



KAREN HOUGH'S
YES! DECK™

Seriously fun business tools to help you *get unstuck*.

www.improedge.com





Join Karen Hough, Founder & CEO of ImprovEdge, for an engaging and thought-provoking breakfast on professional development. This workshop is about demystifying the process of building relationships and business—especially in that critical first meeting with a potential client. Through high-energy, interactive teaching methods, we will focus on individual networking skills, business development techniques, and the art of conversation. Click forward to experience ImprovEdge and get ready to have fun!

To register for the event, please click on the link below and prepare to *get unstuck!*

<http://www.techcolumbus.org/business-bootcamp-breakfast-networking-and-professional-development>

YES!
DECK™

Welcome

Welcome to the **Yes! Deck**™ created by Karen Hough. This deck is divided into **Four Suits**—each representing a basic principle of improvisation.

YES!
SPACE™

Bring positivity and creativity into the workplace.

**BUILDING
BLOCKS™**

Take something small and build it into something exceptional.

**TEAM
EQUITY™**

Leverage the combined power of the people in your organization.

**OOPS TO
EUREKA!™**

Understand that mistakes often yield the greatest discoveries.

Yes! Space



ACTIVITY 2 Elevator Pitch

In the short time it takes for an elevator to go from one stop to the next, you should be able to deliver a pitch that answers who you are, what you do, and most importantly, why someone should care. Without that last hook, you're just stuck with another boring introduction. Craft your elevator pitch to be engaging. More importantly, practice giving it. Even improvisers practice the format of their games so that when the time comes, they're ready. After all, who knows when you might have six floors to impress the CEO?

Get Ready:

- 1 Write a 3-line introduction: Who you are, what you do, and something cool, unexpected, or valuable about yourself, your work, or your company.
- 2 Use common language and avoid corporate-speak. Make it conversational, so it will work at a business conference or a barbecue.

Get Set:

- 3 Practice! In front of a mirror, in the shower, with your friend or spouse, and out loud.
- 4 Keep it as short, punchy and as personal as possible. Change it when you have something different to say. "I'm Jeff and I work for the accounting firm of Everybody and Their Brother. It's my first week on the job and I love it!" It's a guarantee that the person you're talking to will comment or continue the conversation.

Go:

- 5 Use it unconditionally. Aunt Mildred deserves to know about your great work just as much as the VP does. And, you just never know who Aunt Mildred knows.