

**Innovative Thinking in  
Sales & Marketing:**  
Techniques, Tips & Tactics  
Borrowed from Improvisation  
Theatre©  
with Izzy Gesell



# Applied Improv- Why?





# The Premise

The skills that make improvisers successful are cognitive skills & are available to us all as a  
**PRACTICE**



# Liminal Space

“A term that applies to those uncertain times in our lives when we stand in the threshold between the ‘old’ which may no longer work and the ‘new’ which is not yet clear.”

Wayne F. Goulet, Ed.D.



# 3 Keys to Innovation

**1. Fluency**

**2. Flexibility**

**3. Uniqueness**

● ● ● |  
**Artist  
CHUCK  
CLOSE**

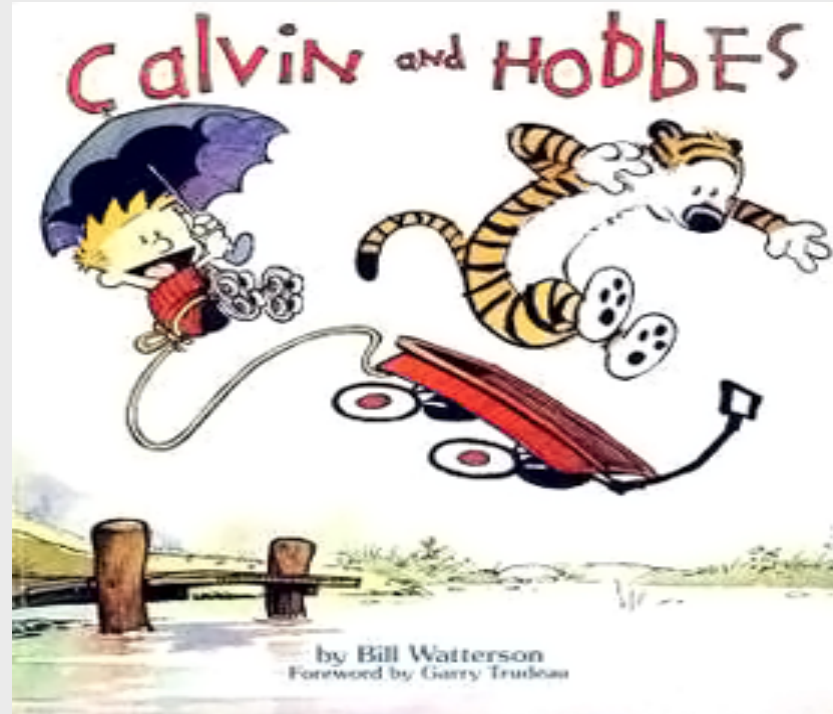
**“Inspiration  
is for  
amateurs-  
the rest of  
us just show  
up and get  
to work.”**



**"There's  
probably an  
oversupply of  
innovation.  
It's the *execution*  
that makes a  
difference."**

**John Rogers,  
executive vice president of Goldman Sachs**





Playing with ideas is the best way  
to solve problems...  
A playful mind is an inquisitive  
mind and learning is fun.”





# Applied Improv – How?





# 3 Qualities Shared by Improvisers & meeting professionals

- PRESENCE
- ACCEPTANCE
- TRUST



# SELF-TALK

**“The ongoing dialogue we  
have with ourselves that  
determines our beliefs  
about the world.”**



# PRESENCE

## The Point Of Concentration

What is the smallest bit of information I  
need to FOCUS on in order to

*MOVE FORWARD TOWARD MY GOAL?*

# ACCEPTANCE

YES..... AND

YES..... BUT



# TRUST

**Suspending judgment while  
allowing the process to unfold.**

**REMAIN OPEN to Unforeseen  
OUTCOMES**



# TRUST

## THE PROCESS

Leads to higher levels of

**TRUST in SELF**

Leads to higher levels of

**SELF-CONFIDENCE**



# 5 Things to Know

1. Many things are possible; not everything will work
2. Failure will happen. It's OK
3. Perfection is not the goal
4. Silence is ok
5. Any rule can be broken





# 5 Things to Do

6. Help my partner(s) look good
7. “Yes...And; not “Yes...But”
8. Use the environment for ideas
9. Listen without judgment
10. When unsure, proceed anyway





# Take- Aways

*Based on your experiences today & your personal objectives, what will you:*

*Start* doing that you haven't been doing?

*Stop* doing that you have been doing?

*Continue* doing that has been working?

Reminder: 4 Stages of adult learning



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“OH MISS”



# THANK YOU!

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