



A Success Story :
Using Applied Improv for
Communication, Connection &
Co-Creation
with Izzy Gesell



HouseKeeping



3 Common, 1 Unique

UNIQUE = not typical; unusual

unique
venues
you belong here™



SELF-TALK

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

Why Story?

“Telling a story is by nature a more personal, animated and emotional response than providing a factual answer because it taps into a different set of instinctual behavior patterns.”

Why Story?

“Because stories are metaphorical, subjective and/or universal, people can make inferences about cause, effect, outcome and consequence that they may not be willing or able to make in a factual discussion.”

Cynthia F. Kurtz

The Story Skeleton:

The Set Up (Act 1)

The Conflict/Dilemma (Act 2)

The Resolution (Act 3)

The
Thirty-Six Dramatic
Situations

GEORGES POLTI



A WRITER Paperback Library Book

THE STORY SPINE

Once there was... (Once upon a time)

And every day...

Until one day...(2x, 3x)

And because of that... (2x, 3x)

Until finally.....

And so...(and ever since that day)

Key question from the audience's point of view as they listen to the story:

SO WHAT?

JOKES AS STORIES

The Joke Skeleton:

The Set Up (Intro to the
Characters)

The Conflict/Dilemma (Problem)

The Resolution (Punchline)

.

COLOR-ADVANCE

1. Partner in trios in “A” or 321/323. Meeting planners please sit where there is color at the seat. Not enough planners? Someone “play” planner!
2. Player 1 (teller) in each group begins telling a story to the other person. Story can be tied to today’s topic or not.
3. Player 2 (listener) “conducts” the story by using the words, “COLOR” or “ADVANCE.”

COLOR-ADVANCE

4. Continue for 1 minute , then switch roles.
5. Then third person. Each has opportunity.



“**Color**” means “go deeper. Fill in the details.”

“**Advance**” means “move the story along.”

“Color” should be specific such as, “Tell me more about the **little boy**,” or “color the feeling **while walking alone**. It’s important for both players to agree on the rules so no one feels dismissed or denied when the partner says “Advance.”



www.izzyg.com

izzy@izzyg.com

Take-Aways

After this workshop experience, what will you

- **Start** doing that you haven't been doing?
- **Stop** doing because it's not working?
- **Continue** doing because it's working or you see new uses for it?

For more information on this or Izzy's other programs:

@izzy@izzyg.com

www.izzyg.com

Facebook: [IzzyG & Company](#)

LinkedIn: [Izygcsp](#)

Twitter: [@ImprovIzzy](#)