

# Four Day Weekend

## Comedy Group: Building Connections Through Laughter

Please contact a GDA agent for information.

### Topics

- Comedian/Funny
- Innovation / Creativity
- Virtual

### About Four Day Weekend

Critically-acclaimed comedy group Four Day Weekend is the longest-running show in the southwest. Voted *Best Comedy* and named "*Best Entertainment Experience in Texas*," Four Day Weekend is a Fort Worth institution. They've been called "*Fort Worth's Greatest Ambassadors*," have been awarded the Key to the City, and have performed for two U.S. presidents and delivered a keynote address to the United States Congress.

Four Day Weekend's trade secret is quite simple: We listen very well and have trained our brains to build on the pertinent information of our partners. Nobody's suggestions are any better or worse than anyone else's, and there are no bad or wrong ideas - only higher- and lower-percentage choices. We strike the word "No" from our vocabulary and replace it with a technique called "Yes, and," ultimately building on the ideas of our partners and creating a team effort that elicits everyone's buy-in so all have a vested interest in its success.

Four Day Weekend lives these philosophies both on and off the stage. Using the tenets and philosophies that worked so well during performances, we have grown our show into a company that has a corporate communication division, a five-level training center, touring company, television and film arm, and a children's toy company, in addition to becoming keynote speakers and authors.

### Select Keynotes

- **Four Day Weekend Keynote**

In this highly informative and entertaining 90-minute keynote address, your company will learn how to leverage the tenets of improvisation with techniques like "Yes, And," listening, line building on pertinent information, and how non-judgmental acceptance of others' ideas can improve your productivity and bring unity, trust, and creativity to the workplace.

David Ahearn, David Wilk, and Frank Ford will entertain, educate, and inspire your company by sharing the trials and tribulations of their journey, creating an improvisational comedy show and transforming it into an iconic and successful business.

### Select Book Titles

- **2017:** Happy Accidents

### Select Testimonials

"Four Day Weekend delivered another Oscar-earning performance. Heard GREAT things from our employees, and 'Yes, And' was so spot-on for everything we are focusing on with our Hospitality and Customer Service efforts."

— Cheryl Hughey | Director of Cultural Services, Southwest Airlines

