



## Improv “Yes, and.”

kicked off the evening with an ice breaker activity centered around a **fundamental improvisational technique called “Yes, and.”**

Communication is at the heart of content strategy and service design, and interestingly, communication is also at the heart of improv. In the “Yes, and” exercise, one person begins with a simple story that establishes a plot and setting, such as “In the year 2053, a purple elephant rode a spaceship to the store and bought a purple ball” (the crazier the story, the better, in our opinion). The next person then replies with “Yes, and ...” before continuing with the story. The premise is that participants must accept the storyline given to them (“yes”) and build on it (“and”).

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As service designers, we must do the same. Actively listening, collaborating, adapting and building on the ideas of our teammates and clients – even if those ideas appear out of the ordinary – are fundamental concepts to service design thinking. After the ice breaker, we gave a 40-minute “content-strategy-meets-service-design” presentation.

