

# Facilitators



Brian Lam

Before founding Improv Effects with Dann, Brian was the owner of Lam Creative Solutions, a Kalamazoo-based PR and marketing firm. Brian's improvisational experience includes studying at the prestigious Second City theatre in Chicago, in both the improv and creative writing programs. Since then, Brian has performed sketch comedy in Chicago and is in his fourth season as a member of the improv troupe Crawlspace Eviction.

Brian's professional history includes sales management, creative management, copy writing and focus group facilitation.

Dann is the owner of Crawlspace Theatre Productions and the founder of Crawlspace Eviction, Kalamazoo's premier improv troupe, now in its twelfth season. He has been performing improvisational theatre since 1997. Dann's formal improv training includes studying at the esteemed Improv Olympic (iO) and Second City theatres in Chicago. He has worked with, and tutored, some of the top improv performers in Southwest Michigan.

Prior to Improv Effects, Dann's professional history was in chemistry - including method development and validation - business development and college instruction.



Dann Sytsma

# References



People are raving about the applied improvisation experience. Improv Effects has had the privilege of working with organizations in a variety of industries all over the country. Please visit [www.improveffects.com](http://www.improveffects.com) for testimonials and feedback from our participant surveys. Want to hear it directly from the source? Improv Effects will connect you with past clients for references.

## Some of Our Clients and Partners

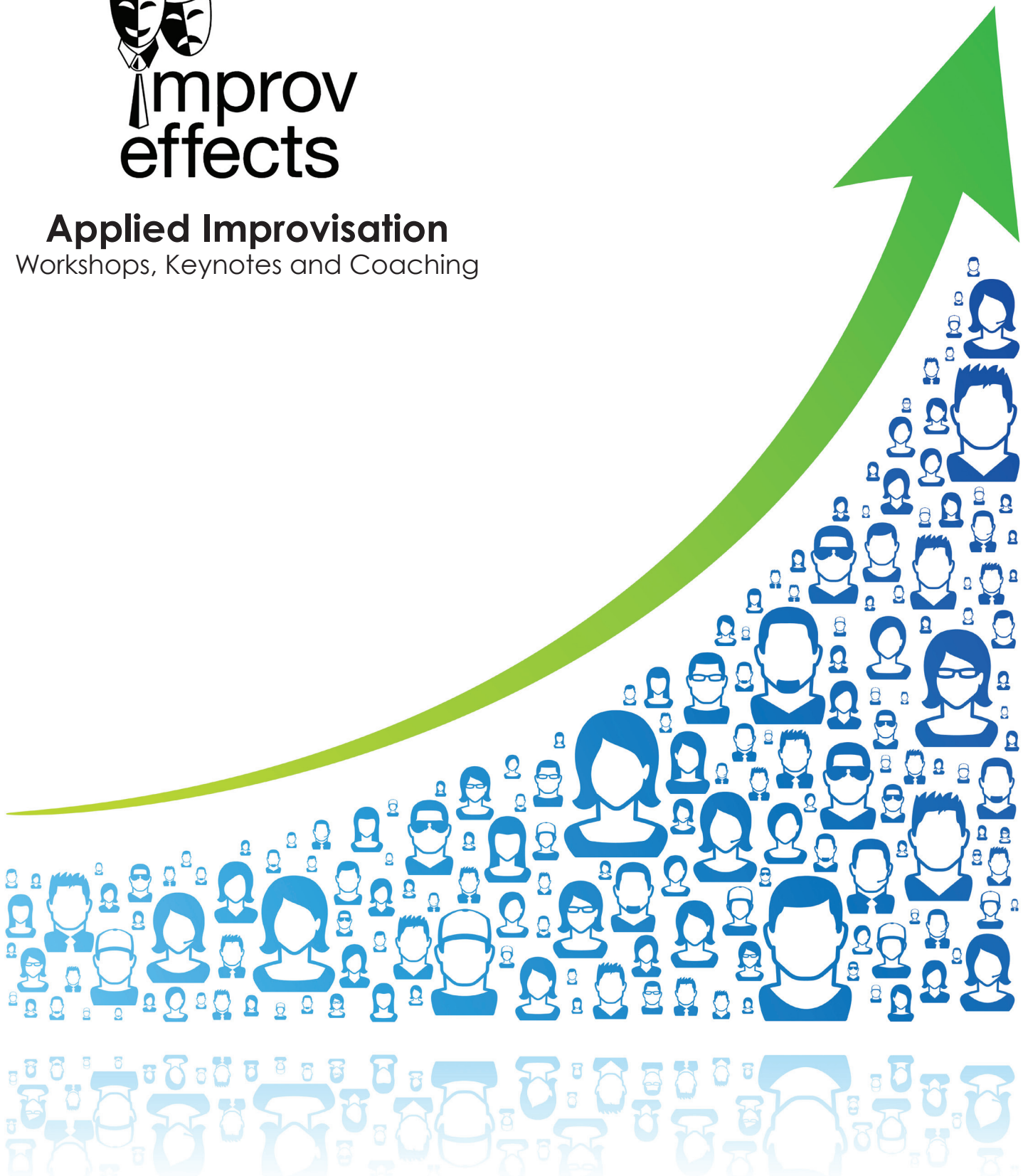
Perrigo  
Styker Instruments  
Stryker Medical  
Parker Hannifin  
Perkin Elmer  
Chemical Bank  
Newell-Rubbermaid

Allegiance Health  
Waters Corporation  
Forensic Fluids  
First National Bank  
Western Michigan University  
ShipPac  
Miller-Davis





**Applied Improvisation**  
Workshops, Keynotes and Coaching



# About Improv Effects

**An Improv Effects experience is interactive, engaging and fun. Anyone can do it. Everyone will take something away from it.**

At its heart, improv is about communicating with others in a way that is positive, collaborative and efficient. When improvisors take the stage, they aren't looking for jokes, they are relying on their honed communication skills to find a genuine connection with their scene partners in a way that brings out the best in everyone and that the audience can relate to.

The mission of Improv Effects is to show how the application of improv techniques in a professional setting can have a direct and positive effect on the level of communication, cohesiveness and productivity in an organization. More efficient communication leads to less hostility, more innovation and ultimately a healthier company. That affects the bottom line.

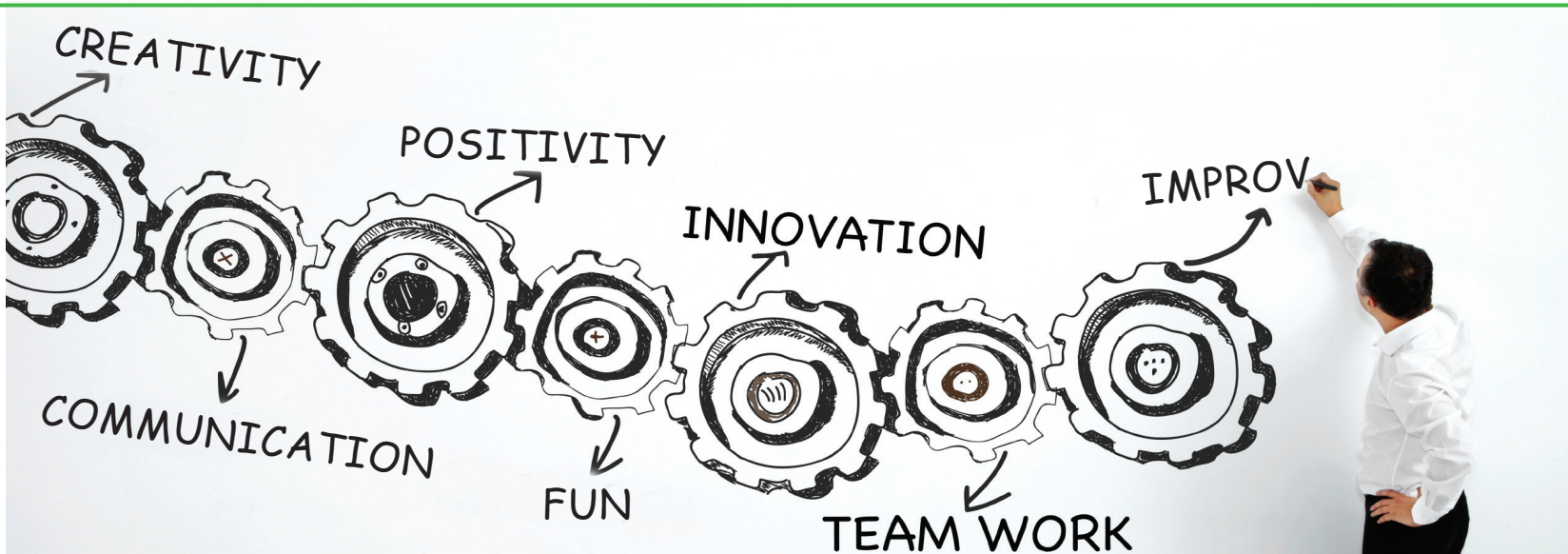
Those who are apprehensive about the idea of "performing improv" in front of peers need not worry. Improv Effects facilitators aren't preparing participants for the theatrical stage. They are isolating the *techniques* used

in improv theatre and framing them in a business context. Most exercises are done in pairs or small groups. No experience is necessary to participate and no specific personality type makes a participant any more or less suited to experience success.

The take-aways are simple, but effective. An Improv Effects experience leaves people with actionable steps for effective communication that can be implemented immediately. Because the sessions are interactive, participants *experience* the information instead of just listen to it, so it truly resonates.

Finally, an Improv Effects experience is fun and is a bonding experience. When participants are having fun, they're engaged, they're absorbing the information and they're excited about the investment their organization has made in their development.

Call Improv Effects today to see what effect improvisation can have on your business, organization or team!



## The Bottom Line:

More effective communication leads to better collaboration, healthier conflict, less turnover and higher morale. The ability to react positively to change leads to a more nimble workforce and more efficient processes. Stronger collaboration leads to innovation and creative solutions.

There are real financial gains associated with the application of these attributes and real costs associated with deficiencies in them.



# Formats & Services

Here are some of the ways that an Improv Effects experience can best serve the goals and objectives you have for your participants.

## Formats

**WORKSHOPS** - Facilitators work with groups of 5 to 50, coaching improvisation techniques through engaging exercises. Most exercises are done in pairs or small groups. While the focus is strengthened communication, there is a fun, team-building byproduct. Workshops can be half-day, full-day or part of a series.

**SPEAKING** - An Improv Effects keynote is unique because it is interactive. Attendees get on their feet, get to know who they're sitting next to, and volunteers can even come up on stage for fun demonstrations.

**PRIVATE COACHING** - Individuals or teams of 2 to 4 meet with Improv Effects regularly for a tailored curriculum that offers measureable results and accountability.



## Services

**LEADERSHIP** - Communicate with team members and peers in a way that brings out the best in them. Explore the language of support, collaboration and agreement. Techniques for thinking on your feet when faced with change.

**CONFLICT RESOLUTION** - Keep the focus on common ground and strong work relationships. Great techniques for looking for what you like in something, staying positive and being open to new ideas. Great team-building too!

**INNOVATION** - A look at collaboration, creativity and the importance of engagement. Techniques for breaking up ways of doing things that aren't working and sparking your imagination.

**RISK TAKING** - Build confidence and build team. An unforgettable experience that brings out courage and strengthens self-belief in participants. A lot of fun too!

### LOWER TURNOVER

Companies that communicate most effectively are 50% more likely to report turnover levels *below* the industry average. The turnover cost for an employee is anywhere between 75% and 150% of annual salary.

### HIGHER RETURNS

Organizations with higher levels of communication effectiveness experience higher shareholder return, 26%, compared to a -15% return for firms that communicate less effectively.

### INCREASED JOB SATISFACTION

About 40% of variance in job satisfaction is attributed to communication climate.

Communication programs that drive supervisor or manager behavior increase the market value of a company by an average of 7.3%.