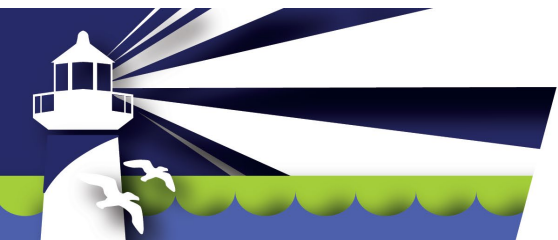
Lead With Curiosity

- A comedian makes discoveries by asking questions
 - “If that’s true, then what else could be true?”
 - “What if the opposite were true?”
 - “How would (insert other person) look at this?”



Become An Active Character

- It's not the "audience"
- "It was me the **WHOLE** time"
- Embrace the bombs, accelerate growth
- Know your role:
 - Creator
 - Collaborator
 - Consumer



Virginia Community Health

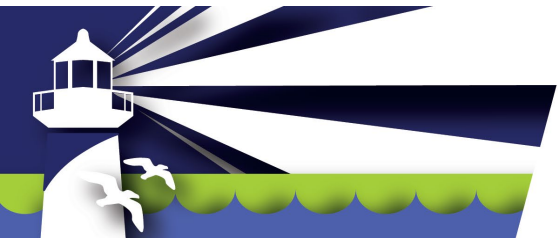
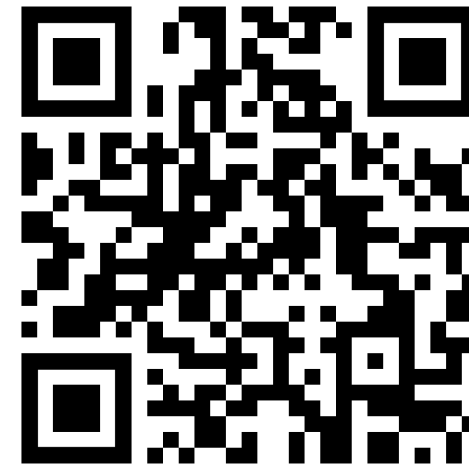


Questions

How can you start applying what you learned today?
Schedule a no-fee 30-45 minute brainstorm session



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Here's The Punchline:

- **Hewitt & Associates**

- *19% higher returns on the stock market than competitors*

- **Stanford**

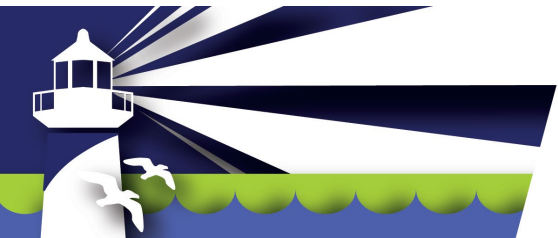
- In sales conversations, increases the amount the buyer is willing to pay *by 18%*

- **University of Maryland**

- Improves creative problem-solving success *by 28%*
- Relaxes individuals, *increasing resilience* and reducing stress

- **Peppercomm**

- *75% open to new methods of collaboration across teams.*



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