

ComedySportz B.L.A.S.T. Workshops

Creating Memorable Events for Corporate Responsibility Programming

Helping McDonald's Deliver Laughter and Learning to African-American Youth.

THE GOAL:

As part of its "[Values in Practice](#)" corporate responsibility plan, McDonald's needed a fun, interactive program to teach interview skills to the next generation of African-American professionals.

Their partner, [Limegreen Productions](#), came to ComedySportz because they realized that traditional training approaches would not resonate with their participants. The goal, therefore, was a training program aimed at youth that would be hip and engaging, while teaching valuable skills.

MORE THAN JUST LAUGHS:

ComedySportz surveyed 148 participants at the end of the event and received the following feedback.

THEY ENJOYED AND *VALUED* THE EVENT!

Participants were asked if they enjoyed the program and if they thought it had been a valuable use of their time.

95% POSITIVE

AND THEY LEARNED!

Participants were given a short test against the agreed upon learning objectives. Their average score was:

92% CORRECT



ComedySportz performers on stage at an event sponsored by McDonald's at the 2008 PUSH Excel conference.

THE PLAY:

ComedySportz designed a program which began with a short comedy show to create excitement and then launched into a highly interactive workshop that taught such interview skills as projecting confidence and taking ownership of one's communication.

When it came time to deliver, ComedySportz's diverse faculty of improv instructors made the event fun and accessible to all who attended.

THE WIN:

The program was widely successful with participants (see insert at left) and warmly received by the McDonald's executives who observed.

In fact, McDonald's asked Limegreen and ComedySportz to expand the program to conferences in Orlando, FL and Washington, DC. And the program is being repeated and expanded further in 2009!

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