



# Improve Intelligence: Mastering Adaptability in Emergency Response

**SPEAKER**

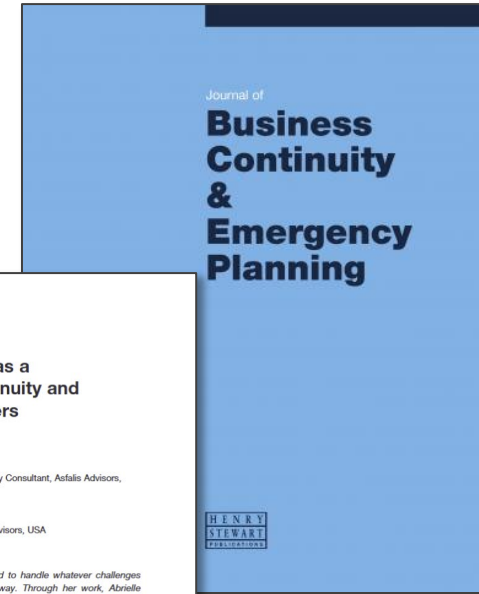
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CONNECTING RISKS THAT MATTER

# Unscripted Resilience

We “help people see so you can solve” across transportation, tourism, and sports & entertainment industries.





What are **you** hoping to get  
out of this session?



A blurred, dark-toned photograph of the Apollo 13 Mission Control room. The image shows several large computer monitors and control panels with numerous buttons and switches. A grid-like structure is visible in the upper right background. The overall atmosphere is dim and historical.

**“Houston, we’ve had a problem.”**

*Apollo 13 – Successful Failure*



# From Challenges to Capability

## Problems

1. Built for predictability, not chaos
2. Traditional training builds knowledge but not always agility.
3. Skills learned are too rigid
4. Teams can freeze or fragment under pressure.

Improv

## Solutions

1. Train for unpredictability as well as procedure.
2. Build skills in quick thinking, flexibility, and collaboration.
3. Practice adapting together before it counts.





# What is Improv?

Improvisation (“**improv**”) is creating responses in the moment without a predetermined script.

## Word Association

Quick-thinking warmup

## Yes, And

Build on ideas, don't block them

## Scene Building

Act out evolving scenarios

## Role Reversal

Step into another perspective





# Why Improv Works

01

**40% Faster, Better Decisions** – Crisis simulations improve decision speed and accuracy under pressure *(MDA Training, 2025)*

02

**Stronger Teams** – Experiential methods boost team performance by 25%, with 63% reporting better communication and 61% higher moral *(flair HR 2024, MDA Training, 2025)*

03

**Adaptive Leaders** – Experiential training raises adaptability by ~29% and leaders with high EQ deliver 37% stronger results *(MDA Training, 2025)*







# Micro-Activity: Yes, But / Yes, And

- **Step 1: Pair Up**
  - Turn to the person next to you.
- **Round 1: “Yes, But...”**
  - One person suggests a crisis action (e.g., “Let’s evacuate the building”).
  - Partner responds: “Yes, but...” + a reason it won’t work.
  - Go back and forth for 90 seconds.
- **Round 2: “Yes, And...”**
  - Same setup, but this time every response must start with “Yes, and...” Build on the idea together for 90 seconds.







# Real-World Improv Saves the Day



CONNECTING RISKS THAT MATTER





# The Improv Activity – The Infomercial Challenge

- **Draw Your Scenario:** Each team is assigned a common emergency management or crisis challenge.
- **Invent Your Product or Technology:** Something new, bizarre, or innovative to solve the problem.
- **Build Your Infomercial** (5–7 min prep):
  - Product Name
  - Tagline/Slogan
  - Key Features (the more over-the-top, the better)
  - Famous Spokesperson (real or imaginary)
  - Demo – act out how it works
- **Perform:** 1–2 min “live infomercial” for the group.







# Key Takeaways



**Plans are a  
Starting Point**



**Adaptability  
Wins the Day**



**Practice Low Stakes  
→ Perform High  
Stakes**



# Download the Improve Intelligence: Team Adaptability Toolkit

*Good problem-solvers are  
good improvisers.*

**Download the Improve Intelligence: Team Adaptability Toolkit** to assess your team's resilience, identify growth opportunities, and bring practical improv activities.



Scan me!



# Connect with me.

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# Questions?

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# THE MATRIX

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# Thank You!

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