

Boring is Not a Requirement. It's a Choice.

Storytelling | Content |
Idea Generation | Culture

Kathy Klotz-Guest
kathy@keepingithuman.com
408.578.8040



SNOREDOM - Noun.
Definition: Boredom-induced snoring brought on by boring, jargon-filled communications.

Sentence usage:
Stop Snoredom by cutting jargon and using humor. Stat.

WWW.KEEPINGITHUMAN.COM



Co-Creative Leadership: Great Brands Bust 'Boring'

Strong brands build culture, stories and ideas *with* employees and customers. Kathy has 20 years experience in marketing storytelling and telling stories on comedy stages. The founder of *Keeping it Human*, Kathy helps organizations create better brand stories, content, and ideas through collaboration. Author of several books, her latest, "*Stop Boring Me! How to Create Kick-Ass Marketing Content, Products and Ideas Through the Power of Improv*," has received rave reviews and results for companies employing Kathy's methods. "*Stop Boring Me!*" was named a top marketing read for 2017 on *Inc.com!*

"Kathy did a phenomenal job keynoting our inaugural Visual Storytelling conference. The simplicity of her message coupled with fun interactive drills completely engaged the audience. Simply inspiring."

-Shlomi Ron, Co-Founder @ Visual Storytelling Institute

Why Hire Kathy?

Business Acumen + Improv Comedy = Powerful Creative Fuel for Teams & Brands

Kathy offers a fresh, innovative blend of improv comedy and business acumen. A business owner with an MBA and MA from Stanford and Berkeley, she ran marketing communications in tech companies while writing and performing comedy on stages across the San Francisco Bay Area (including 2 solo shows) and Los Angeles. Kathy understands that connecting with audiences requires deeper emotional resonance - being human. Weaving elements of emotional truth, collaboration and humor makes content, storytelling and ideas robust so you get better results. Using collaborative improv principles, Kathy helps companies have idea orgasms! These boring-busting a-ha moments yield better ideas, stories and experiences for your teams and your customers. *That* and the hokey pokey is what *it's* all about: laughing, learning, leading. And innovating.



Sample Keynotes, Conferences, and Organizations



SMMW (Social Media Marketing World)

FunnyBizz

AIN (Applied Improv Network)

SXSW

IBM

Stanford Univ. Hospital

ACRP (Assoc. Clinical Research Prof.)

Visual Storytelling Institute

Cisco Systems

Kaiser-Permanente

Bay to Brazil

Content Marketing Conference (CMC)

Interactive Keynote & Workshop Topics



EVERY COMPANY IS A
STORYTELLING COMPANY:
HOW TO BUILD A
STORYTELLING CULTURE

STORYTELLING SUCCESS
MEANS BREAKING THE 4th
WALL

CREATIVE ROCKET FUEL: HOW
TO RUN MARKETING LIKE AN
IMPROV GROUP

'YES AND' BRAND: ADAPTABLE
LEADERSHIP AT THE SPEED
OF SOCIAL MEDIA

CREATE CONTENT MARKETING
AND STORYTELLING IDEA
ORGASMS WITH IMPROV

"If you want a speaker that will bore the crap out of your audience, don't hire Kathy. If you want to laugh, engage, interact, and walk away with ideas that you created during one of her talks, then Kathy is YOUR speaker."

-Byron White, WriterAccess and Content Marketing Conference

I also offer sessions and workshops on related topics.

For a full list of workshops and clients, visit keepingithuman.com.

Kathy Klotz-Guest MA, MBA
kathy@keepingithuman.com
408.578.8040