

Innovation at the *Speed* of Laughter: 8 Secrets to World Class Idea Generation

by John Sweeney and the Brave New Workshop

AUTHOR BIO



John Sweeney

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 author, keynote speaker, corporate trainer, improviser, and writer
 member, National Speakers Association

John grew up in Madison, Wisconsin and received a BBA from Saint Norbert College in De Pere, WI. He quickly excelled in corporate real estate as a tenant representative. Despite his success, in 1993, he was compelled to leave it all and become a full time actor and improviser. Over the next several years, John used all of the secrets contained in *Innovation at the Speed of Laughter* to become: the owner of America's oldest satirical comedy theatre, a leading corporate trainer, an author, a screenwriter, and a much sought-after creative consultant to some of the world's most innovative companies. John will be the first to tell you that his successes are not entirely due to his own talents, but rather are the result of utilizing a unique process of innovative, improv-based thought and action to achieve greater productivity and creativity in his business and his life.

In 1997, John and his wife Jenni Lilledahl purchased the Brave New Workshop (BNW) Theatre from founder Dudley Riggs, integrating John's talents for business and comedy into a unique and successful venture. The theatre has experienced a more than 500% increase in revenues since then and grew from five to THIRTY? full and part-time employees. Increasingly driven to share improvisation, John and Jenni also created the Brave New Institute (one of the nation's premiere improvisational training centers), currently teaching over 275 regular students and employing a curriculum that has won worldwide recognition.

As a dynamic and entertaining keynote speaker and trainer, John has presented to hundreds of corporations and organizations around the globe, including clients like General Mills, Hewlett Packard, Texas Instruments, 3M, Wells Fargo, American Express, Sprint PCS, Target, British Airways, Carlson Companies, National Basketball Association and the Minnesota Timberwolves. He was named one of the "40 under 40" to watch in the Twin Cities business community and has been featured in *Forbes*, *How* magazine, and a variety of other publications. You may have even glimpsed John in television commercials or clips on ESPN, the *Today Show*, or on your local news station.

John lives in Deephaven, Minnesota with his wife Jenni, son William, and dog Burt. You can find out more about Sweeney (as we call him) or download a print version of his photograph by visiting our book website at <http://www.speedoflaughter.com>. If you'd like more information about John's training and keynote speaking, visit the Brave New Workshop web site at <http://www.bravenewworkshop.com>.

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