

The ASI Show Daily!

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THE ASI
SHOW!

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Crowd of Nearly 400 Learn Creativity on the Fly

Yesterday a sold out crowd of nearly 400 attended a hilarious Lunch & Learn program with creativity expert, Joel Zeff.

Zeff immediately engaged the audience with his humor and wit. "Improvisation is the act of using your imagination – without a script – to solve a problem," Zeff explained. His goal was to make everyone laugh, but also to make everyone think.

And it's an understatement to say that people laughed during this presentation. Zeff used humor to develop a positive environment that gave participants the opportunity to take risks. His humorous and energetic presentation broke down the barriers of fear and embarrassment and helped the audience learn his key messages on creativity, communication, and teamwork. Four games involving the audience demonstrated role-playing, thinking on your feet and teamwork.

Opportunity and Positive Support



Audience participation made the Lunch & Learn presentation fun for everyone.

The two key ingredients of creativity, said Zeff, are opportunity and positive support.

Zeff emphasized the importance of giving these to each other...to vendors, clients and people that you work with everyday. In an example of giving opportunity, Zeff referred to empowering new

employees. "How else will they gain the confidence to excel?" said Zeff. Rather than just giving an important project to an experienced person on your team, give it to a new employee and tell them, "You can do it and we're here to help and support you."

In regard to positive support, he encouraged everyone to come up with "crazy, wild ideas" and analyze them at a different time. "Don't start off being negative," said Zeff. People also need to hear "great job," or "you made a difference" or "thank you" to continue being productive and creative. "Do this for each other," encouraged Zeff.



The sold-out crowd of distributors & suppliers laughed while learning valuable lessons on creativity, teamwork and adapting to change.

The more opportunity and positive support you receive, the more likely you are to take risks, according to Zeff. "And the more risk you take, the more you get back which generates more productivity and the positive momentum keeps building."

Openness and flexibility to change

In an interactive exercise, Zeff invited three audience members to join him on stage. He had the audience ask the participants questions and had them answer as a team, with one person saying only one word at time. The audience rioted with laughter. The exercise demonstrated the importance of openness and flexibility to change. "Everyday, we deal with change and unplanned circumstances. You can guarantee the day never goes as planned. How we react determines our stress and our creativity."

Rosie Haney from Ad Image Makers Inc. asi/105016, had a great time at Lunch & Learn, "Joel Zeff was very knowledgeable and very upbeat—a great way to start off a show. A lot his activities required teamwork—and I really enjoyed what he had to say. Everything he covered was entertaining and thought provoking! It was an excellent seminar." !

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