

KATY MCEWEN AT A GLANCE

“Confidence at the Speed of Laughter: Leaving Your Creative Footprint, Heels and All”

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ABOUT KATY MCEWEN'S PROGRAM

Katy draws on her extensive experience in the improvisational comedy theater world and shares how women can use the principles of improvisation to improve their confidence, win support for their ideas and influence others. She delivers a highly entertaining speech and training titled “Confidence at the Speed of Laughter: Leaving your Creative Footprint, Heels and All” sprinkled with plenty of humor and short improv demonstrations.

In addition to an insightful, yet hilarious power point presentation, Katy allows hands-on learning and demonstrates her main learning points through interactive exercises with audience volunteers that emphasize content, stimulate discussion and bridge the artform of improvisation with the business world. As a skillful instructor Katy creates a safe environment of learning and tolerance.

Katy's speech focuses on the following four improvisational behavioral principles, which empower individuals to be their best and most creative selves regardless of their functional role or industry affiliation.

- I. **“Yes, and!”** Defer judgement of your own ideas and allow your brilliance to shine. How many times have you over-analyzed and torn apart your own ideas before bringing them to the world? We are our worst judges and oftentimes edit out the creative and sparkling quality of our ideas because of fear of uncertainty and rejection. A truly confident person is able to trust themselves and bring their ideas to life without the painstaking process of dissecting them endlessly and worrying “what if...”
- II. **“Get yourself into trouble.”** Conflicting points of view can work together to create a brilliant solution. Don't be afraid to clearly declare your opinion and share your ideas, even if it seems that the environment is hostile and unaccepting. Truly confident people are passionate about their ideas and know that they can convince others of their value. The first step to building that confidence is making a clear choice and committing to it with energy and persuasion.
- III. **“Perceive ideas as gifts.”** Remove the pressure off yourself and focus on your contribution and how your ideas can improve and change your audience's lives. Viewing your ideas as gifts can help you conquer your nervousness when speaking in front of others and transform you into a more charismatic and confident presenter.
- IV. **“Forget the cliché.”** Stereotypes are alive and well in today's business world. Images of success bombard women of all walks of life suggesting that they should behave, think and look a certain way in order to achieve their goals. Katy talks about dealing with environmental pressure and shares the key to her success: Authenticity. There is nothing more powerful than the truth, and finding your true, unique style and embracing it will bring you to an undeniable level of confidence and ability to connect with and influence the people around you.

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ABOUT KATY MCEWEN

Since joining the Brave New Workshop theater in 1997 **Katy McEwen** has become one of the most prominent female comedians in the Twin Cities. As BNW's Co-Artistic Director Katy has written and performed in more than 20 audience favorites on the theater's mainstage. Katy has also captured the hearts and minds of many business audiences during her close work with BNW's innovation guru and leader John Sweeney, including **Best Buy, Cargill, General Mills, Hewlett Packard, Microsoft, Pricewaterhouse Coopers, Target, Thomson, US Bancorp, and Yahoo!** Starting 2007 Katy has brought "Confidence at the Speed of Laughter" to hundreds of women from the corporate and non-profit worlds. Katy is one of the most sought after instructors at the Brave New Institute and has empowered hundreds of students to embrace improvisation in their everyday lives. Katy can currently be seen on the Fox 9 Morning News Sunday as part of the "Brave New News," giving her comedic take on each week's headlines.



In addition to being BNW's much-admired Co-Artistic Director, Katy is an instructor in the student conservatory at the Children's Theatre Company of Minneapolis. She is also part of the nationally acclaimed Neighborhood Bridges program, which develops children's skills to write, speak and think critically through storytelling and drama. She has taught as visiting faculty at the University of Minnesota and been a guest instructor with many local theatres.



ABOUT THE BRAVE NEW WORKSHOP

The Brave New Workshop (BNW) Theatre has been writing, performing and producing original sketch comedy, music and comedy improvisation longer than any other theatre in the United States. As a 'creative gymnasium' (now in its 48th year of operation), the BNW is a truly unique place to laugh, learn, think, and play.

50 Years of Original Social and Political Satire - The BNW was founded by ex-Ringling Brothers circus performer Dudley Riggs in 1958. More than 250 original productions have been mounted on Brave New Workshop stages since then! Employing a creative process fundamental to the theatre, the actor-writers spend eight weeks creating, writing, rehearsing, and mounting the productions, and then another 8-12 weeks performing the show. More than 3 million people have been exposed to the theatre's unapologetic, and

unwavering, brand of comedy and improvisation.

Graduate School of Comedy - The Brave New Institute (BNI) is the theatre's school for improvisation, acting and writing classes. Currently teaching more than 280 students each week, the BNI is instrumental in the theatre's community outreach programs and continues to grow at a rapid pace.

Corporate Training & Entertainment - The Brave New Workshop also brings its writing, acting, musical, and teaching talents to more than 150 companies and organizations each year. As the fastest growing component of the BNW, the corporate services division writes and performs original productions for events and meetings, provides business training based on the patented improvisation process that the BNW employs, and offers a variety of customized services, ranging from keynote speaking to scriptwriting to idea generation.

Hollywood Impact - Dozens of Brave New Workshop alumni have become successful and influential members of the entertainment industry, including Al Franken (writer, commentator, actor), Pat Proft (*Naked Gun, Hot Shots, Police Academy*), Mo Collins (*MAD TV*), Peter Tolan (*Murphy Brown, Gary Shandling Show, Analyze This*), Peter MacNichol (*Ally McBeal*) Louie Anderson, (comedian), Linda Wallem (writer, *That 70s Show*), Jeff Cesario (host and comedian, Comedy Central) Cedric Yarbrough (*Reno 911*) and Melissa Peterman (*Fargo, Reba*).