

BRAVE NEW WORKSHOP THEATRE**DATE: JANUARY 2001****SHOW: HOW TO TRY IN BUSINESS WITHOUT REALLY SUCCEEDING****TITLE: "SUCCESSORIES"****DRAFT: FINAL****WRITER: KATY MCEWEN, CAST****PREMISE:**

What if we made motivational posters that actually motivate people?

SETTING:

Art department of the "Successories" motivational poster company. It is very modern, all glass and chrome, perfectly designed by uncreative people to best foster creativity.

THE CHARACTERS:**Sid:** Extremely creative "Successories" poster artist. Completely right-brained.**Alice:** Sid's supervisor who thinks she is very creative, but she is not.**Lion, Zebra, Hans, Franc, Wading Man:** Vignette players.*(Lights up on SID and ALICE at SID's workstation.)*

ALICE

There is no need to get defensive, Sid. We're all a part of the "Successories" family, here. Remember, there is no 'I' in team.

SID

You hate my ideas.

ALICE

We feel your ideas are very creative, Sid, it's just ...

SID

Just what?

ALICE

Our job here is to generate motivational material.

SID

Right.

ALICE

(She holds up a poster.) O.K., this is Emily's design for the "Perseverance" poster. See, it says "Perseverance: Only the strong shall prevail", and it has a beautiful sailboat on it. Very clean.

SID

Okay.

ALICE

(Holding up a poster.) Okay. This is your design for the same slogan. A picture of a pride of blood soaked lions devouring a zebra carcass. Now what, do you think, might be the problem with this?

SID

Nothing. You wanted an image that represented perseverance. It takes a pride of lions a long time to take down a zebra. Think about it.

(SID and ALICE have a "thinking" moment. Music indicates we are entering their imaginations. Lights up on LION on the back of a ZEBRA with her mouth clenched around the ZEBRA'S neck.)

LION
Dead yet?

ZEBRA
No.

LION
Dead yet?

ZEBRA
No.

LION
How 'bout now?

ZEBRA
Uh, nope.

LION
Damn.

(Cut back to office.)

SID
I felt this was the most powerful and honest representation of the concept.

ALICE
Really?

SID
Yeah, and that sailboat picture doesn't make me want to work harder, it just makes me have to pee.

ALICE
Fine! Why don't we talk about the line of new slogans you have apparently taken upon yourself to create.

SID
You got my mock-ups?

ALICE
Oh yes. Here we have a poster reading, "Failure", with a picture of the Hindenburg going down in flames.

SID
Yeah! I was thinking that the most effective motivator is negative reinforcement. Remind people of what could happen if they screw up! Remember?

(SID and ALICE think again. Cut to HANS standing, looking up.)

HANS
Oh look, the Hindenburg.

(SFX GIANT, FIERY EXPLOSION.)

HANS
Let's make sure this never happens again.

(Cut back to office.)

SID
And it never did.

ALICE
Oh...my. *(Angry now.)* Alright, Sid, your last assignment was "Teamwork". Simple. Just "Teamwork". *(She produces a second poster.)* And here you have a picture of a school of piranha devouring a human foot.

SID
There is no "I" in school.

ALICE
What?

SID
Isn't it obvious? One tiny piranha would take hours to devour an entire man's foot, and clearly, the man would get up and leave before it could finish. Imagine.

(SID and ALICE imagine. ALICE is growing weary of this. Cut to tableau of WADING MAN with feet dangling in water.)

MAN
Ouch. Ouch. Ouch. That's it, I've had it.

(Cut back to office.)

SID
However, an entire school of piranha could easily succeed at the task.

(Cut back to same man in the water screaming and thrashing around.)

MAN
Oh! They work together so efficiently!

(Cut back to office.)

SID
Teamwork at it's finest.

ALICE
You are a strange, sick little man, Sid, and you're fired!

SID
What are you trying to say?

ALICE
There is no "you" in here.

(Lights out.)