

The ASI Show Daily!

Fifth Anniversary Celebration



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THE ASI SHOW!

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Laughter Abounds at Lunch & Learn Crowd of More than 250 Learn How to Be Creative Without A Script

Sponsored by Shelbyville Pencil, **SHEPENCO**
asi/86850, Booth #2410 **PENSCO**

Yesterday a vibrant crowd of more than 250 attended a hilarious Lunch & Learn program with creativity expert, Joel Zeff. Zeff electrified the audience with laughter and enlightened participants with messages that aim to create better employees and better people.

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 and retain his key messages on creativity, communication, and teamwork.

Participants were encouraged to be more spontaneous, responsive, confident and more open and flexible to change. The games involved role-playing, thinking on your feet and teamwork.

"Leaders let people figure out the 'how' of getting things done," said Zeff. "They set the goal and are able to let others decide on how to get there. That means letting people make mistakes, which is how creativity happens. You make mistakes, you learn from them and you grow." He emphasized, "You can't quit. Keep trying and stay in the game."

He also reminded the audience, "Don't leave it to others to dictate your happiness. It's your choice to have fun, be positive and passionate."



Using improvisation and humor, Joel Zeff (center) inspired audience members to reignite their creative spirit and have more fun and passion in their work every day.

Francine Paquet from Groupe Paquet Marketing, asi/215323 (Montreal, Canada) said, "This was so motivating! I enjoyed how he used humor to show us how to better communicate and be more creative." !



Lunch & Learn speaker Joel Zeff entertained and inspired a crowd more than 250 attendees yesterday.