

CATHY ROSE SALIT

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performanceofalifetime.com

EDUCATION (A NON-TRADITIONAL LIST)

- Junior HighSchool dropout. Started her own alternative school, the Elizabeth Cleaners Street School in New York City in when she was 12 years old (1970-1972)
- Summerhill Teacher Training Program (for alternative schools), with The Working Classroom as practicum (1973-4)
- Community organizing on the streets and through canvassing door to door in New York City, Atlanta, Georgia, Detroit, Michigan and San Francisco, California (1975-1979)
- Sounds of Joy Music School-- vocal jazz training (1980 - 1983)
- East Side Institute - studied with Fred Newman, Lois Holzman; postmodern Marxism, philosophy, play theory and performance studies (1989 - current)
- Improvisation Training; at the Castillo Theater, Chicago City Limits, The Magnet Theater (1991-2008)
- Developmental Philosophy Group; led by Fred Newman. A seven year, ongoing philosophy class (2004-2011)
- 92nd Street Y; Choral singing (2010)
- Business Book Boot Camp; with Sheila Heen and Doug Stone (2014)
- Omega Institute; Circle Singing with Bobby McFerrin (2017)
- Freestyle Love Supreme Academy; With members of Freestyle Love Supreme (2019)
- New York Jazz Workshop: with Michelle Walker and Marc Mommass - Vocal Jazz and ear training (2019-current)

CURRENT POSITIONS

Strategic Advisor & Executive Coach, January 2012- Present

Private practice and with Performance of a Lifetime, New York

Founder and Chief Organizer, April 2020 - Present

Global Play Brigade

Advisory Board member, January 2020 - Present

Freestyle Love Supreme Academy, New York

Associate

Taos Institute, January 2021 - Present

Board Member

Institute for New Music, January 2022 - Present

CEO Emerita, Jan 2020 - Present

Performance of a Lifetime, New York

CEO and co-founder, 1997-2019

Performance of a Lifetime, New York

Faculty, 1995- Present

East Side Institute, New York

Artistic Associate, 1991 - 2019

Castillo Theatre, New York

PERFORMING EXPERIENCE (Selected)

Vocal Jazz:

- New York City: Bar 55, A.O.C., Greenwich Music House, Village Gate, The Abbey Pub, Folk City, Bitter End, Jazz for New York Festival, Seventh Avenue South, Joe's Pub,
- The US: The Jazz Loft, Harmony Vineyards, Maridan Wine Bar, Michigan Womyn's Festival, California Women's Music Festival, Deerhead Inn,
- Internationally: San Sebastian Jazz Festival, Montreux Jazz Festival

Improvisation and Theatre:

- The Proverbial Loons (improv comedy)
- Castillo Theatre Acting Company
- The Magnet Theatre
- Performing the World
- Ars Nova
- Applied Improvisation Network

OTHER PROFESSIONAL EXPERIENCE

Guest Faculty, January 2021 - present

Virginia Polytechnic Institute and State University, Blacksburg, Virginia.

Coordinator of Applied Improvisation Network (AIN) Learning Journeys, 2019

Stony Brook, New York

Partner & Business Manager, 1996 - 2007

The Social Therapy Group

Business Manager, Barbara Taylor School 1996-1997

Assistant Director, 1995-1996

A Better Bronx for Youth

Program Director, 1993-1995

Pregnant Productions

Business Manager, 1993-1995

The East Side Center for Short Term Therapy

Operations Coordinator, 1987-1992

Committee for Fair Elections and Lenora Fulani (2) Presidential Campaigns

Executive Assistant, 1980-1992

Fred Newman, Ph.D

PUBLICATIONS

Books

Salit, C. (2016). [Performance Breakthrough: A Radical Approach to Success at Work](#). New York: Hachette.

Salit, C. (2016). [Performance Breakthrough: A Radical Approach to Success at Work](#) Japan: Takuna Shoten.

Elizabeth Cleaners Street School, Salit, C. (1972). [Starting Your Own High School](#). New York: Random House.

Book Chapters

Salit, C. (2020). [The Global Play Brigade](#). In F. Liberali, V. Fuga, U. Diegues, M. Carvalho (Eds.), *Education in pandemic times: playing with a possible world*. Brazil: Pontes Editores.

Holzman, L. and Salit, C. (2020). [Why Be Half Human? How Play, Performance and Practical Philosophy Make Us Whole](#). In Taos World Share: Taos Institute.

Salit, C. (2019). [To ace your job interview, get into character and rehearse](#). *Confidence, HBR Emotional Intelligence Series*. Massachusetts: Harvard Business Review Press.

Salit, C. (2018) What is the source of power? Relationships! In T. Andrews (Ed.), *Leadership in Uncertain Times: Wisdom from 12 business leaders*. New York: SY Partners Leadership Series.

Salit, C. (2018). [Oncology Nurses Creating a Culture of Collaboration with Improvisation](#). In C. McClure, T. Robbins Dudeck (Eds.), *Applied Improvisation: Leading, Collaborating and Creating Beyond the Theatre*. London: Bloomsbury.

JOURNALS

Salit, C. (2003) [Coach as Theatre Director](#). In T. Orlick (Ed.), *Journal of Excellence, Issue No.8, 20-41*.

Salit, C. (2012). Interview with Cathy Salit. In M. James (Ed.), [Navigating the Work Paradigm](#). Center for Creative Emergence. 61-63.

Salit, C. (2017). [Paint Your Own Performance](#). *Dialogue Review, LID Publishing*.

Salit, C. (2017). [New York Fashion Week and the Costumes We Wear](#), *New York Business Journals*.

ONLINE

Salit, C. (2021) [Playing With Masculinity and Gender Roles](#). Blog. cathysalit.com

Salit, C. (2021) [It's Time to Bring Play Back Into Elite Sports: I'm With Simone](#). Blog. cathysalit.com

- Salit, C. (2021) [Let's Be Weird Together and Change the World!](#) Blog. cathysalit.com
- Salit, C. (2021) [Play: A Vaccine for Our Spirit.](#) Blog. cathysalit.com
- Salit, C. (2021) [PLAY is Not a Four Letter Word.](#) Blog. cathysalit.com
- Salit, C. (2020) [A Ridiculous Tradition, for Fred in the New Year.](#) Guest Blog on Lois Holzman's A Psychology of Becoming Blog. loisholzman.org
- Salit, C. (2019). [Leadership, Listening, And All That Jazz.](#) New York: Medium.
- Salit, C. (2019). *3 Ways To Use Appreciation To Improve Your Employees' Performance.* Inc.com.
- Salit, C. (2017). [What If There Isn't a Real Me?](#) New York: Costco Connection Newsletter.
- Salit, C. (2017). *Get into Character and Rehearse: [Ace Your Job Interview.](#)* New York: Harvard Business Review Emotional Intelligence Series.
- Salit, C. (2017). *Objections Can Be The Best Things That Happen In A Sales Pitch. Here's Why.* New York: Medium, Huffington Post.
- Salit, C. (2017). *How To Turn Difficult Conversations Into Remarkable Business Opportunities.* New York: Medium., Huffington Post
- Salit, C. (2017). *6 Secrets From The Theatre For Giving Great Presentations (That Anyone Can Use).* New York: Medium, Huffington Post
- Salit, C. (2017). *Make Me An Offer I Can't Refuse: Secrets From The Improv World That Will Help You Close The Deal.* New York: Medium, Huffington Post
- Salit, C. (2017). *To Show Up With More Confidence, Play A More Confident Character.* New York: Medium, Huffington Post
- Salit, C. (2017). *Death By Conference Call? These 3 Tips Can Bring You Back To Life.* New York: Medium, Huffington Post
- Salit, C. (2017). *Oops...I Did It Again: How Celebrating Mistakes Can Help You Grow.* New York: Medium, Huffington Post
- Salit, C. (2017). *4 Ways To Listen That Will Help You Get More Out Of Every Conversation.* New York: Medium, Huffington Post
- Salit, C. (2017). *3 Best Ways To Deal With What Really Annoys You.* Inc.com.
- Salit, C. (2017). *4 Ways To Improve Your Ability To Lead In A Volatile World.* Inc.com.
- Salit, C. (2017). *How To Tell A Story To Make A Sale (But Not The One You Think).* Inc.com.
- Salit, C. (2017). *For First Impressions That Last, Ignore Conventional Wisdom And Skip The Small Talk.* Inc.com.

- Salit, C. (2017). *Being 'Good People' Can Help You Succeed (But How Might Not Be So Obvious)*. Inc.com.
- Salit, C. (2017). *Got Work To Do That You Can't Stand? Try Imagination Instead of Procrastination*. Inc.com.
- Salit, C. (2017). *The One Technique To Save Your Meetings And Make Them Productive*. Inc.com.
- Salit, C. (2017). *Can't Stand Networking Events? Pretend to Be Somebody Else*. Inc.com.
- Salit, C. (2017). *Meryl Streep's Acting Secret Can Make Your Professional Growth A Lot Easier*. Inc.com.
- Salit, C. (2017). *How To Use Silence To Communicate — And Negotiate*. New York: Inc.com.
- Salit, C. (2017). *Being Defensive Won't Get You Anywhere. Try This Conversation Tactic Instead*. Inc.com.
- Salit, C. (2017). *Tina Fey Knows Something Many Salespeople Don't: Objections Should Make You Happy*. New York: Inc.com.
- Salit, C. (2017). *These 6 Things That Actors Do Will Make Your Presentations A Lot Better*. Inc.com.
- Salit, C. (2017). *Make Me An Offer I Can't Refuse: How Improvisation Can Help You Sell (Whether That's Your Job Or Not)*. Inc.com.
- Salit, C. (2017). *Professional Actors Train Themselves To Exude Confidence — And So Can You*. Inc.com.
- Salit, C. (2017). *The 1 Thing You Should Always Do When You Make A Mistake*. Inc.com.
- Salit, C. (2017). *If You Master This Listening Technique, you'll Hear What People Don't Say Out Loud*. Inc.com.
- Salit, C. (2016). [Use This Theater Technique to Improve Your Next Meeting](#) Fast Company.
- Salit, C. (2016). [Performance Breakthroughs with Cathy Salit](#) Forbes.
- Salit, C. (2016). [The Becoming Principle](#), CEO World Magazine.
- Salit, C. (2016). *Why Your Next Challenging Conversation Should Be An Improv Scene*. New York: Medium & Huffington Post
- Salit, C. (2016). *Creating New Performances With The Refugee Crisis*. New York: Medium and Huffington Post
- Salit, C. (2016). *The Power Of Performance And The Performance Of Power*. New York: Medium & Huffington Post

Salit, C. (2016). *Silence Is Amazing*. New York: Medium, Huffington Post

Salit, C. (2016). *Use This Theatre Technique To Improv Your Next Meeting*. New York: Medium & Huffington Post

Salit, C. (2016). *First Jobs For Women: The One Thing They Never Tell You*. New York: Medium, Huffington Post.

Salit, C. (2016). *Moving Beyond The A-Word*. New York: Medium and Huffington Post

Salit, C. (2016). *The Five Fundamentals Of Performance*. New York: Medium & Huffington Post.

Salit, C. (2016). *Growing Through Stories*. New York: Medium, Huffington Post.

Grey, C. and Salit, C. (2011). [*Becoming a Creative Artist Who's Medium is Everyday Life*](#). Creativity in Thought Leadership Series. Innovation Management.

PRESENTATIONS

Keynote speaker, workshop leader and designer, trainer at businesses and nonprofits, conferences and professional meetings in the US and internationally. Selected listings only below. (Volume is very high during the 23 years as CEO of Performance of a Lifetime.)

2022 (all online)

Crossing Borders: Connecting Strangers Around the World Through Play. Presentation. Learning Planet Festival. January.

How to Play with Problems. Workshop presentation with Ralf Wetzel. The Global Play Brigade. April.

Play in a Liminal Space: Considering Who We Are and Who We Are Becoming. Presentation with José Carlos Barbosa Lopes. The Association for the Study of Play Conference. May.

Boston University Wheelock College of Education and Human Development. Interactive keynote. September.

Humor and Crises: The Global Play Brigade. Presentation. Humor Roundup Educational Forum, The Association for Therapeutic Humor. September.

Faculty presentation. The How of Performance Activism, East Side Institute. October.

Performing Relational Leadership: An Inside Look at Improvisational Executive Coaching. Presentation with Aimee Cardwell. The Taos Institute 2022 Gathering. November.

2021 (all online)

The Art of Listening: The Revolutionary Way to Have Conversations. Workshop presentation with Dr. Jim Martinez, co-sponsored by Cultivating Ensembles and the Global Play Brigade. May.

The Pandemic, Power, and Play. Panel presentation. Global Improvisation Initiative (GII) Symposium, 2021. June.

Breakthrough Practices of Play & Performance for Social Change, Connection & Transformation. Presentation. Play, Perform, Learn, Grow (PPLG) Conference. September.

Presentation. What in the World Wednesdays, The Taos Institute. September.

“I didn’t know I needed to play with strangers!” Rediscovering the Value of Play with the Global Play Brigade. Group presentation and workshop. Performing the World Happenings, 2021. September.

Global Play Brigade: Crossing Borders Through Tears and Laughter. Presentation. Education as Relating: A Virtual Conference, Taos Institute. November.

Curating Activistic Experiences. Faculty presentation. The How of Performance Activism, East Side Institute. November

2020 (all online)

The Power of Play. Keynote address. Youth Arts Festival, Chengdu, China. May.

The Global Play Brigade. Group presentation. Performing the World Happenings, 2020. August.

Building the Viable Unheard Of During the Pandemic. Keynote address. SAIC - Simpósio ação cidadã (Acting as Citizens Symposium), São Paulo, Brazil. November.

Global Pandemic, Global Efforts: The Role of the Arts in Eradicating Harmful Traditional Practices. Panelist. 1st International Virtual Conference on Harmful Traditional Practices. Africa. December.

2019 (selected)

Building Ensembles and Growing Collaboration. Keynote and two-day workshop. Consumer Products and Development Group in Technology, American Express. Phoenix, AZ. February and April.

Managing Change and Uncertainty. Keynote and two day workshop. Human Resource Leadership Team conference, Wabtec. New York City. May.

Performing Who You’re Not. Workshop with David Nackman and Marian Rich. Global Improvisation Initiative (GII) Symposium. London, England. May.

Gender and Identity. Panel. Global Improvisation Initiative (GII) Symposium. London, England. May.

What’s the Science Behind Performance and Development? Keynote and workshops. All Stars Project Staff Retreat. New York City. August.

Talking about Applied Improvisation. In conversation with Daniel Pink. [Video Keynote](#). Communicating Beyond Borders and Barriers: Applications of Improvisation in Society. Applied Improvisation Network/Alan Alda Center for Communicating Science Global Conference, Stony Brook University. Stony Brook, NY. August

Brains, Bodies and Becoming: There’s More to the Science of Improv Than You Think. Keynote.

Communicating Beyond Borders and Barriers: Applications of Improvisation in Society. Applied Improvisation Network/Alan Alda Center for Communicating Science Global Conference, Stony Brook University. Stony Brook, NY. August

The Becoming Principle. Keynote. Human Resource Breakfast Roundtable. Pfizer. New York. September.

The Art and Science of the Becoming Principle: A Crash Course in Living Life More Creatively. Keynote/one-day workshop. East Side Institute. New York. October.

Showing up as a Leader. Keynote. Guest Faculty. Parsons Design at the New School. New York. October.

2018 (selected)

Performing with Influence, Presence and Impact. Workshop presentation. Financial Women's Association Emerging Leaders Forum. New York. February.

At the Risk of Seeming Ridiculous. Keynote. Fifth International Congress: Consciencia: Ciencia y Espiritualidad, Consciencia Congress. Puebla, Mexico. March.

Creativity, Change and the Competitive Edge. Keynote. Simmons Women's Leadership Conference. Boston, Mass. April.

Embracing Disruption and Change. Presentation with Mary Catherine Bateson. 92nd Street Y Speaker Series. New York. May.

Breaking Barriers Through Performance and Improvisation. Keynote. International Coaching Week, International Coaching Federation (ICF). New York. May

Change, Creativity, and the Competitive Edge. Keynote. Million Dollar Roundtable Conference. Los Angeles, CA. June.

The Performance of Inclusion. Keynote. Dive Festival: The Festival for Diversity and Inclusion in Insurance. Bermuda. September.

Performing Your Way to New Possibilities. Keynote with Sevanne Kassarian. Citibank Retail Services Conference for Top 100. Chicago, Illinois. October

2000-2017

As a keynote speaker, workshop leader/trainer/designer, delivered over 1500 presentations and workshops. Selected companies and organizations include:

Nike (Portland, Istanbul,), American Express (NY, London), Johns Hopkins Hospital (Baltimore, MD), PwC (NY, NJ, London), ArcelorMittal (Brazil, South Africa) The US Olympic Committee (Colorado Springs, CO), ANZ (Melbourne, Sydney, AUS), Infosys (London, Bangalore, India), The United States Mint (Virginia), Fast Company (Orlando), Barclay's Bank (Oxford, England), American Psychological Association Consulting Conference (Florida), Consumer Reports (Tarrytown, NY).

Podcasts, Webinars and Radio

2021

November, [Bring Play Back Into Elite Sports](#). The Playful Life with host Anthony Trahair.

August, [A Prescription for Play](#). Unlocked radio show with host Madelyn Blair.

May, [Let's Be Weird & Change the World](#). All Power to the Developing podcast with the East Side Institute.

March, [Your Workplace is a Stage. Learn to Master It](#). Unleashed podcast with host Jeff Tetz.

2020

July, [PlayGrounding interview on the Global Play Brigade](#), host Kara Fortier, interviewed with Dr. Fernanda Liberali

February, Innovabiz interview on [How to Create Performance Breakthroughs in Life and Work](#), host Jurgen Strauss

2016-2019 (Links and details to come)

Work, Life, Play Podcast with Aaron McHugh

The Unmistakable Creative Podcast

Orlando Magic Podcast with Pat Williams

Plaid for Women podcast

Relaunch w Joel Boggess

Relationship Alive! w Neil Sattin

School for Startups podcast

SalesForce Quotable podcast

Mandatory Cocktail Hour

Accelerate Podcast

Second Stage Podcast

Intrepid Media Business Radio

Inflection Point

Business Insanity Talk Radio

Out of Your Comfort Zone Webinar w Wanda Wallace

The Unconventionalists with Mark Leruste

Bring It Podcast

The Art of Charm podcast

Inc 5000 Podcast

WBECS Pre-Summit - Being Who You Are Not Yet Webinar

Soundview Live Seminar - Break Through to Your Peak Performance Webinar

MILE Webinar: How to Be Who You Are Not...Yet

EDUCATIONAL VIDEOS

[Introduction to the Global Play Brigade](#) The Global Play Brigade (2021)

[Ode to Front Line Workers](#) The Global Play Brigade (2020)

[The Performance of Resiliency in Nursing](#) Baltimore, MD: Performance of a Lifetime and The Johns Hopkins Hospital (2010)

SOCIAL MEDIA

Global Play Brigade Newsletter, Globalplaybrigade.org.

Cathy Salit on [LinkedIn](#)

Awards

For Performance of a Lifetime, 5000 Fastest Growing Company List, Inc Magazine for years 2015, 2016, 2018

All Stars Women's Leadership Award, Lincoln Center, All Stars Project 2016

PROFESSIONAL ASSOCIATIONS

Applied Improvisation Network (AIN)

Taos Institute Associate

International Coaching Federation (ICF)