

# ComedySportz B.L.A.S.T. Workshops

Developing Supervisors to Create Cultural Change

## *Helping Harrah's Improve Guest Experience with a Culture of Fun.*

### THE GOAL:

[Harrah's](#) wanted to improve their guests experiences at their properties, believing that a more fun, more welcoming environment would increase customer loyalty and responsible gambling.

Without the resources to provide instructor led training for all of their front-line employees, Harrah's needed a customer service solution that could be driven down through their shift supervisors.

### **\*Why use improv comedians to deliver training?**



The unique background of ComedySportz facilitators is one of the most important ingredients in our training programs.

When not leading sessions for ComedySportz they are performing improv comedy, making audiences laugh on the spot, around the country.

The moment one of our facilitators tells a class, "I'm actually a comedian," the participants become engaged in a way seldom seen in traditional trainings.

And, since our trainings are developed using traditional instructional design methodology, the quality of our training design always lives up to our clients' expectations.



After ComedySportz's involvement, Harrah's approach to "Buzz Sessions" was so respected it was included in the new book, [The Ownership Quotient](#).

### THE PLAY:

After evaluating Harrah's current strategies, ComedySportz discovered that their current pre-shift team meetings could be re-tasked to improv-based morale building and customer service micro-trainings.

ComedySportz developed a train-the-trainer program that demonstrated how improv could help supervisors incorporate productive fun into their "[Buzz Session](#)" pre-shift meetings. ComedySportz then used improv comedians\* to deliver this fun, upbeat training at a variety of Harrah's properties.

### THE WIN:

Harrah's reported a significant cultural shift in their guest's experience based on these trainings. This program re-invigorated their front-line employees, reminding them that creating a fun in-casino atmosphere was directly tied to operational goals.

The Harrah's program was continued until "Buzz Sessions" were successfully integrated into the supervisor culture. Now, current supervisors mentor new supervisors on how to include productive fun in their "Buzz Sessions" without further intervention from ComedySportz.