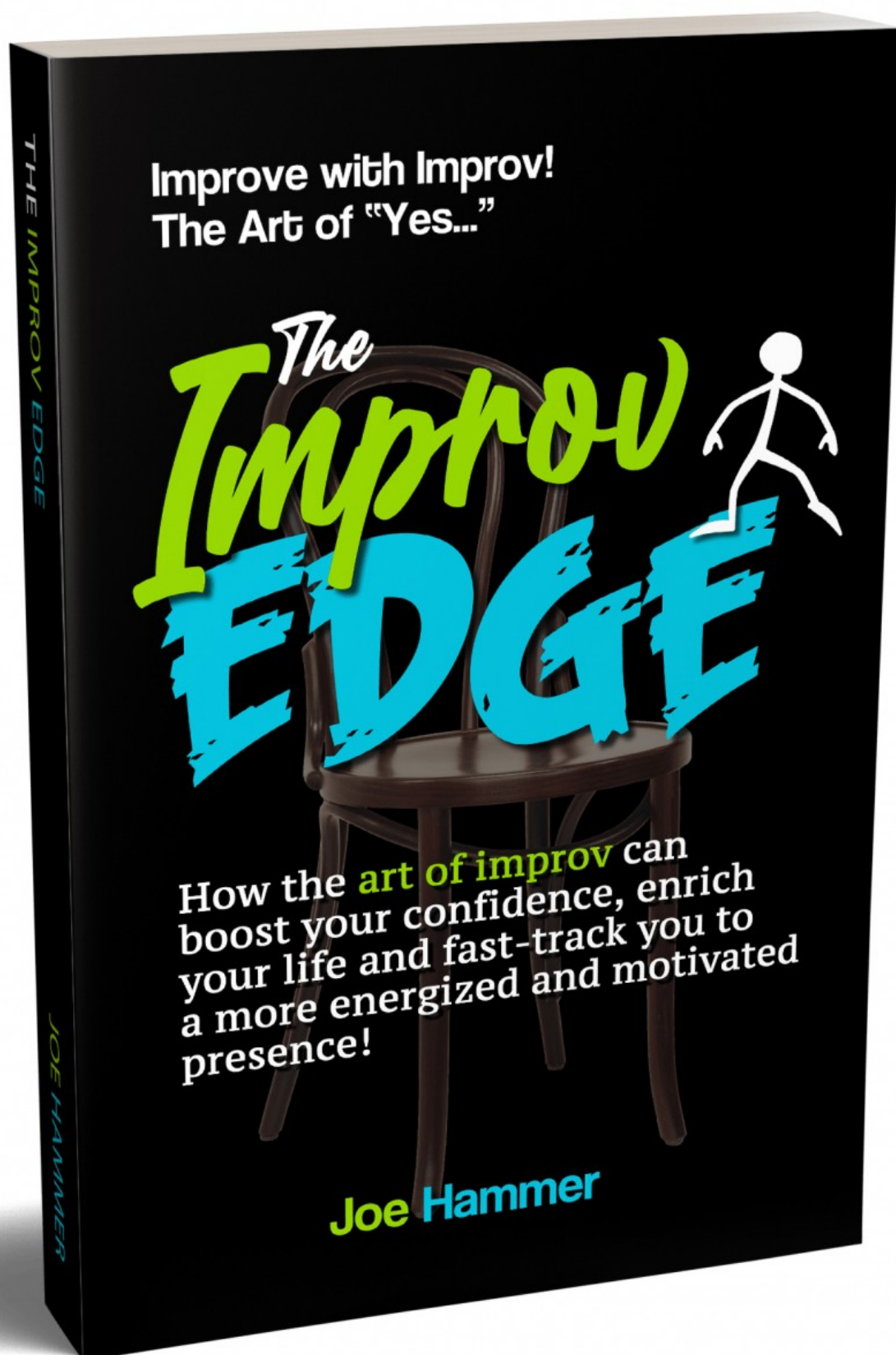


New Book Brings Tools of Improv Comedy to Covid Stress Relief

Arizona author releases new book featuring improv skills to reduce stress while increasing creativity, spontaneity, acceptance, confidence and teamwork.



Scottsdale, Oct 18, 2020 (IssueWire.com) - COVID-19 has brought many changes and uncertainty to our daily lives. From feeling sad, stressed or lonely, everyone is looking for tools to assist them in returning to normalcy.

Joe Hammer, transformation leader, marketing strategist, mentor and lifetime entrepreneur from Scottsdale, Arizona has released his new book to assist those desiring a creative return to normality... *THE IMPROV EDGE – How the Art of Improv Can Boost Your Confidence, Enrich Your Life and Fast-Track You to a More Energized and Motivated Presence!*

The Improv Edge outlines how anyone can put the principles of improvisation into their life and make positive changes through stress reduction, creativity, spontaneity, listening, acceptance, confidence building, collaborative creativity and teamwork ... and all in an active and fun way! Readers will let go of perfectionism and discover their untapped imagination, creativity and self-confidence.

Due to TV shows like *Whose Line Is It, Anyway?*, improv training has skyrocketed in popularity. Outside of the entertainment value it provides, individuals are realizing the many life-changing benefits it has to offer.

The Improv Edge promises benefits to almost anyone desiring to increase their confidence, improve their assertiveness, become better at problem solving and enjoy a more creative life. Organizations and team leaders desiring more creativity, innovation, communication, teamwork and leadership in their organization will also find the techniques in *The Improv Edge* applicable.

About the Author: Since experiencing the *Upright Citizens Brigade* in New York City decades ago, Joe Hammer continues his study, appreciation and teaching of improvisation principles, implementing them into his life, businesses and training programs. Joe is recognized as “That Small Business Guy,” and provides personal and business EXCEleration programs to progressive organizations and entrepreneurs. In addition to his business development programs, Joe has entertained corporate audiences with his unique Magic/Comedy and Stage Hypnosis shows.

For more information or to purchase a copy of *THE IMPROV EDGE*, visit www.TheImprovEdgeBook.com. If you are interested in learning improv through Joe's national online classes or local (Arizona) improv training, visit: www.TheOutcasters.com. For more information on Joe Hammer's corporate improv training programs, visit www.YourImprovCoach.com.



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