



Hi. We're Peppercomm.

Founded in 1995, Peppercomm is an independent full-service communications agency headquartered in New York with teams in San Francisco, London, and Singapore. Peppercomm employs a senior-led approach to servicing our clients, ensuring ongoing creative and strategic thinking with a focus on bottom-line results.

Peppercomm enables clients to both anticipate change and capitalize on it. Our unique approach combines powerful predictive analytics and the tenets of humor to not only help our clients plan for the future - whatever it brings - but also build unbreakable relationships with stakeholders that inspire them to join you on your journey of change.

Humor stimulates alpha brainwaves, empowering us and our clients to change old ways of thinking, behaving and innovating. This gives us the ability to pivot our clients to opportunities they never realized they had.

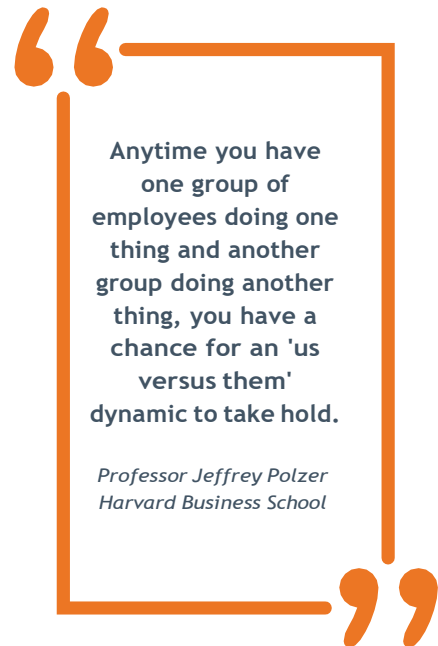
For the past decade, Peppercomm has been leveraging the tenets of humor to engage our own workforce and won countless culture awards along the way, most recently being named one of Crain's New York Business' Top 100 Places to Work in 2021.

In 2020, we recognized the strong need to motivate, inspire and connect with internal audiences in different ways as employees grappled with the long-term impacts of the COVID-19 pandemic and its myriad shifts to the way we work and collaborate.

As new variants take hold and the pandemic lingers on, organizations are struggling to balance differing employee wants and needs, support collaboration and teamwork, keep employees motivated and engaged and reduce friction in the workplace.

In the News...

- [SHRM: How Managers Can Use the Rules of Comedy to Engage Teams](#)
- [FastCo: How to Professionally Handle a Zoom Interruption](#)
- [NYPPost: How Humor Could Help You Move Ahead in Your Career](#)
- [RemoteReport: How to get Employees Full Attention in Video Meetings](#)
- [AuthorityMagazine: 5 Things I Learned from Social Isolation in the Pandemic](#)
- [PRDaily: The Value of Humor in Communications](#)



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Enter Humor

The *Microsoft Workplace Trends Report* found that people who have closer workplace interactions report higher productivity, better wellbeing and stronger work relationships. Additionally, a Hewitt & Associates study found that organizations where **humor is part of the culture showed increased shareholder returns of 19%**.

With this in mind, Peppercomm partnered with industry thought leaders, including academics, professional comedians and Second City alumni to evolve our traditional training to solve the challenges companies are facing with employee engagement, retention and recruiting through a human-centric approach. Called Shared Benefit, the approach is designed to ensure both employer and employees experience success.

Humor-led Service Offerings

Stand-Up and Speak. Teaches participants to leverage the tenets of humor to become better storytellers, reinvigorate creativity, build bonds and a sense of community and find release from the day-to-day stresses.

In addition to practical applications that improve presentation and communication skills, this program provides a dual benefit of creating a shared experience among participants that builds bonds, breaks down barriers and creates a sense of community across teams and cross-functional leaders. Key skills developed include:

- Defining corporate tone/narrative
- Enhancing storytelling, not PowerPoint
- Reading the audience
- Engaging in-person and via Zoom

Stand-Up and Lead. A dynamic, transformative, outside-of-the-box training program for outside-of-the-box times. Participants learn how to apply the skills of a stand-up comedian to grow as a manager.


Through this three-part humor-based training, employees learn to shift their perspective to one that embraces change, thinks outside the box, adapts quickly to the lessons of failure, and deepens relationships to emphasize common ground and drive growth.

Stand-Up and Lead is NOT Comedy!

- Discover Your Voice: 6 quick perspective re-framing techniques
- The power of asking questions
- Free association exercise
- Create connection
- Improv to improve feedback

Program elements include:

- **Manager Program**, designed to use laughter to improve employee engagement and improve productivity
- **On-Demand Training**, tailored training program for regional and general managers with on-demand modules for remote and field employees
- **App-Based Learning**, we provide ongoing, app-based training for relevant employees to build and reinforce resilience skills

40% 
say they would **quit their jobs** if forced to fully return to the workplace*

32% 
never want to return to working in the office**

21% 
never want to work from home again**

73% 
want the option of remote work to continue***

46% 
plan to move because of that flexibility***

Stand-Up and Change. Our humor-led approach to driving change...is changing "change management."

Stand Up and Change combines humor, experiential learning and employer branding expertise to playfully challenge and authentically inspire audiences to embrace change. During the process, we help people and teams identify blind spots, generate valuable insights and develop an unbiased communication strategy aligned to business goals and challenges.

We use a 3-step process that engages employees through a co-creative process:

- **Interactive stimulus**, where we leverage the basic tenets of humor and improv to let people feel safe, relaxed and engaged.
- **Collaborative ideation**, where we break individuals into cross-functional groups, so people can start breaking down barriers and learn how to work together. We encourage trust, collaboration and strategic risk-taking.
- **Strategic synthesis** that harnesses expert facilitation to challenge assumptions and help develop new ideas and approaches to problem solving.

The output is a communications roadmap based on insights from the session(s) that serves as a practical playbook to help internal communicators better connect with, engage and inspire employees, and help solve challenges identified during the session.

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* University of Chicago

**Harvard Business Review

***Microsoft Work Trends Index

