

## Using Business Theatre - What's Your Benefit?

- By using the creative tools offered in business theatre, relevant topics are addressed and discussions about them are promoted. That has a sustainable effect and saves time and money.
- The methodology is resource-oriented and addresses people on various levels - factually and emotionally. Feelings, fears and the unspoken are dealt with and thus, promoting one's power of self-mobilization.
- Through the aesthetic and entertaining structure of role-playing, interests and motivation of all those involved is promoted. It includes the employees into the change process, right from the beginning.
- The released creativity makes new action perspectives and points of view possible.

### Our Philosophy

*“Change, by not changing anything. When you change something, nothing changes.  
Every change must be a self-change.”*

During organization and personnel development, we accompany change processes with business theatre and its creatively playful methods. This triggers the willingness to change deep within the employee's core beings, creating identification as well as commitment.

According to systemic principles, we do not influence the target group's attitudes and behaviour by using canned messages; instead, we offer interactive business theatre as a platform, to...

- Stop the hamster wheel and manage to gain some distance,
- To observe and experience yourself as mirrored in the theatre,
- To recognize and support necessary changes by ourselves and
- Try out and begin training new behaviour in a protected area.

***Do you have further questions? Let's talk about it!***



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## Business Theatre for Change



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### Ready for Change?

When departments or branches of business are consolidated, customer orientation need to be improved within the company, new styles of management or software is being introduced or new visions, strategies and objectives should be developed: As a company, you're dependent upon change processes that are carried out quickly and don't get abandoned.

To make sure that these processes lead to the desired results, it's not only crucial to raise the awareness for the necessity to change, but also to become aware of the habits, fears and wishes of those involved and to actively include them. This is where business theatre comes in.

### What is Business Theatre?

Business theatre is indeed theatre: in, with and for companies and institutions. Business theatre is able to convey content, from a company's situation, to either an audience and/or actors. It is intended to create a play that is tailored to a company, and in which the prevailing mood within that company (or in a department) is depicted so accurately that the audience is incapable of withdrawing themselves from it. In turn, the recognition value serves as a driving force for changes.

Business theatre ties to a theatre's age-old function: Making the audience aware of their attitudes, opinions and values, e.g. "mirroring" them. This self-reflection lets spectators take a look at themselves from the outside in and while doing so, recognize the necessity for change on their own.

In today's business theatre, held as training sessions, events or kick-offs, it (similar to classic theatre) particularly relates to food for thought and conveying information; always tailored to the company's need and never by pointing fingers.

## Our Core Methods of Business Theatre:



### 1. Orchestration / Staging

Topics relevant to the organization (change processes, restructuring, increasing business volume etc.) are reflected in a fictional story and played out with the help of actors and or employees.

#### *Areas of Application:*

Orchestration / staging can be used to present a product, visualize a problem or convey messages to an in-house audience.

### 2. Employee Theatre

This encompasses all forms of business theatre in which the employees instead of actors play an active role.

#### *Areas of Application:*

In most cases, employee theatre deals with company-relevant topics (i.e. restructuring, cost reduction) or focusing on a team aspect (e.g. consolidation of departments). Step by step and through exercises, the employees are introduced to acting and will then stage a play that can depict the starting point, interim step or completion of a process.

### 3. Improvisational Theatre

Improvisational theatre has neither predefined plots nor written dialogues. The audience becomes the directors of their own theatre play. Stories and scenes are created through associations with key words and when prompted, the actors (or colleagues) create an appropriate scene.

#### *Areas of Application:*

Well suited to exercise and train flexibility, quick-wittedness and creative behaviour (e.g. during professional discussions, dealing with difficult and/or unpredictable situations).

### 4. Forum Theatre

Forum theatre is another type of improvisational theatre. The inventor is Augusto Boal, a South American actor and intendant, who wanted to use this method to promote the political autonomy of the citizens in his country.

In a forum theatre, actors or employees develop and play scenes as arbitrarily suggested by the audience. The audience is permitted to interrupt the scenes and requested to make recommendations for action and suggestions for solutions, which in turn, are tried out by exchanging roles.

#### *Areas of Application:*

The forum-theatre's methods enable a topic's theoretic principles (e.g. dealing with resistance in discussions, delegation of responsibilities, etc.) to be playfully conveyed during training sessions as based on one's own experience and contribution. In this manner, new action alternatives (team development, training in communication, conflict-resolution or leadership) are created in difficult situations, where there is more than only one solution available.

### 5. Transfer-Training

If your target group has developed awareness for the change process and acknowledges the new visions, strategies and objectives, it is then that specific steps and actions must follow.

Specifically, this means that some existing behavioural patterns must be "unlearned" and other, new ones must be learned. To make sure that these behavioural changes take place sustainably, we assist you with our "Transfer-Training".

These training sessions are 80% interactive, i.e. the participants:

- are trained in action-oriented exercises covering customer-orientation, team-mindedness, creativity, improvisational potential, self-presentation, competence in chaos and leadership.
- reflect upon their experiences after every completed exercise unit, enabling them to transfer their situational experiences into long-lasting ones.
- transfer these experiences to their everyday professional life as "lessons learned". In our seminar theatre, we create an everyday work life atmosphere, in which the participants can use and try out their experiences.