

DSTV showmax E! © NETFLIX MTV TEDx Mail & Guardian

A photograph of Claudine Ullman, a woman with blonde hair, wearing a black turtleneck and black pants, smiling and posing with her hand on her head. She is positioned behind the large red text.

CLAUDINE

ULLMAN

KEYNOTES &

WORKSHOPS BROCHURE



I AM.

WHO AM I?

I use comedy and storytelling techniques to help leaders operate at peak performance and show up as their most authentic, compelling selves.

In short: In an age of AI, I help humans discover the thing that makes them irreplaceable, and give them the tools to make it impossible to ignore.



MY MISSION

extreme

In 2022, suffering from body dysmorphia, I decided the only way through it was to shock my nervous system. To do the thing that terrified me most. So I entered Mrs South Africa.

I didn't win the crown. But I discovered something no title could give me. The thing I was too afraid to show the world, the thing that differentiated me, the thing that made me unique, was the thing that made me impossible to ignore.

Now my mission is to help as many people as possible, in an age of AI, discover their unique authentic brilliance. To show up as their most compelling selves. Making them not only irreplaceable, but impossible to ignore.

I do that using my Humour Advantage™ method.

KEYNOTE

Mrs Personality

The Thing That Makes You Different Is the Thing That Makes You Irreplaceable

In 2022, I entered Mrs South Africa to confront the thing I was most ashamed of. I didn't win the crown. But I won something no title could give me. I discovered that the thing I was afraid to share, the thing I thought I needed to hide, was the very thing that made me impossible to ignore.

Every leader, every founder, every team is facing the same question right now: in an age where AI can do almost everything, what makes you irreplaceable? The answer isn't more skills, more efficiency, or more data. It's you. Your personality. Your story. Your weird, wonderful, unpolished genius that no machine will ever replicate.

My mission is to help as many people as possible operate at peak performance and show up as their most compelling selves, so they become impossible to ignore. Using storytelling and comedy techniques, I show leaders how to stop hiding what makes them different and start wielding it as their greatest advantage.

Because AI can do a lot. But it will never be you.

from clown to crown



MRS PERSONALITY

YOUR PERSONALITY IS YOUR IRREPLACEABLE ADVANTAGE.

THE STORY



IMPOSSIBLE TO IGNORE

Stop hiding what you are ashamed of; it is the very thing that makes you stand out.

THE QUESTION



WHY YOU?

AI cannot replicate your story, your personality, or your unpolished genius.

AI can't be you. AI can do a lot, but it will never be you.

THE OUTCOME



WIELD YOUR DIFFERENCE

Use storytelling and comedy to stop hiding and start leading as your most compelling self.

TEDx x2 | Netflix | Comedy Cellar NYC | EY | Unilever | Mercedes-Benz | 40 Under 40 UK

CLAUDINEULLMAN.COM | Book this keynote.

The Humour Advantage™ Training Elite Leaders and Teams to Become Irreplaceable in the Age of AI is fast, efficient, and never flinches. But it will never walk into a room and read the tension. It will never take a creative risk that changes the direction of a conversation. It will never recover from a misstep with the kind of grace that builds trust.

You can.

This interactive workshop uses applied comedy and improvisation to train the human skills that no algorithm can replicate. Leaders and teams learn to think on their feet without perfect information, take interpersonal risks without defensiveness, and recover from failure in real time, not in a debrief three weeks later.

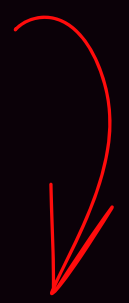
Because in an age of AI, the leaders who win won't be the most optimised. They'll be the most human. The ones who can challenge, connect, create, and lead in the messy, unpredictable moments where machines have nothing to offer.

The focus is not inspiration but implementation. Teams leave with practical tools from the Humour Advantage™ method that immediately strengthen presence, confidence, and performance under pressure. Making them not just better collaborators, but impossible to replace.

WORKSHOP



*In an age of AI,
our human advantage
is the humour advantage*



INTRODUCING
HUM
THE HUMOUR ADVANTAGE™



THE HUMOUR ADVANTAGE™ FRAMEWORK

Optimising humans for the age of AI:

The 6-month roadmap to becoming impossible to ignore.

*Storytelling + Humour
= The Vehicle*

1

STATE – Get Into It
Befriend failure and turn flaws into features.

Strip away the corporate armor through radical vulnerability to install deep psychological safety.



*The Failure CV
= Psychological Safety*

Turn the volume up to 11!

2

STORY – Rewrite It
Amplify your most compelling, authentic self.

Use method acting and 'The Rock Principle' to cast yourself in a bigger, bolder professional role.

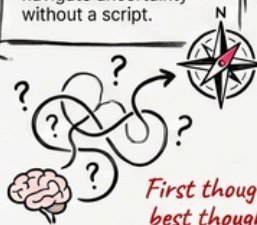


3

GPS – Navigate It

Master split-second decisions under extreme pressure.

Use 'The Heckler Drill' to sharpen intuition and navigate uncertainty without a script.



First thought, best thought.

4

VISION – Declare it

Author your future before you perform it.

Write your success as future headlines and reverse-engineer your way to the win.



5

STAGE – Own It ★
Prove the transformation in a live showcase.

Deliver a high-impact 'set' that seals your new identity and sells your value to the world.



The performance is the proof.

WHY IMPROV TRAINS TEAMS TO ~~LOSE~~ BY FAILING FIRST

Most organisations talk about learning from failure.
Very few train for it. That's because failure doesn't happen in hindsight.
It happens in real time, under pressure, in front of other people.

Improv is uniquely effective because it trains teams inside that moment.
There is no script. No time to prepare. No way to hide. And no option to stop when things go wrong.
Instead, participants learn to act before certainty appears. Recover quickly from missteps.
Build forward rather than defend backward. Stay present when outcomes are unclear.
In improvisation, failure isn't analysed later. It's absorbed, adapted to, and turned into momentum.
Immediately.

This is why improv doesn't just build confidence. It builds capacity.
The capacity to move, decide, and lead when there is no obvious right answer.
Look, you can sit in a conference room and talk about psychological safety all day. But until you've actually bombed in front of your colleagues and discovered the world didn't end? It's just theory.
Improv puts you in the fire. Then it teaches you how to cook with it.
You learn that the scene doesn't stop because you blanked. Your scene partner picks it up. You adjust. The story continues. Sometimes it even gets better because of the detour.

That's the skill most teams are missing. Not avoiding failure, but moving through it without freezing or spiralling.

That is how teams stop fearing failure and start using it to win.

~~A MINOR~~ COMPETITIVE ADVANTAGE *major* MOST TEAMS ARE IGNORING

The Humour Advantage works because it doesn't add more to your workload it changes how your team shows up within it.

Humour is used not as entertainment, but as a practical, strategic tool to lower fear, increase honesty, and unlock better collaboration. It creates permission to speak up, experiment, and think more freely even when time is tight and expectations are high.

By leaning into humour intentionally, your team becomes more open, more connected, and better able to work together under pressure. Ideas move faster.

Leadership presence strengthens.

More people step forward in key moments, rather than defaulting to the same voices.

The result is stronger collaboration, clearer leadership, and a culture that doesn't just cope with pressure, it performs through it.

And crucially, it does this without wasting senior leadership time.

IMPROV IS THE ULTIMATE STRATEGIC ADVANTAGE

RAPID COGNITION UNDER PRESSURE

Trains the ability to make smart decisions in motion and perform effectively in ambiguity.



HIGH-BANDWIDTH LISTENING

Rewires listening from "waiting to talk" to a state of active, attentive engagement.

PSYCHOLOGICAL SAFETY & TRUST

Creates a rare environment where teams drop their armor and build trust through shared risk.



TEAM UNITY THROUGH SHARED HUMOR

Strengthens bonds and rebuilds creative capacity through shared, safe laughter and play.



CREATIVE PROBLEM SOLVING

Replaces a culture of "no" with a bias to build on ideas, not block them.



BOLDNESS & AUTHENTIC EXPRESSION

Teaches teams to trust their gut instincts and commit to action without hesitation.



COLLABORATION THROUGH "YES, AND"

Implements a creative algorithm where team members accept and build upon contributions.



CONFIDENT COMMUNICATION

Installs presence and psychological flexibility, the most undervalued competitive edge today.



ADAPTIVE LEADERSHIP

Develops the skill to shift power dynamics and respond in real-time with clarity and authority.



WHY NOW?

As AI accelerates, speed, efficiency, and optimisation are becoming table stakes. Information is abundant. Answers are cheap. Patterns are predictable. What isn't replicable is how humans show up.

AI can generate ideas. It can't take interpersonal risk. It can't read the room. It can't sense hesitation, challenge safely, or decide when the answer isn't obvious. In a world of increasing automation, the true differentiator isn't intelligence. It's the ability to show up as your most compelling, authentic self in the moments that matter most.

The Humour Advantage™ protects and strengthens that edge by helping leaders and teams discover what makes them unique, stop hiding it, and learn to wield it under pressure. To think out loud before certainty arrives. Challenge ideas without triggering defensiveness. Recover quickly when something doesn't land. Stay present, adaptive, and impossible to ignore.

This is not about resisting technology. It's about ensuring your people don't start behaving like it. Look, AI is brilliant at what it does. But it operates in a world of data and probabilities. Your people operate in a world of politics, personalities, and half-formed ideas that might be genius or might be nonsense. The leaders who thrive in that world aren't the most optimised. They're the most themselves. The organisations that win won't be the ones with the best algorithms. They'll be the ones whose people can still show up fully, think boldly, and lead authentically in the messy space between "we don't know yet" and "we need to decide now."

Because when organisations default to efficiency alone, they get sameness. When they help their people show up as the most compelling versions of themselves, they get originality, courage, and presence. The things competitors can't copy and AI can't replace. In an AI-accelerated world, your advantage isn't what your systems can do. It's whether your people have the confidence to be irreplaceably, unmistakably themselves when the system doesn't have the answer.

WHO IS THIS FOR?

- Leaders who feel the pressure to conform in an AI-optimised world and want to reclaim what makes them irreplaceable
- Executive teams who know their edge isn't efficiency but need the tools to show up as their most compelling selves under pressure
- Organisations integrating AI but determined to protect the human brilliance that no algorithm can replicate
- Anyone who suspects the thing they've been hiding is the thing that would make them impossible to ignore



PRICING



30-Minute Featured Keynote £7,500 (plus travel and expenses)

60-Minute Keynote £10,000 (plus travel and expenses)

90-Minute Interactive Keynote/Workshop £13,000 (plus travel and expenses)

Half-Day Workshop (3-4 Hours) £16,000 (plus travel and expenses) Includes:

- Customisation call
- Interactive exercises
- Implementation framework
- Leadership application

Full-Day Intensive £22,000 (plus travel and expenses)

Add-ons:

- 30-day virtual follow-up: £5,000
- Executive breakout session: £7,500

RETAINER MODEL

Want your own Chief Comedic Officer on call?

One keynote sparks a moment. A retainer builds a culture.

For organisations that want ongoing access to the Humour Advantage™ method, bespoke to your people, your challenges, and your goals.

Book a call to discuss.



African Bank



CLAUDINE'S CASE

STUDIES



From Creative Slump to Top-of-Intelligence

The Challenge:

A world-class creative team at Ogilvy, responsible for multi-million pound accounts, was trapped in their own success. Their ideas were excellent but predictable. They needed to break out of their "house style" to produce fearless, game-changing work for a critical client pitch.

The Result:

"The Humour Advantage™ framework is a masterclass in unlocking a team's top-of-intelligence. It strategically strips away the professional filters and allows for the kind of fearless, game-changing ideas you can't get to with a normal brief."
— JUSTIN OSWALD, CREATIVE DIRECTOR, OGILVY

Metric: 97% Increase in Actionable, Unique Ideas



From "Speaking Up" to "Owning the Room"

The Challenge:

A group of brilliant, high-potential female leaders at African Bank were holding back in high-stakes meetings. Their contributions were cautious and filtered through a mask of "professionalism," preventing them from commanding the room with the authentic authority they had earned.

The Result:

"I became myself, my true self. This session was the catalyst we needed. She didn't just give our women leaders a 'pep talk'; she gave them a toolkit. She proved that authenticity is the new authority. We saw an immediate shift in how these leaders showed up, more confident, more vocal, and more willing to bring their unique perspective to the table."

— PATRICIA HABOSHE, HC BUSINESS PARTNER, AFRICAN BANK

Metric: 95% Transformation in Leadership Approach



From a Summit of Silos to a Truly Connected Team

The Challenge:

Unilever's Pan-African Leadership Team, comprised of brilliant directors from siloed divisions like Finance, Marketing, and HR, were operating as a collection of individuals, not a cohesive unit. Professional politeness was preventing the creative friction needed for breakthrough collaboration.

The Result:

"As a Finance Director, I'm paid to be skeptical. This session was amazingly liberating because it did more than just teach us skills, it completely ridiculed the hierarchy and broke down the invisible barriers between our departments. The discomfort is where genuine team trust happens. It's an invaluable investment."
— BRETT CLARK, FINANCE DIRECTOR, AFRICA, UNILEVER

Metric: 100% Silo Breakdown Across Cross-Functional Teams

DON'T JUST TAKE MY WORD FOR IT

"The pressure to perform at a place like The Daily Show is relentless. Deadlines are daily, failure is public, and hesitation kills momentum. Claudine didn't just help me get unstuck, she fundamentally upgraded how I work under pressure. She dismantled the internal editor that was slowing my thinking and showed me that creativity isn't something you wait for, but a trainable skill you can access on demand. That ability to move decisively without spiraling is essential in any high-stakes environment."

-David K. Multiple Emmy Award-Winning Writer -The Daily Show CC,

"As technologists, we're naturally skeptical of anything that isn't data-driven. What surprised me about Claudine's work is that it doesn't replace data, it strengthens judgment. The principles of improvisation create an environment where leaders learn to trust their instincts without ego, and to move forward without waiting for perfect information. Decisions stop feeling risky and start feeling informed even when certainty isn't available. This work dramatically accelerates how quickly teams move from raw ideas to validated, high-quality outcomes. It's one of the most effective frameworks I've seen for turning ambiguity into momentum."

-Tom Wells, Chief Disruption Officer, Synthesis Labs

"Most leadership teams don't fail because they lack intelligence, they fail because they're afraid to be wrong. Claudine's work dismantles that fear at the root. Through improvisation, leaders learn to treat failure as information rather than identity. Mistakes become fuel for better decisions, not emotional setbacks. The result is a team that moves faster, recovers quicker, and takes smarter risks. The laughter is incidental, the real transformation is in how leaders respond when things don't go to plan."

Alex Radnitz, Chief Operating Officer, Birthmark

MORE RAVE REVIEWS

"Thank you for helping me let go of my fears and embrace confidence. I learnt how to generate ideas at lightning speed. It was truly an unforgettable experience."

— **SIYA DLAMINI, INSIGHTS TEAM LEAD, WUNDERMAN THOMPSON**

"As technologists, we're skeptical of anything that isn't data-driven, but The Humour Advantage™ is different. It's a high-speed framework for collaborative innovation... the most effective method I've ever seen for accelerating a team's journey from a raw concept to a powerful, validated idea."

— **TOM WELLS, TECHNOLOGY EXECUTIVE & CO-FOUNDER, SYNTHESIS LABS**

"Speaking to executives, I would freeze up. This course revolutionized the way I communicate. That little voice that says 'you're not good enough' is gone. Soon after, I had to present to 150 people something I'd refused to do for years and people said it was unbelievable. It's improved everything."

— **SCOTT S., COMPLIANCE MANAGER, GLOBAL INVESTMENT BANK**



AWARDS

- **40 Under 40 UK Award (2025)** – Recognising leaders who are disrupting their industries.
- **Global Recognition Award (2025)** – For "fundamentally transforming how creative professionals approach career development."
- **Mail & Guardian Top 200 Young South Africans**
- **Funny Women Awards (UK)** – Recognized Finalist
- **Two-Time TEDx Speaker**
- **SAFTA Nomination** – For excellence in comedy writing.



VERY NB!



LET'S WORK TOGETHER



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Book a call



*By Chief Comedic Officer:
Claudine Ullman*