



On Your Feet

The Improv Mindset

A mindset for **work and life** inspired by how **improv performers** work together on stage, refined by **behavioral science**.



Improv Mindset makes you better at:

CREATIVITY

Improv is the quickest way to a great idea: on stage improvisers create amazing stories and ideas instantly.

COMMUNICATION

Improv is clearest way to engagingly communicate: on an empty stage improvisers do this all without any visual aids.

COLLABORATION

Improv is the most inclusive artform: improvisers include every player and the audience together.

UNCERTAINTY

Improv is the way to behave under uncertainty: improvisers respond and make choices without knowing what's next.

The Business Case for the Improv Mindset

Comfort in Speaking

Improv training improves communication by **reducing barriers** and increasing acceptance.

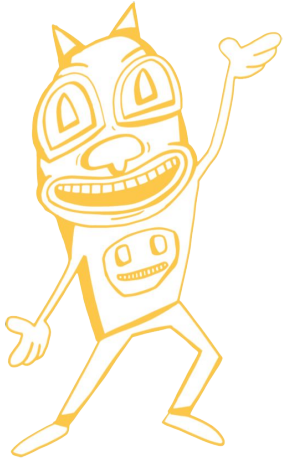
Brain Activity

When people improvise the parts of their brain associated with **inhibition** is less activated.

40%

People are 40% better at communicating when they use structures like **“yes, and.”**

Research Links: [1](#), [2](#), [3](#)



The Need

You want to be **better** collaborators, communicators, presenters, leaders, creatives, and decision makers.

The Solution

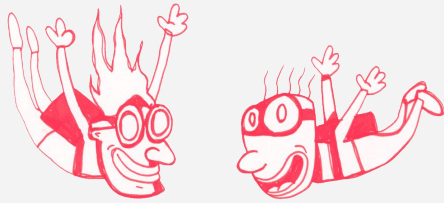
The **Improv Mindset** can help.

The How

Learn how to **let go, notice more, and use everything** with a highly interactive, effective, and joyful in-person or virtual training with On Your Feet.

“Improv is a **powerful tool** in the workplace to help you **balance** the compulsion for perfection and **preparedness** with the need to be flexible and expect the unexpected.”

The Improv Mindset



Let go

of what's not important,
can't be controlled, fears



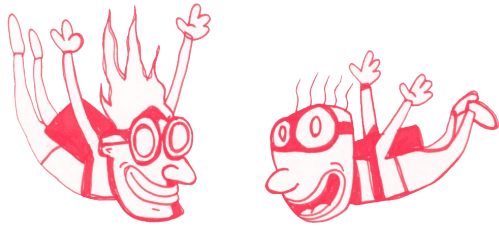
Notice more

about others, yourself,
problems, and opportunities



Use everything

in creative, inclusive, and
powerful ways



Let Go

When people improvise, the parts of the brain **open to new ideas** and **honest expression** are more activated.

As people let go, they can also learn to overcome debilitating cognitions like loss aversion, stereotype bias, self-censorship, and imposter syndrome.



Notice More

Improv teaches people to be present and to notice more about **themselves**, their **audience**, and their **content**.

When people notice they combat confirmation bias and selective attention. Further, by becoming present people reduce their stress, increase their available cognitive capacity, and perform better.



Use Everything

When people use more ideas, they **are more creative**, build **trust** with others, and positively **share ownership**.

Scientists find using more ideas leads to more creative results. Further using others ideas can activate the norm of reciprocity and increases others investment through shared psychological ownership.

Why OYF

Art

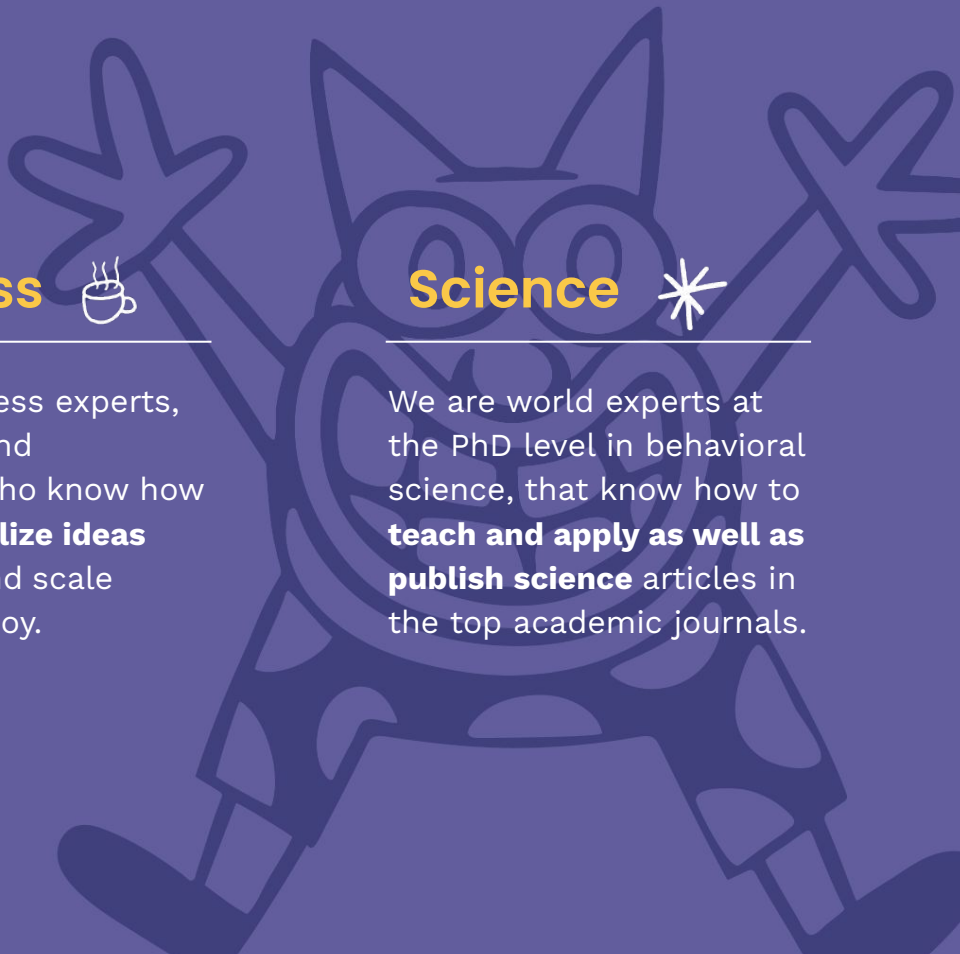
We are world-leading improv artists, designers, and visual communicators who know how to create the most **interactive and impactful experiences**.

Business

We are business experts, facilitators, and professors, who know how to **experientialize ideas practically** and scale learning and joy.

Science

We are world experts at the PhD level in behavioral science, that know how to **teach and apply as well as publish science** articles in the top academic journals.



The Improv Mindset Beyond “Yes, And”

On Your Feet’s Brad and Shelley concisely explain the deeper meaning of the Improv Mindset.

In this fast action TedX Talk, they go far beyond the simple improv tool of “yes, and” to ideas that are bigger, more powerful, and more essential.



[Summary of Talk.](#)

Our Team

We are a diverse team of improv artists, facilitators, scientists, designers, business leaders, and [more](#)



Our Work

We bring more joy, less fear, and better results to some of the [best companies](#) in the world



Virtual (HIVEs)

We create **HIVEs** (Highly Interactive Virtual Experiences) to deliver Improv Mindset trainings virtually. We use the skills of improv to co-create with you a **powerful, practical,** and uniquely **playful** virtual experience together.

*“I was amazed at how they made us **feel like we in a room together**, even though we were virtual.”*

-DeAngela Wells, Director of Diversity, Equity, and Inclusion at PGE



On Your Feet HIVE playing [Scavenger Hunt](#)

In-Person

Experience something **powerful, playful,** and **practical** with our in person improv mindset trainings. It is full of wisdom, story, a little science, and so much **learning by doing.**

*"They **bring the humanity** back to the work."*

- Tim Ramirez, Sr. Director Brand Marketing at Nike





OnYourFeet



How OYF experiences
and the improv mindset
power Nike teams.



[Nike Case Studies](#)

www.oyf.com

