

Business is a Comedy!

Speak up, communicate, connect, convince



by Mel Kelly for Cambiana

Comedy in business

By Mel Kelly, February 25th 2019

Two thirds of our lives are spent working, and a company life without a positive atmosphere can lead to increased stress, unhappiness, employee dissatisfaction, and lower employee retention, costing companies more than \$7 trillion in lost productivity globally (*Gallup Study*¹). The human aspect is being neglected with the continual drive towards productivity, optimization, and automation. To create a more positive work atmosphere, I believe leaders should focus on the human factor, which can be greatly enhanced by using comedy.

What does comedy in work mean?

The top comics of our time have mastered the art of communication in terms of confidence, competence and connecting with their audience. They have also mastered conviction, courage and resilience. These are all attributes that can help any company to have happier and more productive employees and a better bottom line.

Communication

Comedy can help people to have the courage to speak up, communicate better with confidence, connection and conviction. Comedy teaches skills such as quick thinking, cooperation, active listening, creativity and leadership. When these skills are applied in business, great things can happen; it's no longer "business as usual."

¹ <https://www.gallup.com/workplace/231668/dismal-employee-engagement-sign-global-mismanagement.aspx>

Confidence

“You gain strength, courage, and confidence by every experience in which you really stop to look fear in the face.” Eleanor Roosevelt. For many people speaking in front of an audience is terrifying, but trying to make people laugh is an even bigger challenge. With comedy, you will build your confidence and those business presentations will become a walk in the park.

Connection

Steve Jobs said, “Great things in business are never done by one person. They’re done by a team of people”. To work as a team, it is vital to connect with other people. In comedy, you learn to connect with your audience instantly. When the members of a team connect and inspire each other, magic happens.

Conviction

“Communicate your passion clearly, concisely and with genuine conviction.” said Richard Branson. Conviction in your comedy material is essential for the success of your performance. Learn how to build conviction in your communication to increase your personal and company’s success.

Courage

Life is based on failure as much as it is based on success. An inconvenient truth from which we try to hide as we get older. Richard Branson also said, “Do not be embarrassed by your failures, learn from them and start again.” Too often, we try to avoid failure at all costs, and in the process, we stymie our growth, creativity and potential. This is where comedy can help.

Resilience

Comedians experience a lot of failure and a lot of embarrassment. But comedy teaches you how to recover from such experiences. Comedy can teach you the resilience that you can use to help you face difficult situations at work, bounce back from failure and reach your potential

Perseverance

“Our greatest weakness lies in giving up. The most certain way to succeed is always to try just one more time” said Thomas A. Edison. Comedy will teach you the value of persevering. Continual work, improvement and refinement will lead to great progress.

As we could see, the most essential skills that bring leaders “from good to great” can be enhanced by comedy. So, the power of comedy goes far beyond making people laugh or simple persuasion skills. In fact, comedy is the way that makes you connect with your audience at a deeper level and builds on your unique strengths to reveal a leadership style marked by personal courage and conviction.

Want to find out more about your unique talent in Comedy & Leadership? Reach out to us for more information about our training series: “Comedy for Communication & Courage in Companies”: campus@cambiana.com

About Mel Kelly



What do you get when you combine an IT consultant, a stand-up comedian, a champion speechmaker and an Irishman living in Germany? Mel Kelly, of course! And no other. With a freshly unique take on technology trends, working as an IT guy and living internationally, Mel delivers insightful, intelligent and hilarious keynotes at business events across Europe. And he does it all in English or German, no less. Mel is a regular at IT conferences and corporate trainings for smaller companies and multinationals.

His award-winning, engaging style keeps listeners on the edge of their seats – and laughing – no matter whether he’s talking big data, AI, machine learning or other topics where technology and the world of business intersect.

Mel is a seasoned performer – he’s been through the fire as a TEDx speaker and has made television appearances on Bayerische Rundfunk. What’s more, he is an award-winning Toastmasters speaker and bestselling humour book author who’s been entertaining and inspiring audiences for over a decade with funny and fascinating performances.

Mel is also an experienced communication and storytelling trainer who has helped many team members and leaders communicating efficiently across different audiences and topics. [Connect with Mel on LinkedIn](#)