

john
SWEENEY
Inspiring Innovation at the Speed of Laughter



SPEAKER KIT

Including: Sweeney Bio, Session Descriptions,
Client List, Client Quotes, Press List, and Fee Structure

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SWEENEY'S BIO



Inspiring Innovation at the Speed of Laughter

As a keynote speaker, Sweeney has captured the imagination of some of the most respected companies in the world. Not because he owns the nation's oldest comedy theatre; not because a quote from his first book appeared on millions of Starbucks coffee cups; and because he danced shirtless on national television earning him "Fan of the Year" accolades from the *Today Show*. Rather, we believe Sweeney's success is a result of how deeply and effectively his improvisational speaking and training programs have resonated with a broad spectrum of forward-thinking leaders.

One of Sweeney's early corporate clients, Phil Fawcett, a Microsoft employee since 1985, expressed it like this, "I have worked one on one with both Stephen Covey and Tom Peters and I find John Sweeney's ideas to be as valuable. His message and methods are fantastic!" Since that kind remark years ago, Sweeney has trained and entertained thousands of audiences.

Audiences come to understand, appreciate, learn and practice an improv-based mindset that helps them live and work better. Sweeney first conducts rigorous pre-event research and information gathering. He then uses the obtained client knowledge and his 15+ years of speaking expertise to create on-target, personal, and memorable experiences uniquely punctuated by an authentic and experienced brand of professional humor that further greases the wheels of learning and retention.

Sweeney is backed by a team of insightful, hands-on, authentic performers and trainers who possess uncommon business insight and unmatched event experience. His long list of repeat clients include Hilton, Unitedhealth Group, Honeywell, Microsoft, Land O' Lakes, Target, General Mills, US Bancorp, Medtronic, Thomson and approximately a hundred more.

Whether helping companies achieve greater innovation, improve teamwork and productivity, sell better, embrace change, personalize customer service, or renew workplace enthusiasm, **Sweeney is undeniable in his ability spark laughter, deliver messages, provoke thought, and initiate change.**

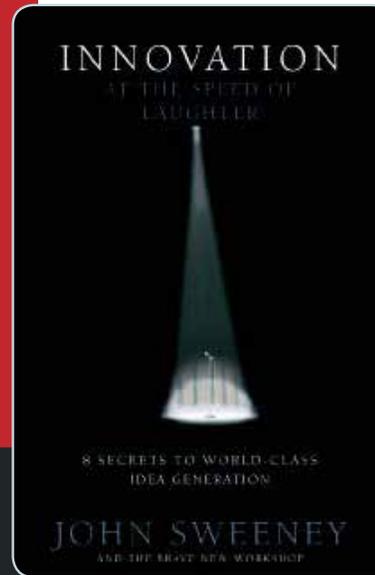
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SESSION TITLES & DESCRIPTIONS

Customization is Key

John Sweeney and his team work closely with clients to customize speeches for particular audiences and business needs, however some common themes and current topics have emerged. John is most well known for his speeches on the behaviors and insights of improvisational innovation. For more than a decade, his clients have asked him to adapt his innovation speech to the specific disciplines of personal and cultural innovation, sales, storytelling/presentation, customer service, leadership, idea generation, agility/change management and collaboration.



Session Title: Innovation at the Speed of Laughter Session Focus: Personal Innovation

Sweeney's work on the topic of innovation with some of the best organizations on the planet has led us to discover that innovation is almost always a reflection of individuals reacting from a place of fear rather than a mindset of discovery. In this workshop, John applies improvisation-based behaviors and skills to behaviors that ignite innovation in the workplace. Using a mindset of discovery and addressing those behaviors that keep individuals from finding their most innovative self, John shows participants how they can use their own sense of trust, truth, and acceptance to improve natural creativity and boost innovation. Like improvisation, true innovation can only exist when ideas and actions flow freely without judgment – this unique speech shows participants how to make that happen for themselves, teams and the workplace. Using a trademarked blend of content and experiential learning, John's speeches are visually startling, entertaining and actively demonstrate key learning points such as:

- Learn how all ideas can be perceived as gifts
- Understand how “yes, and” is the foundation for innovation and collaboration
- Defer judgment across all boundaries for the initial stages of idea generation
- Practice perceiving change as fuel, even when change brings challenges
- Increase comfort level with, and acceptance of, ideas that initially seem unusable
- Reward employees or teammates for ALL innovation (good, bad, ugly, old news or cutting edge)
- Welcome input that is contradictory to personal point-of-view
- Learn to send messages appropriate to the style, pace and characteristics most acceptable to each team member

Session Title: The Art of Selling

Session Focus: Sales

Improvisation is especially applicable to the sales process and profession. Being able to define, understand and then communicate your value proposition and point of view are vital in providing solutions to your client and to creating long lasting business relationships. We've found that the process we have used for more than 50 years to create a successful comedy sketch mirrors many of the elements and steps of a sales process. Sketch writers use their skills to refine content information and then turn into an undeniable asset. They transform and package the content in a way that heightens its value to the audience in an interesting and entertaining way. It is from this point of view that we approach the sales process in three parts:



Scripting your value proposition

As an organization that has scripted original material to entertain and impact audiences for more than 50 years, we understand the power of effectively sharing content in a succinct and engaging way. We know that sometimes a well-chosen word or two can drastically affect our story. Oftentimes sales people have a very short window of opportunity to make an impression and communicate the value of their product or service.

Rehearsing your pitch

In athletics and in the arts, we rehearse almost all the time and perform only once in a while. In business and in sales in particular, we execute all the time and don't often find the time to practice.

Yet, we all know that it is only through practice that one is able to find the level of execution that appears effortless. Like anything else, reading a customer, communicating with that customer in an appropriate style, and delivering a personal, powerful message that grabs their attention and makes them buy are all skills that take practice. For salespeople who work at a fast pace with a variety of customers, the

ability to be comfortable with their core message and deliver it in the appropriate way and style is best achieved through consistent practice.

Improvising your close

John and his team view sales interaction as nothing more than a conversation. It is a "scene" where the salesperson asks how they can help, actively listens and then tells a story aligned to their value proposition and the client need. This approach eliminates the "awkwardness" often associated with sales and shifts the focus from the sales person and transaction to the client and their need. Because there is nothing more powerful than the emotional appeal of a service or product, the storytelling aspect of an "improvisational sale" is key.

By exploring how comedy writers use the creation of Character and Point of View as the basis for a great sketch, participants gain insight into the importance and process of creating Character and Point of View for themselves, their team and the very next sale, specifically learners will:

- Develop and maintain a personal style, point of view, and character
- Affectively listen for the client's most vital and important needs
- Understand and communicate the value and differentiation of your company as a story
- Learn the "key elements" of a good sales story (script)
- Understand how "yes, and" is the foundation for consultative selling
- Learn to send messages appropriate to the style, pace and characteristics most acceptable to your clients and teammates and authentic to yourself

Session Title: Engaging Your Audience Through Storytelling

Session Focus: Presentation Skills/Communication/Presence

Communication is key to improvisation and storytelling is a fundamental for improvisational communication. Our stories need to be razor sharp, crystal clear, and emotionally charged. It is through story that we increase the engagement of our audience. Communication skills are equally vital in business; leaders and employees who are able to effectively express their point of view are much more prone to engage their internal and external audiences. Common learning points of this session include:

- Discover a simple, proven process and format to help participants architect their stories
- Demonstrate how to send messages in a style, pace and vehicle that is most acceptable to the personality traits of the people receiving the message
- Practice improving your confidence by presenting/storytelling in a low-risk environment to hone your presentation skills
- Become comfortable changing elements of the story “on the fly” based on the audience feedback you are receiving
- Provide tools and skills to prevent redundancy, vagueness, and unnecessary tangents in the stories you create

Session Title: Being Comfortable Being Uncomfortable

Session Topic: Agility/Change

After hearing from numerous clients how individuals and teams are reacting to a business climate of uncertainty and rapid change, John developed a speech designed to help them battle prevalent non-productive behaviors and attitudes. As improvisers we work in an environment of uncertainty and change all the time and have learned to embrace and maximize it. This session demonstrates the behaviors and skills improvisers use to stay productive; and helps participants practice how to be comfortable with, and unafraid of, change. Attendees learn how to:

- View change as fuel rather than an obstacle or challenge, significantly decreasing stress and fear
- Increase productivity in the midst of chaos
- Learn the importance of direct and intentional communication in stressful environments
- Take responsibility for what they CAN control
- Maintain confidence and stick to their point of view despite what is going on around them
- Reframe “uncomfortable” as a necessary part of growth/progress, learning or improvement



Session Title: Act the Way You Want Your Company To Be

Session Topic: Leadership and Management

We've found that great leaders understand how important it is to establish a culture that empowers, encourages and rewards people for being "their best selves." In this session, leaders learn how to create a more innovative and appealing culture - one that instills the expectation from employees that ideas will be met with an *initial* positive reaction rather than disagreement or judgment. As improvisers, it is necessary for us to create, on stage, an environment that is completely innovatively and creatively safe. John demonstrates how quickly and easily it is to create a similar mindset in the workplace. As a result, leaders we work with tend to increase the number of ideas their teams produce and the quality of those ideas.

In approaching leadership through the principles of improvisation, John's session also focuses on how to create a "statusless" environment to organically help individuals find their most innovative, creative and productive selves. Leaders learn specific skills to help foster creativity in the people they lead. In addition, participants are asked to examine their own behavior through the eyes of an improviser in order to help them identify how they can improve their own leadership skills. Common learning points include:

- Learn how to receive all ideas as gifts in order to generate more ideas from your employees
- Understand "yes, and" as a foundation for improved teamwork and strong leadership
- Defer judgment without jeopardizing your business goals
- Create an internal reward system for innovation, risk-taking, and solution generation
- Accept and inspire the different styles and points of view your employees demonstrate
- Practice welcoming and moving forward with input contradictory to your personal point-of-view
- Send messages appropriate to the style, pace and characteristics of the individuals you lead
- Improve your own speaking, presentation and one-on-one communication skills

Session Title: Building a Culture of Innovation

One Behavior at a Time

Session Focus: Culture & Workplace Transformation

We all seek a workplace culture where employees and leaders are nimble, engaged, alert and productive. It is common for companies to evaluate how they conduct business, communicate, and co-create value with customers; but many fail to ask a simple question, do we have a workplace where people and their ideas flourish and we capitalize on both? As improvisers, we know that if we do not create a culture where ideas are cherished and each of us is heard, we will fail. We live that culture every day and have developed rules, skills and tools that allow us to actively promote one another and create unique, innovative products spontaneously, in front of our customers, seamlessly as a team. This speech focuses on transforming the workplace from a restrictive environment full of fear and ambiguous employee loyalty to an environment of discovery, acceptance, collaboration and innovation. Common learning points for focusing on the workplace culture include:

- Awareness of how our own behavior is the most significant driver in building an innovative culture
- The power of 'yes and'
- Accepting ideas are gifts
- Creative safety is required for people to be their most productive selves
- Benefits of creating an atmosphere of agreement versus argument
- Tools to trust your own instincts and lead others to do the same
- Become more confident in your ability to handle spontaneous situations and embrace change as fuel

Session Title: Building Idea Machines

Session Topic: Idea generation

John believes everyone has unlimited creativity locked inside them and when successfully tapped will lead to more and better ideas. Performing an improvisational scene on stage is often referred to as being able to ride a bike while you are building it. In addition to listening to the audience's reaction, the point of view and strategy declared by your teammates and the logistical elements of the scene, an improviser must be in a constant state of idea generation. Since improvisation is theatre without script or net, our ideas are both the building blocks of the content and the fuel of our forward movement. To be a good improviser is truly to be an idea machine. Attendees discover:

- the difference between manufacturing an idea and discovering one
- the connection between emotional intelligence, instinct, and the potential of the next great idea
- how to increase the number and quality of ideas they generate by recognizing the value of change, accepting all ideas, and rewarding themselves and others for risk-taking
- see beyond “the expected or accepted” to re-energize their most creative self and inspire others around them
- which behaviors contribute or distract from their own ability and the ability of others to instinctively embrace new ideas and the ideation process



Speech Title: Using Exceptional Customer Service to Drive Growth

Speech Topic: Customer Service/Sales for the non-sales person

Many people find the “sales process” hard, awkward and uncomfortable. As improvisers, we view “sale” as a scene: the authentic interaction between two people with different points of view working to find a resolution by listening and building from each other's point of view. Translated, it is a conversation with the goal of finding a solution to a customer's need. It is simply just another version of customer service. In this session, John actively demonstrates tips and tools to overcome the awkwardness of “sales” interactions using a laugh, practice, learn, repeat approach. Participants learn how to:

- Build confidence in their own style and use their own strengths to improve customer interactions and create strong foundations for long term relationships
- Ask the question, “How can I help?” and then actively listen for what the customer needs and declare their point of view and sincere desire to help
- Stay present, actively listen, and learn how to use a “Yes And” attitude with the customer
- Share true and authentic stories about the value of the service, product or company and apply them to customer needs

Session Title: One Plus One Equals Three
Session Focus: Collaboration/Teambuilding

Core to improvisation is the ability of several people to share space in time with different points of view and create something from nothing, together. When this process is successful, the product they produce is rich and diverse and oftentimes, hilarious, authentic, and undeniably impactful. It is more than just the combination of the parts; it is a new and innovative solution that has been affected by all group members. And it is infinitely more interesting than any one group member's point of view! Inspired by the fundamental of "ensemble-based creation," this session introduces audience members to the shortcuts, insights, and tricks of how improvisers work at blazing speeds and ridiculously high levels of efficiency. Learning points include:

- Spontaneously accept diverse points of view as valid
- Appreciate and understand the value applying additional perspectives to a single topic
- Practice the skill of moving forward without having complete agreement or compromise
- Actively listen and accept all ideas as gifts
- Declare a singular point of view, confidently and often
- Transform your mindset from fear to discovery



Contact

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Stalk Sweeney

www.linkedin.com/in/johnsweeneybrave/

<https://www.facebook.com/SweeneySpeaks>

Twitter: twitter.com/iamjohnsweeney/



Web Links

Sweeney's speaker site: www.johnsweeney.co

BNW Creative Outreach: www.bravenewworkshop.com/creativeoutreach/

[Sweeney's speaker video humorously addresses how difficult it is to choose a speaker, any speaker!](#)

[Sweeney's demo reel](#)

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CLIENT LIST

*denotes repeat client

3M*
3M Pharmaceuticals*
Accenture*
Allina Hospitals & Clinics*
Allstate*
Altria (Legal Department)
Amcom Software
American Academy of Audiology
American Creativity Association
American Express Financial Advisors*
American Institute of Graphic Arts (AIGA)*
American Society for Training and Development*
Ameriprise Financial*
Architectural Alliance
Association for Manufacturing Excellence
Atomic Learning*
Aveda*
Behind the Scenes
Best Buy*
BI Creative*
BI Client Appreciation (multiple events)*
Blue Cross Blue Shield of MN*

BMO Harris Bank (formerly M & I Bank)
Boston Scientific*
Business Marketing Association (BI)
Capella University*
Care Providers of Minnesota
Cargill*
Carlson Companies*
Carmichael Lynch
Caux Round Table
Ceridian*



Cetera Primevest*
Chrysler (with partner BI)
Cinemark
CIO Executive Summits (Evanta)*
Citizens Bank
City of Minneapolis*
CNN.com
Comdata*
Community Leadership Assoc. National Conference
Compellent*
Compete
ConAgra Foods Retail Products Company*
Conference Board Leadership Development
Covidien (BI)
Cummins*
Decision System, Inc.*
Delta Airlines*
Deltec
Des Moines Chamber of Commerce
Digitas*
Disney Business Productions*
Disney Cruise Line*
Donaldson
Dole*
Dorsey & Whitney*
Duke (Merck)
Eaton
Ecolab*
Emergency Physicians Medical Group
Ensemble Travel Group
Eventis*
Environmental Protection Agency

ESPN* (talent)
Evangelical Lutheran Church in America*
Evanta (CIO Executive Summits)*
Event and Arena Marketing Conference
Facebook
Federal Executive Board (Seattle)
Fairview Health Services*
Fisher Broadcasting
Gage*
Gallup
General Mills*
GE Women's Network (BI)
Gilda's Club Twin Cities*
Gilda's Club Worldwide
GMAC-RFC*
Group Underwriters Association of
Hampton*
Hazelden Foundation*
HB Fuller
Health Partners*
Hewlett Packard*
Hilton*
Honeywell*
HR.com Employers of Excellence
HR Executives Forum
IDeaS*
Imation
Indiana University*
ING & ING Reinsurance*
Ingenix
Ingersoll Rand*
Intern'l Assoc. of Business Communicators



Intern'l Assoc. of Administrative Professionals*
Intern'l Conference on Work Teams
Intern'l Special Events Society (ISES)*
Intrepid*
Isle of Capri Casinos
IT Service Management Forum
Job Service North Dakota*
Karwoski & Courage
Kim Ricketts Book Events*
KPMG
Kroll
Kurt Salmon & Associates
Land O'Lakes*
Lawson Software*
Leonard Street & Deinard*
Lindquist and Vennum
Lifetouch*
Literacy Training Network
Major League Soccer*
Malt-O-Meal
Mark Krueger & Associates
Marquette Bank
The Marsh, A Center for Balance & Fitness
Martin Williams*
MasterCard*
Maurices
Mayo Clinic, Media and Medicine Conference
Mayo Foundation*
Mayo Health System*
Mayo Hospice
McKinsey & Company
MDMA (Midwest Direct Marketing Association)

MDU Resources
Medtronic*
Meet Minneapolis
Meeting Planners International (MPI)*
Mentium*
Merck*
metroConnections*
Metro Friendship Foundation
MHEDA (Material Handling Equipment Distributors Association)
Microsoft*
Midwest Direct Marketing Association
Minneapolis Convention Center
Minnesota Book Publishers Roundtable
Minnesota Corporate Travel Association
Minnesota Department of Health*
Minnesota Department of Human Services*
Minnesota Dietary Managers Association
Minnesota High Tech Association*
Minnesota Hospital Association
Minnesota Lynx*
Minnesota Regional Network
Minnesota School Public Relations Association
Minnesota Technology Inc.*
Minnesota Timberwolves*
Moen
National Association of Catering Executives
National Association of Concessionaires
National Association of Mortgage Brokers
National Basketball Association (NBA)*
National Equipment Finance Association
National Hockey League (All-Star Game)
ND Ad Fed



New York Knicks
New York Oncology Hematology, PC
Nicolet National Bank
Northwest Airlines
Northwest Youth & Family Services
Optum Health*
Ottawa Centre for Research and Innovation (OCRI)
Oracle
P2 Collaborative of West New York
Padilla Speer Beardsley*
Pearsons Data Management
Pella (BI)
Pillsbury Company*
Pitney Bowes Management Services*
Pragmatek Consulting Group*
Preferred Speakers (MTMA)
PricewaterhouseCoopers*
Prime Therapeutics
Professional Convention Management Association
Professional Insurance Marketing Association
Rainforest Cafe*
RBC Dain Rauscher*
Red Brick Health
RGA Reinsurance*
Rogers Communications*
Sales and Marketing Executives of Minnesota
Saytek
Sears Optical (BI)
Seattle Federal Executive Board
Society of Government Meeting Professionals
Society of International Travel Executives
Solvay Pharmaceuticals*

SPS Commerce*
SSM Health Care*
Starbucks
St. Olaf College
St. Mary's University
St. Paul Companies*
SuperValu*
Target* *and* Target.com*
TDS Telecom
Tennant*
Thermo King
Thomson* *and* Thomson Reuters*
Thrivent Financial for Lutherans*
Toronto Blue Jays*
Toshiba*
U of MN, Carlson School of Management*
Univ. of North Carolina, Chapel Hill
Univ. of St. Thomas, MBA Program*
University of Wisconsin - Madison
UPS
Usability Professionals Association
US Bank*
Unica (Cramer)
UnitedHealth Group*
United Properties*
University of Minnesota*
Visa*
Walker Methodist
WCCO Radio*
Wyeth Pharmaceuticals
Yahoo!*
Yoplait*
Young Presidents' Organization



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Twitter: twitter.com/iamjohnsweeney/



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CLIENT QUOTES



John blends fun, innovation and learning better than any other I've worked with. I'd recommend him and his team to anyone!

Brad Taylor, Vice President,
Human Resources, [General Mills](#)



Sweeney rocks! John is a challenging motivational speaker and a great catalyst for creativity as an educator. I would (and hope to) work with him again in a heartbeat.

Brad Callahan, Vice President, North America Services, [Microsoft](#)



I have worked one on one with both Stephen Covey and Tom Peters and I find John Sweeney's ideas to be as valuable. His message and methods are fantastic!

Phil Fawcett, Principal Research Program Manager, [Microsoft Research](#)

You were the best...nailed it. Perfection. Thank YOU!!!
So fun. So fun!

Claire O'Hare, Director of Training and Development, [Facebook](#)



Great session, John! It was terrific! It was a pivotal time for our team...so glad you were they to add huge value and experience it!

Tom Arrix, Senior Vice President, North America Sales, [Facebook](#)



John has done an outstanding job working with us to spread innovation across our enterprise and in support our first-ever innovation events. He delivered even more than expected and of course made it all fun. If you're tasked like I am for developing global corporate-wide

innovation, you can't miss with John.

Brandon Rowberry, VP Innovation Development,
[UnitedHealth Group](#)

He {John} was INCREDIBLE!! We received numerous

compliments on his superlative presentation. I heard from a number of attendees that he was the best presenter they have ever witnessed. He's incredibly engaging and was perfect for an audience of sales reps.

Scott Knowlton, Sales Training and Operational Effectiveness, [ING](#)



John Sweeney delivers results, pushing teams to learn techniques to approach problems in new innovative ways long after the meeting is over.

His entertaining and engaging approach produces hoots and hollers but also delivers integrated messages on strategy and innovation. His presence has produced some of the highest-rated meeting sessions ever at

I highly recommend John and his team.

Dale Nitschke, President, Target.com



John is awesome! He delivers, leading teams to tackle issues in innovative ways. He leverages humor to makes the lessons memorable. He “presented” to a large group, sharing practical experiences with innovation, along with techniques that we could apply back in our “day jobs.” He got rave reviews from everyone. He took the time to get to know us ahead of time, which enabled him to make the sessions directly relevant (and more fun!). I highly recommend John and his team, and I look forward to working with John (and BNW) again.

Janet Schalk, CIO, Target



I hired John to do an innovation workshop for 40 of our best clients while I was VP, Global Strategic Partnerships at Yahoo. John and his team did an outstanding job! His workshop was high impact, unique and fun for all! John did such a good job, it generated additional clients for him. I highly recommend John!

Dick O’Hare, VP, Global Strategic Partnerships and Emerging Marketing Channels, Yahoo



John brings a rich and high energy perspective on innovation. He has brought great value to a wide-variety of my executive and mid-level audiences over the years. The requests to “bring John back” speaks well of his impact on others. I would highly recommend him if your interest is developing a culture of increased innovation ... and you are willing to have a bit of fun along the way!

Kevin Wilde, Vice President and Chief Learning Officer, General Mills

Thanks John! We received a lot of great comments from the overall session and yours in particular! Fabulous!!! I was personally crying I was laughing so hard.

Jeannine Teague, Senior Manager, PwC



On behalf of Ingersoll Rand, I would like to personally thank you and your team for the out-



standing job during our 2011 Leadership Conference. It was a great pleasure to partner with such a creative and innovative team. I was fascinated to watch you and your enthusiastic performers apply humor and wit to exemplify effective leadership behavior and teamwork. The result was both enjoyable and thought-provoking. We were entertained by and educated in values and principles that all of us will long remember for years to come.

Michael W. Lamach, Chairman, President and CEO, Ingersoll Rand



John was our headliner and also led breakout sessions for our national sales meeting. It was our first meeting in over 4 years and as such there was tremendous pressure to have a great event. John very quickly understood our key needs and objectives. His team was fantastic at executing on those objectives. The survey response from our participants was overwhelmingly positive. I would hire him again and will recommend him to others. Prior to the event I was slightly concerned about the effectiveness of improv. After seeing them in action I understood how it works and was very much impressed.

Dan McGurran, Business Director, [3M](#)



We all seek to employ the best minds in our businesses – but what good is it if we don’t encourage those minds to fly to new places and create new and better ways of seeing things? ‘Innovation at the Speed of Laughter’ is a toolkit of techniques guaranteed to unleash new ideas, written by one of the most consistently creative teams in comedy theatre.

Marilyn Carlson Nelson, Chairman and Chief Executive Officer, [Carlson Companies](#)



Thank YOU!!!! You and the BNW team are awesome partners for our team and business. Your creativity, ability to link your talents to our business messages, and to “connect” with us, our team, and our entire brand is amazing. Here’s to many more opportunities in the journey ahead!

Phil Cordell, Global Head Focus Service Brands, [Hilton](#)



I would like to thank you and the team for an excellent afternoon last week. Comments such as “I have not laughed so much since I joined Merck”. I also loved your notion, that at work we don’t practice and of course the “yes, and”; something that of course, intellectually I know and without question need reminding of. It truly did get people thinking about how they could innovate or approach things differently.

Sharon Landa, SVP, Global Consumer Insights, [Merck](#)



John has proven that he is able to bridge the gap between a professional business environment and pure entertainment. He brings important and relevant lessons to corporations about creativity and innovation, and helps individuals ‘experience’ the lessons in a humorous and memorable way that has been universally praised by the participants.

Mike Suchsland, President, Legal Business, [Thomson Reuters](#)



John delivers an amazing presentation! He is respectful of history, yet pushes organizations forward with thinking about issues in a different way. With his signature brand of humor, he helped my organization obtain break-through thinking about safety/quality and how to have “yes/and” thinking. Excellent partner!!”

Dawn Runge, Ph.D., Corporate Vice President, Organizational Effectiveness at [SSM Health Care](#)



John Sweeney has been instrumental to our

Innovation efforts at Thomson Reuters – North American Legal. His creative, dynamic, unique and professional approach instills great energy into individuals for not only learning how to behave more innovatively, but practicing the skills which is how we adults learn best. I would recommend John Sweeney and the BNW to anyone looking for powerful, unique approaches to innovation for individuals, teams and even entire organizations.

Maggie Judge, Manager,
Talent & Learning, [Thomson](#)



MLS first hired John as the featured trainer at our league-wide Ticketing Summit in 2008. He over-delivered and participants still talk about him years later. Since then, his training

programs have become an integral part of our national talent development and training academy, called the MLS National Sales Center. John knows as much about sales as he does improvisation. In combining the two, he's teaches skills that empower our sales force to achieve amazing results as well as building their confidence to think big along the way.

Bryant Pfeiffer, Vice President, Club Services,
[Major League Soccer](#)

John and the Brave New Workshop team will not disappoint. We have hired them for large customer events for both keynote speeches as well as improv comedy. They did the necessary upfront work to connect with our audience to help make our events successful. Many of our customers continue to talk about the skits and stories that resulted from their work. I would highly recommend John and team and look forward to working with them again in the future.

Susan Gornick, Trade Channel Leader, [Honeywell](#)



The work that John has done for us has benefited our entire organization. His unique approach and insight helped us to achieve a new level of productivity. I will tell anyone who asks that if they are looking for a different experience, a change of pace, something that is unique and that their staff will not forget, they should choose the Brave New Workshop. I know that you will absolutely “deliver” for them.

Chris Wright, President, [MN Timberwolves](#)



Thank you very much for providing fantastic insight into how even lawyers can use improv techniques to provide better service, and have more fun doing it. As entertaining as your time with our Law Department was, the deeper lessons were even more valuable. I've encouraged people to get out of their pigeon holes, to break down the 'silos' between groups... Your appearance was clearly one of the highlights of our days together, and the feedback has been tremendous.

Terry Carlson, Senior Vice President, General Counsel and Secretary, [Medtronic](#)



The session was great-not just in my eyes but from all feedback I received thus far from participants. As I'm sure I mentioned at some point in our discussions, this group can be cynical or at least dubious of training, but Sweeney and the whole team made it relevant and engaging to them and all gave glowing reviews. Thanks to all.

William Goldfield, Communications Manager, [Dole](#)





I am a huge fan of your work. Your innovative approach combined with your energy, passion & humor is something we can all use!

Melinda Rogers, Vice President, Strategic Planning & Venture Investments, Rogers Communications
Owner, [Toronto Blue Jays](#)



I just wanted to send you a quick note and let you know that our Innovation Avenue initiative has been a HUGE success and people are still talking about your performance. I'm so glad we worked together and I can't wait to do it again in the future! I've heard nothing but great things from our employees - they laughed, had a much needed break from their day jobs and really walked away thinking about how they can think differently in their jobs. I'm so excited to build from the foundation you set for us and I'm very appreciative for the work you put into yesterday's meeting.

Keely Brenno, Exec. Dir., Service Delivery ,Strategic Messaging, [Ameriprise](#)



John's presentation was the highlight of the meeting! We are all back in the office today and talking what John presented.

Beth Beutell, Senior Meeting Planner, [Boston Scientific](#)



John Sweeney, from The Brave New Workshop, is a MUST HIRE if you're looking to generate

new ideas on how to take your business (or relationships with customers) to a higher level. I have received nothing but rave reviews from those that attended. John's presentation was entertaining to say the least but beyond that, attendees commented on the value they received from listening to John.

Charlie Ehlers, Director of Sales, [US Bank](#)



John and BNW performed for 300 of our best clients in 2007 and again in 2009. I would not hesitate to work with them again in the future. Their messaging is fun and impactful and will leave the audience wanting more. That's probably the highest compliment that can be paid to a guest speaker at a major convention. Quite simply, John and his team have done a great job for us.

Dave Molin, VP & General Manager, [Honeywell](#)



We hired John several times to lead innovation programs or ideation sessions at Thomson Reuters. He is the most energetic person I ever met and he applies that energy to his sessions. I have personally watched him interact with international audiences - he brings the same enthusiasm to the table whether it is a board room meeting at noon or a WebEx session with India at midnight!

Becky Fillinger, VP, Learning and Engagement,
[Thomson Reuters](#)

John recently spent four hours with about 100 of our leaders. We worked with John in the past and wanted him



to do some work with our group around "stepping out" and innovation. John did a great job of keeping the group engaged and providing some very impactful exercises. John is always the highest rated part of any program we have. This past program was no exception. Using improv and humor, John has a lasting impact on our team. I highly recommend John and his group.

Joe Stackhouse, Dir of Supply Chain/Operations,
[Land O'Lakes, Inc.](#)



John and his team have worked with my team at 3M a few times with outstanding results. They were instrumental, at our national sales meeting, in getting the attention of our sales team as they taught them to think on their feet and improvise in key selling situations. In a very different area John and his team worked with us on a very successful launch of several new products. Their educational and entertaining approach “wowed” our customers and helped produce a very creative DVD sales tool for our sales team.

Mike Laatsch, Senior Business Director, [3M](#)



Contact

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612-332-6620, elena@bravenewworkshop.com

Stalk Sweeney

www.linkedin.com/in/johnsweeneybrave/

<https://www.facebook.com/SweeneySpeaks>

Twitter: twitter.com/iamjohnsweeney/



Just a quick note of thanks for your outstanding work this past week in Hawaii . Your presentation and workshops were exactly what we were looking for and we heard some very positive feedback from both our members and suppliers.

Joe Jiffo, CTC, MCC, Vice President, Business Development, [Ensemble Travel Group](#)

Web Links

Sweeney’s speaker site: www.johnsweeney.co

BNW Creative Outreach: www.bravenewworkshop.com/creativeoutreach/

[Sweeney’s speaker video humorously addresses how difficult it is to choose a speaker, any speaker!](#)

[Sweeney’s demo reel](#)

[BNW History and Alumni \(condensed into 8 minutes of video\)](#)

[Sweeney’s Chief Learning Officer magazine article about practicing](#)

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Inspiring Innovation at the Speed of Laughter



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SELECT PUBLICATIONS

Twin Cities Business, Apr. 2013

Meetings: Minnesota's Hospitality Journal, Oct. 2012

The Innovation Worker (Intrepid e-book), May 2012

Travel Market Report, June 2012

Minnesota Business, Jan. 2012

Metro Magazine, Nov. 2011

Pioneer Press, Nov. 2011

Star Tribune, Nov. 2011

City Pages, Nov. 2011

Chief Learning Office Magazine, Sept. 2011

Midwest Meetings, Jan. 2011

BNET.com, Sept. 8, 2010

Mpls/St. Paul Business Journal, Sept. 24, 2010

MLSSoccer.com, Sept. 14, 2010

MN Meetings & Events - Spring 2010 issue

IdeaConnection.com - Nov. 8 & 15, 2009

Business Insanity Talk Radio - Nov. 2009

The Watercooler – Spring 2009

Meetings Magazine – Mar. 2008

MHEDA Journal – Feb. 2008

Leadership Excellence – Mar. 2007

Talent Management Magazine – Mar. 2007

HR Magazine – Jan. 2007

MN Monthly - Mar. 2006

Sales and Service Excellence - Dec. 2005

Executive Traveler - Sept. 2005

Leadership Excellence - June 2005

Management Magazine - May 2005

Investors Business Daily - April 11, 2005

Motivation Strategies - Mar. 2005

RADIO

Cities 97 Morning Show, Nov. 2011

WCCO Mondale & Jones Show, Jan. 14, 2008

Cities 97 Morning Show, Jan. 11, 2008

TELEVISION

KMSP Fox 9 Morning Show, Nov. 2011

KARE 11 News, Morning Shows Nov. 2011

NBC40, May 2009, (Gilda's Club)

KMSP Fox 9, Jan. 2008

KOMO4, Fisher Business Author, Sept 2005



MISCELLANEOUS

Forbes.com, September 2010 - BNW Creative Outreach website, featuring Sweeney, wins WMA's Outstanding Website Web Award

Sweeney helps Hampton and Denis Leary Celebrate Hampton's 20th Anniversary (<http://www.youtube.com/user/HamptonHotels#p/u/14/s8pyf98tGDk>)

SEEDS of Success Online - SUCCESS Magazine's video experts section posted a number of Sweeney videos to its permanent collection. (<http://video.success.com/experts/teaching-innovation/>)

Two Bronze 2009 Telly Awards and ABA's Stevie Awards Finalist for "Pick Your Speaker" Sweeney Sales Video

Starbucks "The Way I See It" program, quote on cups Fall 2006

ESPN *Mayne Event* performances and Fan of the Year, 2004-2007

Today Show, ESPN clips, 2004

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FEE STRUCTURE

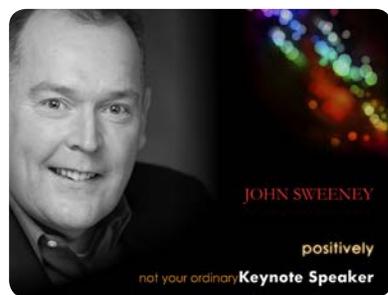
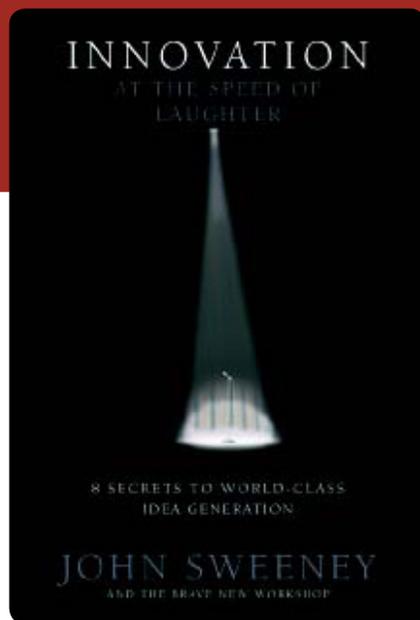
John Sweeney 90-minute keynote speech
\$25,000 plus travel, lodging and expenses

½ day or full day workshops (includes keynote and training)*

Multi-day workshops and training*

*Requires client event information in order to establish price. Workshops include up to three additional BNW trainers dependent on client needs and final agreement of services. Travel, lodging and expenses for the trainers will be the responsibility of the client.

*Please contact for specific event pricing and large-scale training programs.



Stalk Sweeney

www.linkedin.com/in/johnsweeneybrave/

<https://www.facebook.com/SweeneySpeaks>

Twitter: twitter.com/iamjohnsweeney/



Web Links

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