

Build Your Personal Brand & Boost Your Career

*Hosted by Robyn Lynne Norris
Business Improv Senior Core Faculty*



NC Chamber

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Business Improvisations

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A little history... 2010, BI's journey to virtual begins!



2000 to 2010 to 2020

2000-2010 Partners

Influence

Corporate Clients



What is improvisation?

Reacting — being focused and present, in the moment

Adapting — reacting within parameters or to achieve a specific objective

Communicating — we never operate in a vacuum

What kinds of teams are especially good at this?

- * Jazz Combos
- * Special Forces
- * Sports Teams
- * Police/Fire Fighters/EMT/ER
- * Elite Chefs
- * Improv Comedy Teams



2 Concepts
can make a difference:

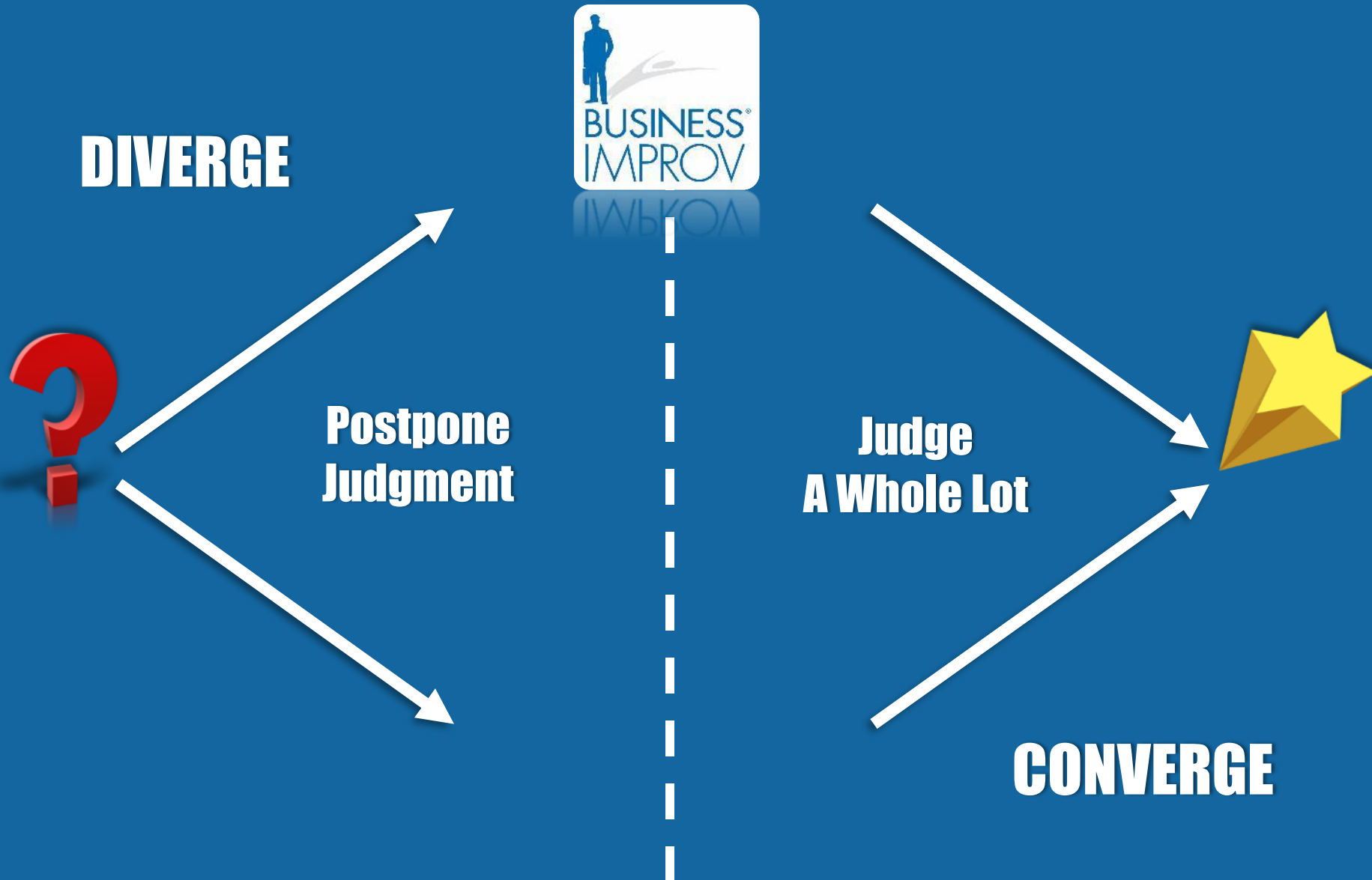
Approach: Energy & Attitude

Framing of Language: *Yes, And...*

One way to overcome
our blocks:

YES, AND...

Concept: Communication & Collaboration





**This skillset
is immediately applicable
in virtual / hybrid engagements
(People Skills / Human Connection)**

Concept:

**Virtual Presence
requires a cultivated
skillset and intentionality**

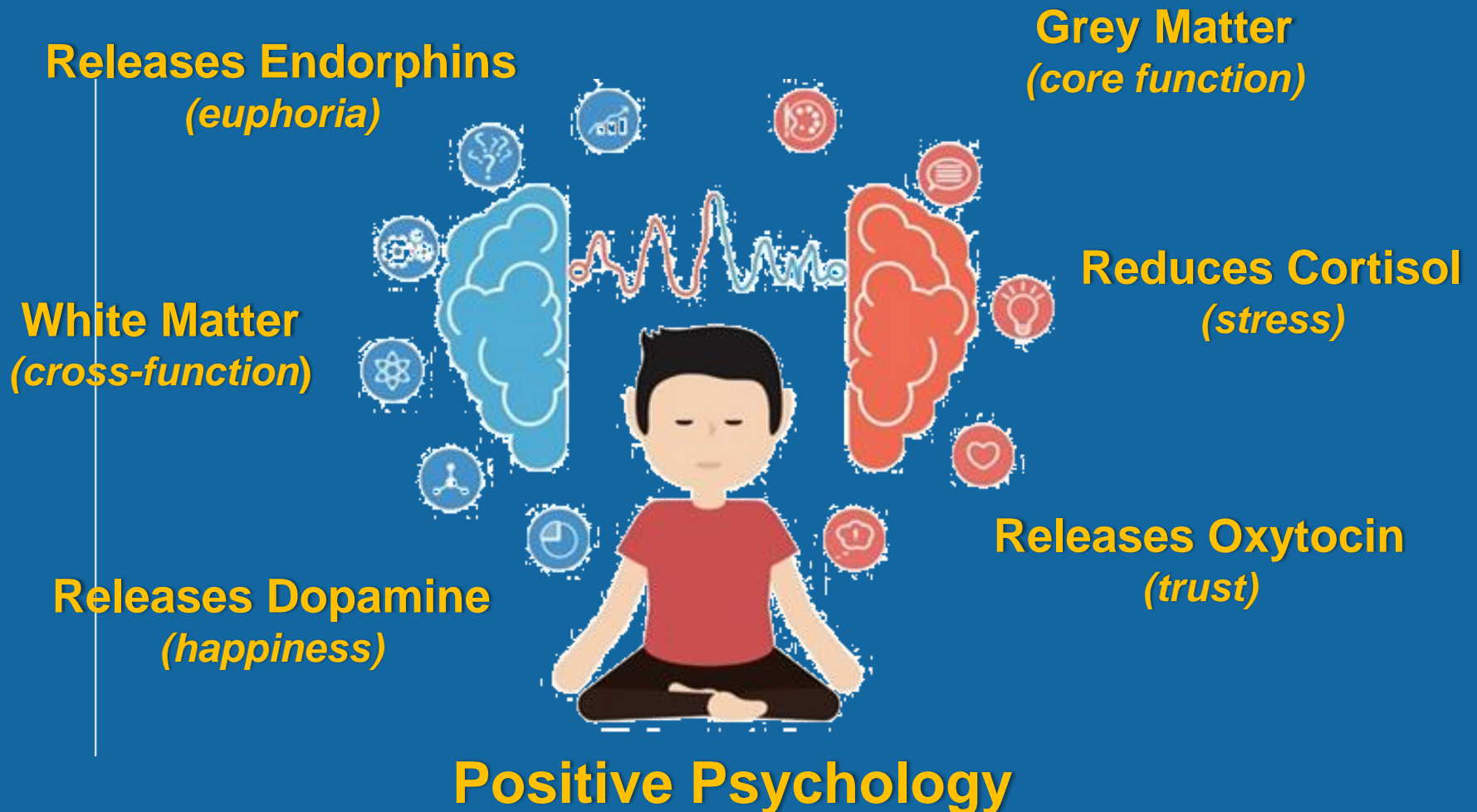
**HOW DO YOU GET
THE MOST OUT OF
TODAY?**



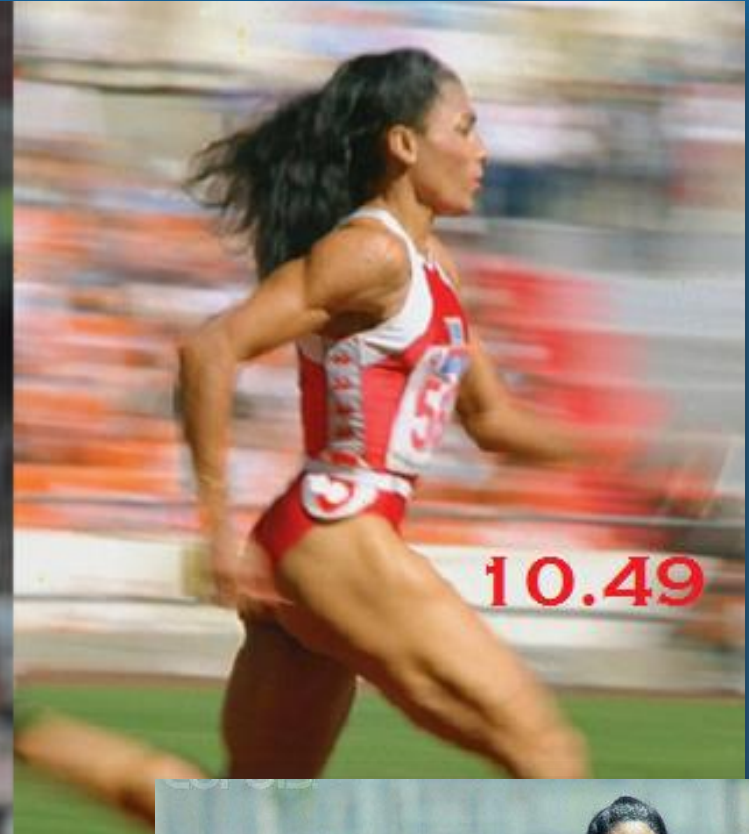
**Let's try it out,
and first...**

A Warm-Up

Warming Up: Neuroscience



Warming Up Oxygenates The Brain



The Reality:

Energy and Attitude are choices!

The Reality:

Most people spend more time checking the weather each day than they do their own **energy and attitude.**



The Reality:

Moods are *contagious*



Brand Concept:

It's not just what you say and
how you say it;
it's what others
walk away understanding.

Concept:

YES, AND...

Yes, And... Partner Exercise:

“Yes, And...” Conversations

Topic: Travel

Keys to Success:

- 1) *Start with “Yes, And...”*
- 2) *Even back-and-forth*
- 3) *Avoid asking questions*
- 4) *Speed is not a variable*
- 5) *BRING YOUR PASSION!*

Yes, And... Partner Exercise: *(continue your conversation)*

“Yes, But...” Conversations Topic: Travel

Keys to Success:

- 1) Start with “Yes, But...”
- 2) Even back-and-forth
- 3) Avoid asking questions
- 4) Speed is not a variable
- 5) BRING YOUR PASSION!

Concept: Framing of Language Is there a difference between “Yes, And..” and “Yes, But...”?

But eliminates everything said before it
(restrictions, denials, contradictions, steering...)

And builds and connects
(inclusive, additive, agreement, aligned...)

At least it feels that way

Concept: Framing of Language

“But” – Feels like a confrontation / exclusive



— VS —

“And” – Feels like a compromise / inclusive



Concept: Framing

It's not just what you say
and
how you say it;
**it's what others
walk away understanding.**

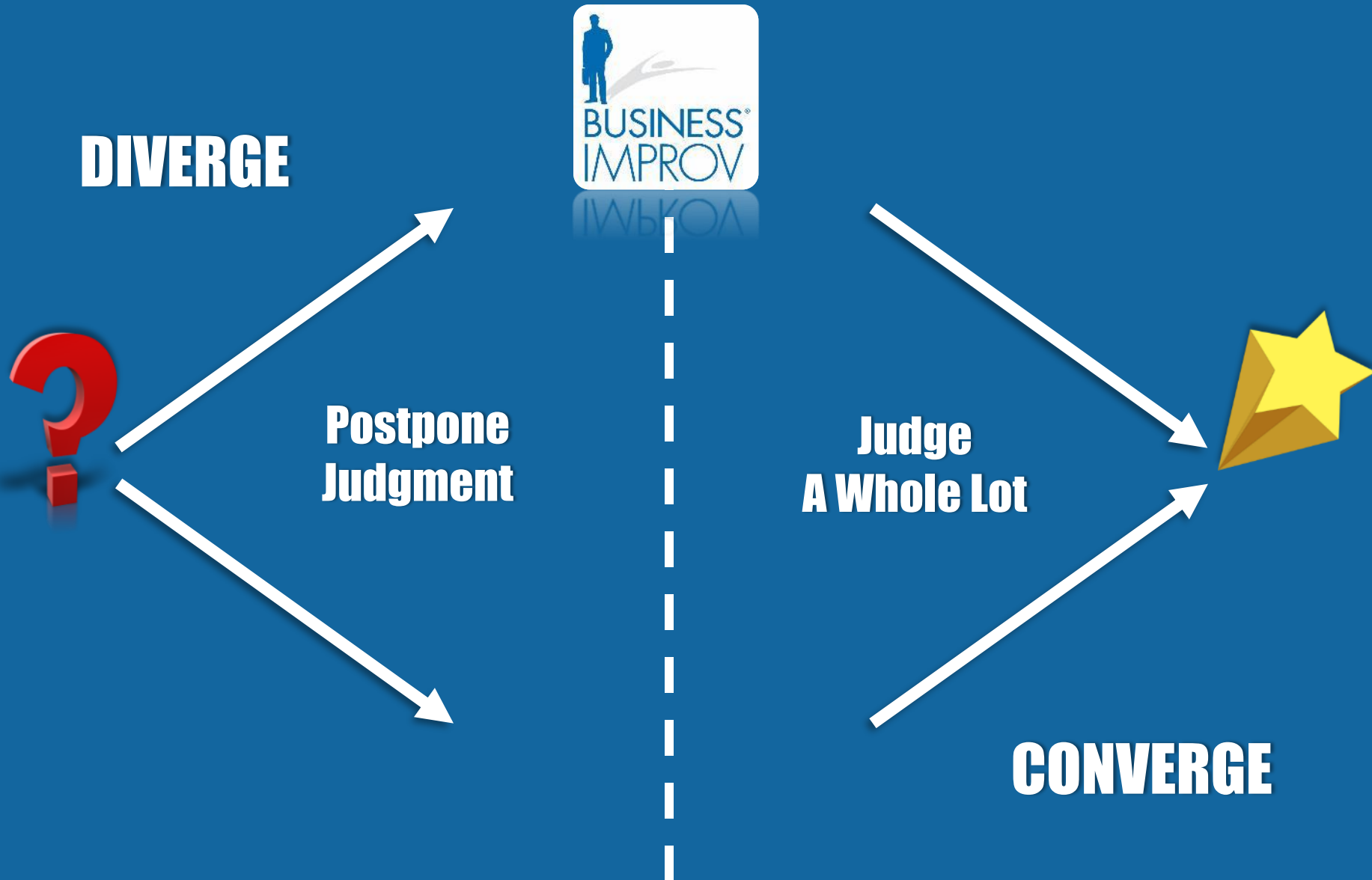


Concept:

“YES, AND...” ≠ “YES”

(And “No” is appropriate!)

Concept: Communication & Collaboration



Presence: How do you show up?



Construct & Behavior: *Best Practices for Maximizing Your Effectiveness in Virtual Engagements*

1. Define the Rules of Engagement
2. Turn on All Attendee Cameras
3. Adjust Your Lighting / Adjust Your Camera
4. Look at Your Camera (**Green Dot** / **Red Dot**)
5. Turn off Mute (*if possible*)
6. Bring Extra Energy – *Talk with Your Body (Hands and Face), Smile!, Stand Up*
7. No Multitasking in Meetings – *Be Present and in the Moment*
8. Know the Best Medium for the Communication (*Zoom Fatigue*)
9. Keep Things Moving; Design for Life & Roll With The Punches (*i.e., IMPROVISE!*)
10. Stay “on” until you are completely off – *“Stick the Landing!”*

**Sales,
Pitches,
Presentations,
Collaborations,
Meetings, etc.**

Partner Exercise:

*Tell the story of the
**BEST MEAL
YOU EVER ATE!***

Note: *Solo Story – this is NOT a dialogue*

Partner Exercise:

Coaching Notes

Pluses

- *What made the message sticky?*
- *What made the messenger memorable?*

Areas for Growth & Development

- *What would you change to help the story be more impactful?*

Keys to success:

- 1) *Be Honest*
- 2) *Be Blunt*
- 3) *Look to Help Your Partner*

Partner Exercise:
(switch roles)

Tell the story of the
BEST MEAL
YOU EVER ATE!

Note: *Solo Story – this is NOT a dialogue*

Partner Exercise:

Coaching Notes

Pluses

- *What made the message sticky?*
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- *What would you change to help the story be more impactful?*

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Concept: Personal Brand

It's not just what you say
and
how you say it;
**it's what others
walk away understanding.**



The Concept: Language

*How do you want to **affect**
the people around you?*

From Individual to Group Focus

YES, AND...

Quickly get into small groups!

GROUPS OF 3-5

In your groups...

QUICKLY NUMBER OFF
1, 2, 3 (4, 5)

Team Exercise #1:

Plan a Party!

(In two parts)

Part One: Choose Your Role!

You can either...

Deny Everything

Judge Everything

Talk Over Others

Only Ask Questions

“Yes, But...” (everything)

Be Apathetic

(You have less than a minute to complete your list)



Team Exercise #2:

Plan a Party!

(In two parts)

Part Two:

EVERY idea starts with “Yes, and...”



(You have less than a minute to complete your list)



Question:

**Was there a difference between
Round #1 and Round #2?
*(and if so, what was the difference
Between Round #1 & Round #2)***

Question:

**What was the difference between
Round #1 and Round #2?**

The Reality:

Energy & Attitude are Choices

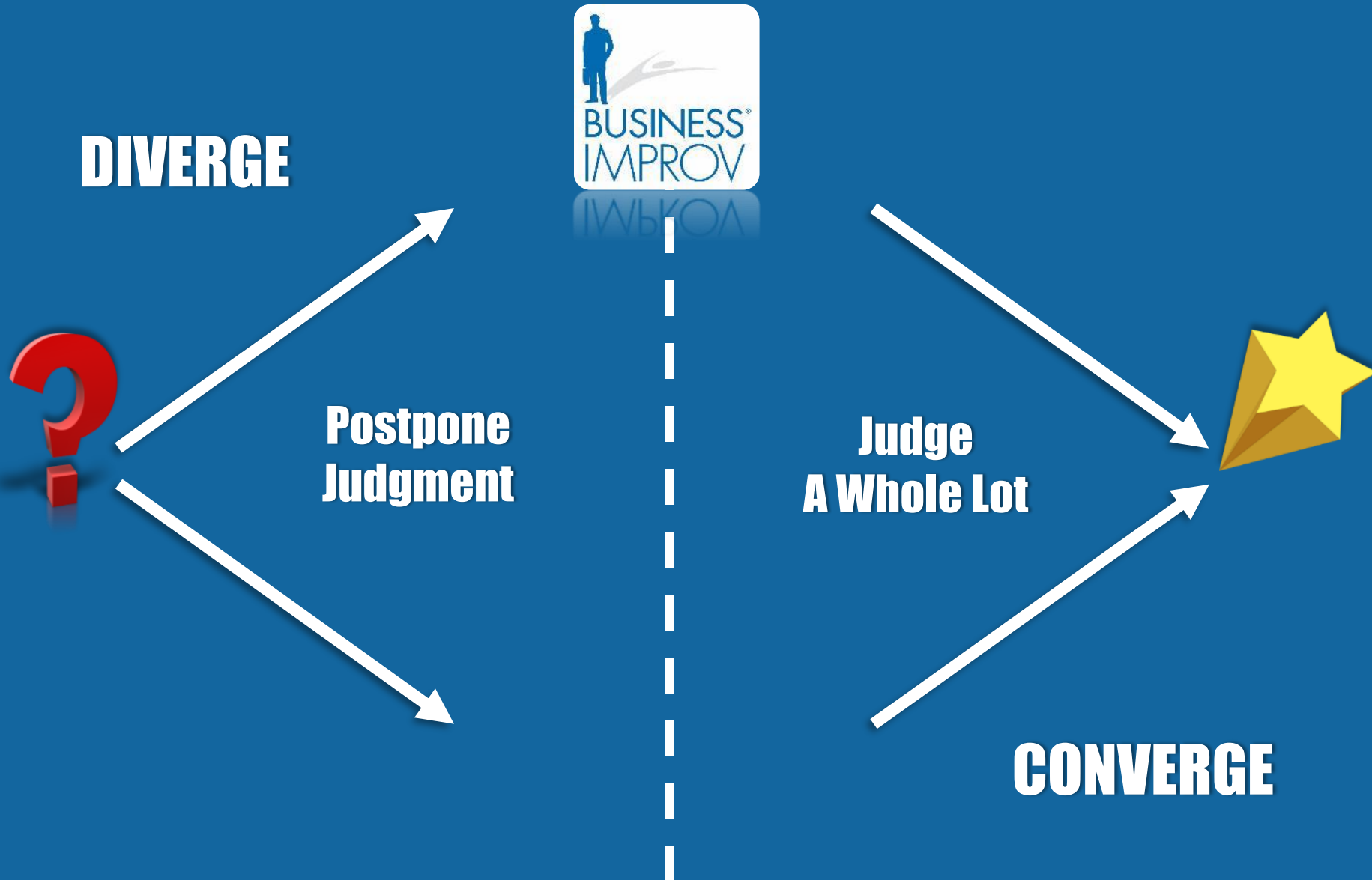


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Concept: Communication & Collaboration

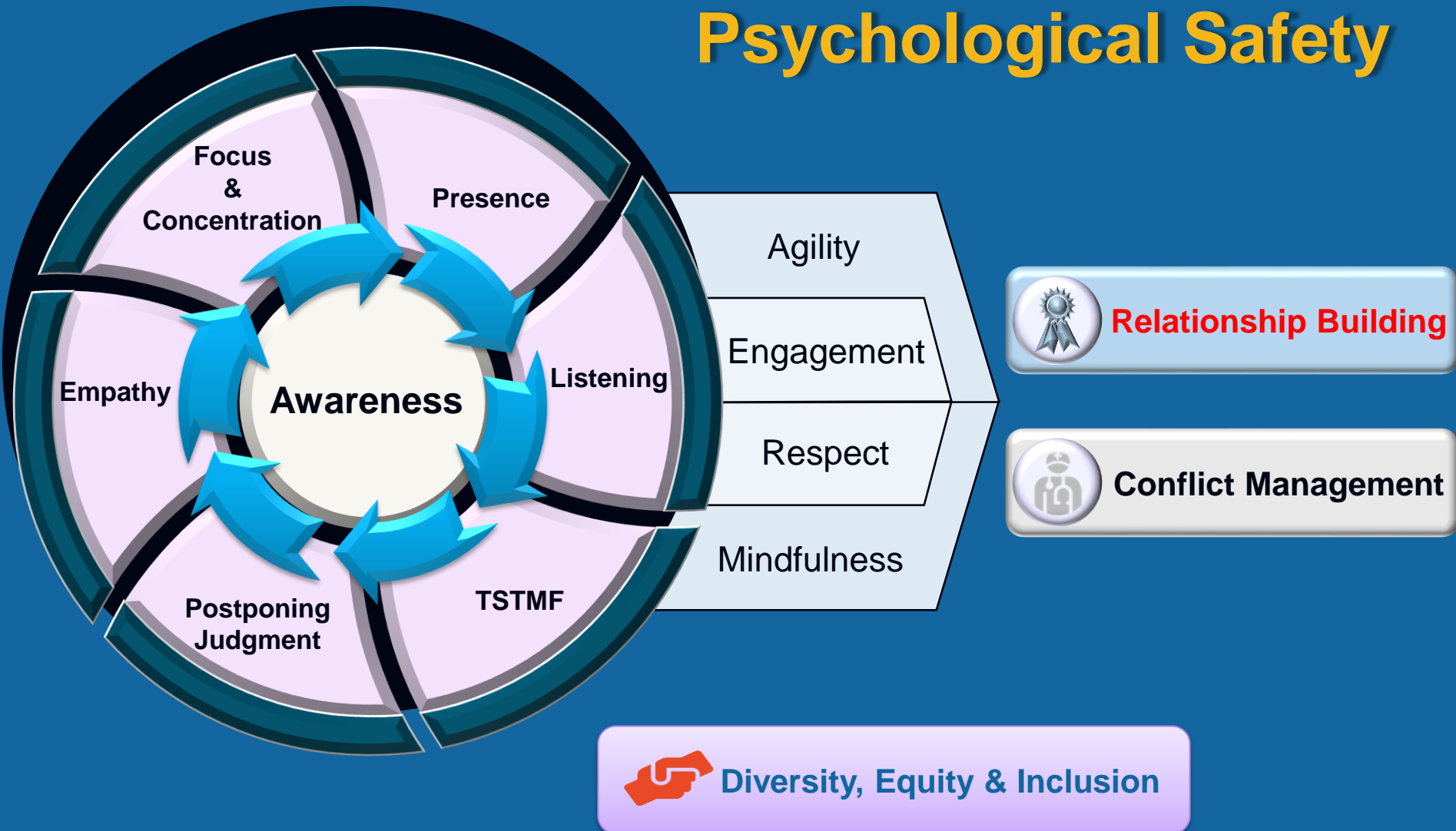




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“YES, AND...” Communication Leads To:

Psychological Safety



Concept:

It is a basic human desire to be understood.

Dignity

A moment of reflection...

As it relates to your personal brand:

How will I
show up?



NC  chamber

How
does this **matter**
in my world?



NC  Chamber



Questions?

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