

Gianni Ferrario

corporate jester



Actor – Playwright – Trainer and Performer

Expert in **LAUGHTER THERAPY** – creative energy and vitality booster

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About Gianni Ferrario

Gianni Ferrario is a successful Italian actor, playwright, trainer and performer working with International organizations. In his role as a *corporate jester*, he delivers experiential workshops and energising performances as part of training initiatives, corporate events and conventions.

Gianni, who comes from a managerial background, also collaborates with a variety of institutions, such as theatres, schools, hospitals and other communities to deliver his '*pills of good humour*' and encourage a positive approach to life.

He has dedicated many years to the teaching and practice of disciplines that promote internal growth, harmony and creativity. In his training applications, Gianni makes use of **LAUGHTER THERAPY** and of other extremely original theatrical techniques as ways of **recharging his audiences with energy and vitality, to enhance creativity and improve organisational climate.**

His experiential workshops and 'corporate theatre' performances combine elements of stage acting and performance with an inner self-awareness process. They are particularly valued by his audiences for their ability to generate involvement and enthusiastic participation.

Gianni has recently published a book about his methodology (Ridere di Cuore – Il potere terapeutico della risata (Laughing with all your heart: the therapeutic power of laughter) - Editore Tecniche Nuove – Milan (2006). He has also contributed chapters about the Corporate Jester methodology to the following Italian publications:

- “*L’arte della formazione*” (*The Art of Training*) – Franco Angeli - Milan (2005)
- “*Il Teatro al Lavoro – Teorie e tecniche del teatro nel mondo del lavoro*” (*Theatre at Work – Theatrical Theories and Techniques applied to work contexts*) – Comunicazioni Sociali – Università Cattolica del Sacro Cuore - Milan (2006)
- “*Scuola domani*” (*The School of tomorrow*) – Franco Angeli - Milan (2006)

Gianni has also attended International seminars and workshops delivered by world-class experts and institutions, including the following:

- “*Learning and Change*” – Delivered by Jon Grinder, one of the founders of NLP – Arezzo, Italy – November 2004
- “*Excellence in Performance*” – Delivered by Michael Colgrass, an experienced American NLP practitioner - Milan – November 2004
- “*How to generate a creative climate in a group*” – Delivered by Guy Aznar and Isabelle Jacobs, two famous French training experts – Creativity European Association - Sestri Levante, Italy – May 2004
- “*Problem-solving training*” and “*The three sources of energy*” – Delivered by Hubert Jaoui, one of the main exponents of French creativity movements from the Buffalo School - Milan – March 2005
- “*Laughter Course on Hasya Yoga*” – Delivered by Madan Kataria, an Indian doctor and founder of the International Laughter Club for the diffusion of laughter-based therapy - Milan 2002
- “*Clown Therapy*” – A series of weekly International seminars delivered by Patch Adams, the famous American doctor who has promoted several successful initiatives for the relief of hospital patients’ conditions by using humour and laughter (Locarno, Switzerland – November 2004
- “*Public Speaking and Communication: the use of theatrical techniques*” – Delivered by Meta NLP - Milan – March 2002
- “*Leadership and Love*” – A series of seminars delivered by Alessandro Chelo, the founder of the ‘Opera Club’ - Milan – April 2004



(Unicredit Group – CEE-Central Eastern Europe Convention – Teatro Massimo, Palermo - Italy ; 20 October 2006)

What **LAUGHTER THERAPY** can do for organizations

Gianni Ferrario is one of the few International trainers and performers who can manage to involve participants in his workshops and shows by creating an exciting and comprehensive communicative experience. People are made to interact with each other at every level: through their emotions, their body language and their gestures. To achieve this, Gianni makes use of techniques such as “**laughter yoga**”, **comic-therapy**, **choral singing**, **visualisation and concentration**, **vibrant and exhilarating performances to the sound of captivating music**.

The benefits of his approach include:

- Using the universal language of laughter, humour and singing to trigger a regenerating response and give vent to creative resources;
- Making it easier for people to relate to each other, by acting on the ‘vital sap’ of their deep interpersonal feelings;
- Opening up new communication channels;
- Creating empathy by removing barriers;
- Helping people to accept each other, whilst respecting their individual identities;
- Encouraging unconventional, ‘out-of-the-box’ approaches by generating new emotions and perceptions;
- Creating a joyful, optimistic atmosphere that makes people feel good with themselves and with each other;
- Helping people adopt a more joyful attitude in addressing their work and life issues.



Why it is contemporary

The language of metaphors and of play are becoming increasingly important tools in enabling people to make sense of the fast pace of today’s change. A number of recent studies, backed up by scientific research, have demonstrated the validity of training applications based on these playful and energising approaches. In particular, they have proved to be very effective at facilitating and enhancing learning processes, self-awareness and personal growth, thus benefiting people’s physical, mental and spiritual well-being.

Various branches of modern neuro-science have recently acknowledged the fact that every single cell of the human body is programmed to prove joy, and that achieving happiness is the ultimate goal of every human being. Problems arise when obstacles get in our way and stop us from achieving this goal, either totally or partially.



How it works

Gianni Ferrario's method works because it is based on a very simple principle:

If our bodies are made to enact a positive routine, then our minds will follow suit:
the motion creates emotion

Knowledge rarely turns into energy unless it is immediately associated with our emotions, thus becoming an inner experience:

emotion → *inner experience* → *knowledge* → *energy*



(Unicredit Group – CEE-Central Eastern Europe Convention – Teatro Massimo, Palermo - Italy ; 20 October 2006)

Events and Corporate Conventions

LAUGHTER THERAPY Workshops-Performances:

CHANGE Application
 Choose **H**armony **ANd** **G**ain **E**nergy

Description: Interactive entertainment training sessions.

Duration: from 20 to 60 minutes.

Suitable for audiences of all sizes, including very large groups.



(Wella – Art Hair Studios - National Convention – Grand Hotel Plaza – Rome - Italy ; 28 February 2006)

Areas of application

- Team-building and improving communication
- Increasing motivation
- Improving organisational climate and well-being



(The Florence Chamber of Commerce in collaboration with the European Commission ; Innovation Week – Florence – Italy; 30 November 2004)

Client list

Gianni Ferrario's main clients include the following:

ABB SACE

AUCHAN

CALVIN KLEIN COTY PRESTIGE

EIDOS MEDIA (Publishing Systems for News and Media Organisations)

ENEL GREEN POWER (Renewable Energy Agency – Italian Electricity Board operating globally)

IBM

INTESA SAN PAOLO (an Italian Banking Group)

KELLOGG'S

KPMG

MEDIOLANUM (an Italian Banking Group)

PIERRE FABRE

PRICE WATERHOUSE COOPERS

RABOBANK (an International Banking Group)

SDA BOCCONI (Bocconi University Business School – Milan)

SIEMENS

SKY

TELECOM ITALIA

UNICREDIT (an International Banking Group)

WELLA



(Wella – Art Hair Studios - National Convention – Grand Hotel Plaza – Rome - Italy ; 28 February 2006)

What people say about Gianni Ferrario

“Just a short note to express all our appreciation for your outstanding contribution to the success of our event. You have helped us achieve results that were beyond all our expectations, as testified by the success of your performance and the high degree of involvement of your audience.

I believe this to be the result of your great talent and careful preparation. We were faced with the complex task of offering a moment of relaxation that would also promote positive thinking and receptivity in our group. The additional difficulty of addressing the multicultural component by finding a “lingua franca” that would allow us to reach out to all our participants was also brilliantly overcome. The universal language of laughter, combined with the excellent level of English you used in your performance, allowed us to achieve all of these goals.

I must confess I was initially a bit sceptical about the impact of using your techniques with a mixed group of managers, engineers and project managers, whom I had only known in their serious and committed professional roles. I was afraid they might not be prepared to “let their hair down” during your “applications”.

*I was therefore very relieved when I witnessed the uproar that met your first intervention as Professor John Ferrer * at the beginning of the first day. In the evening, your choral singing routines offered the participants a very refreshing moment after a long and hard day. Then, the next morning, your “energy recharge” gave everybody the right boost for the second day of our event. You were also able to create an aura of expectation and curiosity in your audience right from the start: participants from different countries kept enquiring whether you were really a professor, and were all very much looking forward to the next part of your performance.*

I would like to thank you for your very professional approach and level of preparation, and for the effort you put into meeting all our requirements. Together with your deep awareness of the organisational context, they have greatly contributed to the positive outcome of an unforgettable international event.”

Massimo Barsotti - VP Marketing – **EidosMedia**, Milan, 21 January 2009
(EIDOS MEDIA is a world leader in the field of software applications for Publishing.)

** Professor John Ferrer is one of the Corporate Jester’s several professional “identities”. In this case, he takes up the role of a famous American academic who is an expert in Change Management and an Innovative Thinking guru.*



“I would like to thank you for your outstanding contribution to the success of our CEE - Central Eastern Europe Convention on the “Power of Difference” and for putting together such a wonderful and involving performance in the magical setting of Palermo’s Teatro Massimo... . In your role as a Corporate Jester you have been able to create an atmosphere of good mood, involvement, togetherness and enthusiasm. The additional difficulties involved in delivering all this in English and in the very short time that was allocated, have made your contribution even more exceptional and valued by our audiences, who have responded with a very warm collective ovation”.

Stefania Malfanti – International Institutional Relations – Unicredit Group – Palermo, 27 October 2006



(Unicredit Group – CEE-Central Eastern Europe Convention – Teatro Massimo, Palermo - Italy ; 20 October 2006)

“Aldo Fabris” Italian Training Award 2007 – Granted to the “Leadership Competencies Agorà” Project – “Passion for IBM Future”: a Workshop/Performance that was specially designed for IBM Italy. Venue: IBM Italian Headquarters in Segrate, Milan, in video-conferencing connection with IBM Rome Offices – 27 February 2007.

“Your contribution has really helped us obtain this award..... Your participation in the debate and your reflections have greatly contributed to the success of this initiative. We hope this has been for you an interesting opportunity to exchange ideas and has given you new stimuli for your future activities.”

Domenico De Masi – “Work Sociology” Lecturer- La Sapienza University – Rome - S3Stadium;
Alessandro Motta – Management Development Leader – IBM Italy
(An extract from their letter of acknowledgement dated 22 November 2007)