COMEDY SEMINAR

FOR THOSE WHO SERVE

Military Comedy

Communication Readiness Seminar

“A performance-based communication and leadership development program using applied comedy and improvisation techniques to improve soldier confidence, resilience, command presence, and communication effectiveness.”





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Program Title Options

- Tactical Presence & Performance
- Combat Confidence Through Comedy
- Strategic Communication Seminar
- Stand-Up Leadership Lab
- Military Performance & Presence Certification
- Operational Humor & Resilience Course





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Executive Summary

This seminar is designed as a measurable soldier-development program that uses comedy, public speaking, improvisation, storytelling, and stagecraft to improve:

- Confidence under pressure
- Communication clarity
- Leadership presence
- Team cohesion
- Mental resilience
- Rapid thinking
- Emotional intelligence
- Audience engagement
- Briefing effectiveness
- Recruitment and retention culture



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PRESENTED BY ADAM RICHMOND

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Program Format

Duration Options

- **Option A — 1-Day Intensive**
  - 6–7 hours
  - Ideal for morale events or leadership development days
- **Option B — 2-Day Certification Course**
  - Recommended format
  - Allows measurable skill progression





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Core Training Modules

MODULE 1 — Confidence Under Pressure

Objective

Teach soldiers to remain composed while being observed, judged, or challenged publicly. As well, make them funnier

Skills

- Breath control
- Joke Structure
- Vocal projection
- Physical grounding
- Eye contact
- Recovering from mistakes
- Performance under stress

Military Application

- Briefings
- Leadership boards
- Public affairs
- Recruitment
- Command presence

Evaluation

- Timed speaking drills
- Peer observation scoring
- Instructor confidence rubric



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Tangible Evaluation Metrics

Measurable Skills Big Army Can Track

Competency	Measurement Method
• Speaking confidence	• Pre/post survey + instructor scoring
• Vocal clarity	• Recorded assessment
• Audience engagement	• Peer scoring rubric
• Stress response	• Timed performance
• Communication structure	• Writing evaluation
• Leadership presence	• Observation criteria
• Adaptability	• Improv scoring
• Team interaction	• Group exercise reviews



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Deliverables To Command

End-of-Course Packet

Each graduating soldier receives

- Completion certificate
- Communication competency scores
- Leadership presentation evaluation

Instructor feedback report

- Command Receives
- Participation roster
- Aggregate improvement metrics
- Morale and engagement feedback
- Leadership development data



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Training Cadre Requirements

Instructor Qualifications

Recommended cadre

- Professional comedians
- Public speaking coaches
- Behavioral performance specialists
- Veteran performers (possibly)



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Why Big Army Would Care

Strategic Benefits

Soldier Readiness

- Better communicators
- More confident leaders

Improved instructor quality

- Retention & Morale
- Builds camaraderie
- Encourages healthy stress outlets

Recruiting & Public Affairs

- Creates engaging ambassadors
- Improves media confidence

Leadership Development

- Enhances executive presence
- Improves briefing confidence



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Seminar Goals

There is nothing more powerful (besides the US Military) than being able to hold court by speaking in front of a live audience. This type of command is a great skill to learn and will prepare our participants to be more comfortable in the future speaking in a public setting. Being humorous is these situations will also be quite beneficial and this course will help teach that as well. Speaking with confidence and controlling a room with your words can help in any social situation and our ‘Comedy From The Corps’ course will help deliver this result.



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