



Standup Comedy for Professional Communication

A 2025 Working Humans Keynote topic

Really, Standup Comedy? At Work??

Public speaking consistently ranks as people's number one fear; more petrifying, even, than death! And nothing is more terrifying than standing alone on stage. You're all alone, just you, a microphone, bright lights and eight minutes to make people laugh.

Techniques used by stand-up comedians are incredibly powerful tools for business communication. When we laugh, our defenses drop, we're more open to new ideas, and information sticks better in our long-term memory. Research shows that humorous work presentations increase motivation by 27%, and speakers using humor are perceived as 37% more competent and confident than their serious counterparts.

Drawing from real experience in comedy clubs and corporate boardrooms, this fun, energetic keynote delivers practical tools that can be implemented immediately. You'll learn why humor is a strategic business skill and how to harness it effectively for maximum impact.

Who is it for?

This keynote is perfect for business leaders who want to enhance their presentation skills. Company instructors, managers, corporate trainers and facilitators seeking to engage audiences better, as well as sales and marketing professionals looking to connect more authentically with clients. Anyone who presents regularly and wants to level up their game can benefit from these easy and practical methods.

What are the top takeaways?

Lean battle-tested techniques from the world of stand-up comedy: How to use "crowd work" to create instant connection with any audience.

Understand the power of silence and timing in presentations. Learn to read the room and adjust your story on the fly.

Ways to use physical presence and body language for maximum impact.

The art of "callbacks" to create memorable moments that stick in the minds of your audience.

How to use vulnerability and relatability to build trust, forming a Human connection with your audience.

Techniques for memorization and flawless delivery, even if you're terrible with memorization.



Meet your trainer...

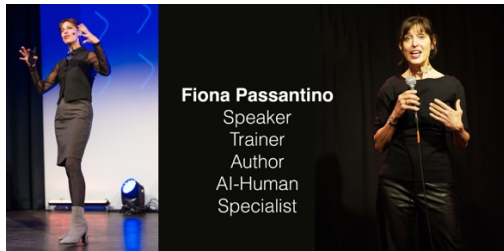


Fiona Passantino is a passionate AI Integration Specialist, dealing with the Human elements of our Engagement, Communication and Culture. She is a trainer, workshop facilitator, professional executive coach, helping leaders and teams understand and integrate AI into their workflows.

Fiona is growing a considerable international following as a speaker, blogger, coach, podcast host and the author and illustrator of the 2023 UK Business Book Award-winning "**Comic Books for Executives**" series, which include the Handbook for Engagement and Communication. She is the host of the podcast "**Working Humans**". Her latest book is "**AI-Powered Professional**".

Before her launch as an independent consultant, Fiona was embedded in corporate communications for 15 years, working for some of the largest international companies in Europe. She received an MBA in Management from the University of Amsterdam in leadership with a concentration in AI.

Fiona is a trainer with Schouten & Nelissen, IMK, Suas and de Baak. She is a Stewart Leadership Co-Active Coach and ICF member.



Fiona Speaker Reel

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The AI-Powered Comeback
Voice-Activated AI
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RECENT TALKS

Business Insider-Vodafone TechTalk
HRCore Academy: AI for HR
Sterkmakers: Hoe weet ik dat mijn organisatie klaar is voor AI?
HRCore: Becoming an AI-Human Co-Creator
HR.COM High-Visibility Leadership for Women
Creative Rebel Podcast with David Chislett

TESTIMONIALS

S. Loughran: "Great session - brain aching with new information!"

H. Baldwin: "Fantastic insight - thank you. Very helpful event."

L. Biro: "This was mind-blowing, thank you!"

M. Purton: "Fascinating stuff, thank you!"

S. Walmsley: "Great content and useful information. Thank you!"

S. Riley, HR.com: "I thought the presentation was great! I love how passionate and relatable she is."

N. Morelli, Rotary Club The Hague

"The AI presentation was much appreciated! Personally I learned much more about AI and, thanks to her clear explanation, I have a better idea of how it works and if how it can be applied!"

L. Carola, HR.com

"The facilitator was so very knowledgeable and I would recommend this presentation to anyone who is a novice in AI; she was excellent!! You all will need to invite her back again for another similar presentation."

M. Shortle, HR.com

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"So interesting! Far more information that I've had in other presentations on AI."

F. Baily, HR Lead CLL

"The team thoroughly enjoyed the keynote speech and the interactive session that followed. It was a great meeting for learning more about AI."

G. Wilkinson, TheTruthWorks

"Just wanted to say thanks again for your brilliant contribution to the panel. You brought such energy and interesting discussions."

T. Pavlova, Learning & Development Manager, Yara International

"Really great and insightful presentation".

K. van den Berg, Head of Talent ABN AMRO bank bv

"Really great and insightful presentation!"

D. Van Damme, [Salesmarketeer.nl](https://www.salesmarketeer.nl)

"Fiona Passantino's masterclass was so inspiring and educational for Sales Marketers! It is indeed exciting to see how AI is transforming our understanding of the world and enabling us to develop new skills. It was particularly instructive in sharing knowledge and exploring the potential of AI. This is crucial in our rapidly evolving technological world. Here's to more inspiring and educational experiences in the future! 🙌"

V. Veleva, Female Ventures NL

"Fiona has the unique ability to balance practical tips on ChatGPT and Mid Journey with a wealth of knowledge on AI. I had the chance to witness her powerful presence when she gave a workshop held for 70 people with the aim of encouraging female leadership, where she successfully translated the theory of Artificial intelligence and Machine Learning into a captivating message with a wonderful sense of humour met with enthusiasm from the participants. We are grateful Fiona volunteered her time and gave a workshop for Female Ventures."

H. Simpkins, Senior Internal Communications Business Partner AXA UK

"Thank you, Fiona, for a really thought provoking session. Left me with a lot of thoughts around the role of AI in speeding up what we do, and how we can use it to improve the visual nature of our messages. It's always been the costliest part of comms to create visually engaging stories but as you say Fiona, so much opportunity if we do."



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