

BRAVE NEW WORKSHOP THEATRE

DATE: 01.19.01

SHOW: How to Try in Business without Really Succeeding

TITLE: "Successories"

DRAFT: FINAL

PREMISE:

Motivational posters that actually motivate

SETTING:

Art Department of the Successories company, very modern, all glass and chrome, perfectly designed by uncreative people to best facilitate creativity.

CHARACTERS:

SID: Extremely creative Successories poster artist, completely right-brained.

ALICE: SID's supervisor, 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

O.K.

ALICE

(Holding up a poster) O.K. This is your design for the same slogan. A picture 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.

(Lights up on a "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 Hindenberg 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?

(Cut to man standing, looking up.)

HANS

Oh look, the Hindenberg.

(Sounds of 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 gets a*

second poster.) And here you have a picture of a bunch 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.

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

MAN
Oh! They work together so efficiently!

(Cut back to office.)

SID
Teamwork at its 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.)

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