

PLAYBILL

KRAIG KLEEMAN ENTERTAINMENT



The Second City

ROCK THE C-SUITE

ENTERTAINMENT WITH A MESSAGE

THE SECOND CITY PRESENTS

ROCK THE C-SUITE

with Kraig Kleeman

PAGE



4 Kraig Kleeman

Best-selling author and world-renowned expert on prospect outreach. Originator of The Must-React System. Advocate for the global democratization of wealth.



5 Prizefighter

Chicago-based rock band performing creative iterations of popular songs. First set includes Karry Kleeman as VIP featured artist.

“I... I BELIEVE IN LOVE.”

- Bono
Rattle and Hum, 1982



PAGE



12 Kelly Leonard

Kelly Leonard tells a brief but memorable history of The Second City



Second City Improv Scriptless Performance

Sit back and prepare to laugh your socks off with the talented comedians of The Second City



14 I Want My DBD

The first rock music video dedicated to the tech industry



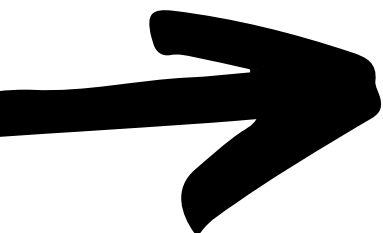
The Three Men I Admire Most

A short talk by Kraig Kleeman



16 Keep Rocking

Prizefighter returns including DDD as VIP featured artist



ORDER OF

EVENTS

A LETTER FROM

KRAIG KLEEMAN

Thank you for attending *Rock The C-Suite!*

I am a lover of the performing arts. I practically revere the writings of Anton Chekhov. I am not at all surprised that Bob Dylan is the only American songwriter in history to be awarded *The Nobel Prize* in Literature for having created new poetic expressions within the great American song tradition.

Every venue, every stage, every recording studio, every movie set, every performance - is its own special art form. I often feel that the most powerful form of communication is, and always has been, the arts. Why do we miss this so often in business and finance?

I dedicate this evening as a celebration to my tech and finance friends who are making an impact in the great city of Chicago. Your work is remarkable, and the outcomes that you create are exceptional. Thank you again for attending!

Kraig Kleeman



PRIZEFIGHTER

YOU NEED HEADCOUNT

Music written by Led Zeppelin

Lyrics written by Kraig Kleeman

You need headcount
Just the right amount
I'm gonna save ya'
Get ya' bailed out
Your entire workforce
A-brother you need it
I'm gonna give you headcount
I'm gonna give you headcount

Want a new D-B-D
Want a new D-B-D
Want a new D-B-D
Want a new D-B-D

You were growin'
And baby it's now slowin'
All them SQLs baby, baby
Have stopped flowin'
A-way stronger workforce
A-buddy you need-ah
I'm gonna give you headcount, ahhhhhh
I'm gonna give you headcount ahhh oh

Want a new D-B-D
Want a new D-B-D,
Want a new D-B-D
Want a new D-B-D

You need headcount
Just the right amount
I'm gonna save ya'
Get ya' bailed out
Your entire workforce
I'm gonna' give ya headcount
I'm gonna give you every ounce of headcount
I'm gonna give you my headcount
Yeah, Alright

Want a new D-B-D
Want a new D-B-D
Want a new D-B-D
Want a new D-B-D

Build a Big Pipeline
Brother, you need, yeah
Deee Beee Deee

Goodbye BDR
Found a new backup plan

DBDs baby
DBDs baby
DBDs baby
DBDs baby
Ah-keep your DBDs baby

BEHIND THE LYRICS

The music behind You Need Headcount is compositionally similar to Led Zeppelin's Whole Lotta' Love. The original tune is surrounded in controversy. In a lawsuit settled in 1985, a court held that the song was intentionally stolen from a 1962 Muddy Waters tune called You Need Love written by Willie Dixon. Notwithstanding, we respect Led Zeppelin, and Jimmy Page's hard-hammering guitar riffs as its own uniquely creative work.

Kraig wrote the derivative lyrics out of respect for the pain and uncertainty that tech companies face during wildly changing market forces. Notice the somewhat humorous, somewhat descriptive lyrics from verse two of the song.

Verse Two

*You were growin'
And baby it's now slowin'
All them SQLs baby, baby
Have stopped flowin'
A-way stronger workforce
A-buddy you need-ah
I'm gonna give you headcount, ahhhhhh
I'm gonna give you headcount ahhh oh*

PRIZEFIGHTER

BDR BITES THE DUST

Music written by Queen

Lyrics written by Kraig Kleeman

BDR gets hired by you
Says he wants to grow
LinkedIn profile not so bad
Onboarded ready to go
Are you ready hey are you ready for this?
Are you hanging on the edge of your seat?
From his iPhone recruiters rip
You are now dog meat yeah

A BDR bites the dust
A BDR bites the dust
And a BDR's gone and a BDR's gone
A BDR bites the dust
Hey they gonna get you too
A BDR bites the dust

How do you think I'm going to get along
Without you when you're gone
You took me for everything that I had
And left me on my own
Are you happy are you satisfied?
How long can you stand the heat
From LinkedIn the recruiters ripped
I am now dog meat.. Lookout

A BDR bites the dust
A BDR bites the dust
And a BDR's gone, and a BDR's gone
A BDR bites the dust
Hey they gonna get you too
A BDR bites the dust

Hey
Oh take it - Bite the dust. Get a Playbook.

Hey
A BDR bites the dust
A BDR bites the dust OWWW, A BDR bites the dust HEY HEY
A BDR bites the dust Go awaaa-aaaaa-aaaaaaay
(in place of Haaaaayaaaayaaaay)
Who Cares?

There are plenty of ways that you can hurt our team
And bring us to the ground
You can beat us
You can cheat us
You can treat us bad and leave us
When we're down
But I'm ready yes I'm ready for you
I found a DBD
Out of LinkedIn recruiters rip
No longer will they hurt me, aaaaah yeahhhh

A BDR bites the dust
A BDR bites the dust
And a BDR's gone
And a BDR's gone
A BDR bites the dust yeah
Hey they gonna get you too
A BDR bites the dust

Yeah..aaahh

BEHIND THE LYRICS

The music behind BDR Bites The Dust is constructed from Queen's Another One Bites the Dust. Kraig gives credit to the late singer and songwriter Freddie Mercury for his exceptional creativity. The lyrics are inspired by the workforce challenges currently existing in the USA. Notice the hard-hitting, yet relevant lyrics found in verse one.

Verse One

*BDR gets hired by you
Says he wants to grow
LinkedIn profile not so bad
Onboarded ready to go
Are you ready hey are you ready for this?
Are you hanging on the edge of your seat?
From his iPhone recruiters rip
You are now dog meat yeah*

PRIZEFIGHTER

DBD SAVED THE DAY

*Music written by The Beatles
Lyrics written by Kraig Kleeman*

DBD, you saved the day.
Your work ethic, makes it better.
Remember, you play a vital part
Pipeline will start producing better.

DBD, don't be afraid.
You were made to find personas.
The minute you learn ZoomInfo,
Then you will show, your skills are better.

And anytime you feel the pain, DBD, refrain,
Sequences rest upon your shoulders.
BDRs who quit are fools, you play it cool
By making good news for our shareholders.

Deee Beee Deee, Deeee Beee Deee

DBD, you never frown.
You work hard, you are dependable.
Remember, you replaced a BDR,
With a new start, you made things better

ZoomInfo get logged in, DBD, begin,
You have tech stack tools, to perform with.
And don't you know that it's just you, DBD, you'll do,
The outcomes we need are on your shoulder.

Dee Bee Dee Dee Bee Dee

DBD, you've saved the day.
Your work ethic, makes it better.
Remember, you play a vital part
Pipeline will start producing better.

Better better better better better better, ohhhh,
nah, nah, nah, nah, nah, nah DBD
nah, nah, nah, nah, nah, nah DBD

D B D. D B DD B D, DBD
D B D. D B DD B D, DBD
D B D. D B D D B D, DBD
D B D. D B DD B D, DBD

BEHIND THE LYRICS

The music behind DBD Saved the Day adopts the composition of Hey Jude by The Beatles. Hey Jude is a song of both hope and tragedy, all at once. Beatles member John Lennon left his wife for the Japanese artist Yoko Ono. The tune evolved from a ballad Paul McCartney wrote to comfort Julian Lennon, John Lennon's son during this fragile time. The lyrics encourage a positive outlook on a sad situation, while also encouraging "Jude" (Lennon) to pursue his opportunities to find love.

Kraig wrote the lyrics to this song due to the tragedy associated with the decline in the USA labor workforce. The song also identifies hope associated with adopting a specialized, ready-made global workforce.

The lyrics in verse two, for example, are designed to express tension and hope: Tension associated with current shifting talent markets. Hope derived from the emergence of the global Digital Business Developer (DBD).

Verse Two

And anytime you feel the pain, DBD, refrain, Sequences rest upon your shoulders. BDRs who quit are fools, you play it cool By making good news for our shareholders.

PRIZEFIGHTER

LET DBD

Music written by The Beatles

Lyrics written by Kraig Kleeman

Featuring special guest appearance by Karry Kleeman

The workforce is in times of trouble,
Sales Leaders come to me
Seeking words of wisdom, D-B-D
And when you can't find headcount
It is standing right in front of you.
A new global workforce, DBD

D-B-D D-B-D D-B-D D-B-D
Time to build pipeline, D-B-D

And when the broken BDR model fails to
produce results
There will be an answer, D-B-D

For those who need headcount, there is still
a chance that they will see
There will be an answer, D-B-D

D-B-D D-B-D D-B-D D-B-D
Time to build pipeline, D-B-D

And when the pipeline is cloudy, there is still a
light that helps me see
Shine until tomorrow, DBD

We wake up to the sound of growth, D-B-Ds
work magic for me
They fixed my entire pipeline, D-B-D (eeee, yeah)

D-B-D D-B-D D-B-Dyeah D-B-D
Finally an answer, D-B-D (eeee)
D-B-D D-B-D D-B-D yeah D-B-D
We have found the answer, D-B-D (eeeeee)

D-B-D D-B-D D-B-D yeah D-B-D
Finally an answer, D-B-D (eeee)
D-B-D D-B-D D-B-D yeah D-B-D
We have found the answer, D-B-D (eeeeee)



SPECIAL GUEST

Karry Kleeman

Although he says he won't quit his day job, Karry is an accomplished musician and a Beatles fanatic.

What's more...

He and his wife raised five beautiful daughters in Chicago, but also in Zurich and London. Karry has formed a house rock band with every tech company he has joined. Karry has proven that nice guys actually can finish first.

PRIZEFIGHTER

LET DBD

Music written by The Beatles

Lyrics written by Kraig Kleeman

Featuring special guest appearance by Karry Kleeman

BEHIND THE LYRICS

The music behind Let DBD is adapted from Let It Be by The Beatles.

Paul McCartney has stated that the inspiration for Let It Be resulted from a dream he had about his mother, who died of cancer when he was fourteen years of age. According to McCartney, the vivid dream occurred during a time of tremendous turmoil for The Beatles as a band. In the dream, his mother calmly and clearly stated, "It will be all right, just let it be," stated McCartney in a public interview. "It was great to visit with her again," he continued. "I felt very blessed to have that dream. That dream got me writing Let It Be."

Kraig wrote the song as an inspiration for each of us to observe how hardship, tragedy – even death – can stimulate us to find hope and achievement in both our professional and personal lives.

Kraig also wrote the lyrics with hope that one day, his blood brother and best friend, Karry Kleeman would perform the song onstage.

Finally, Kraig chose the song as part of Rock The C-Suite to underscore the mystery and solemnity of dreams themselves.

*For God does speak—now one way, now another—
though no one perceives it.*

*In a dream, in a vision of the night,
when deep sleep falls on people
as they slumber in their beds,
he may speak in their ears
and terrify them with warnings,*

- Job 33:14 - 16

PRIZEFIGHTER

TALENT IS NOWHERE

Music written by The Bee Gees

Lyrics written by Kraig Kleeman

Well, I can tell by your disloyalty
You're a BDR, I don't need you
Live your life on Instagram
Smartphone, always in your hand
And now it's alright, it's okay
Digital child looks the other way
We can try to understand
Wifi's effect on a young man

Yer hangin' out on Tinder, probably swindler
I need a DBD, a DBD
Talent pool breakin', HR be shakin'
I need a DBD, a DBD
Ah, ha, ha, ha, I need a DBD, a DBD
Ah, ha, ha, ha, Deeee Beeeeee Deeeeeeeee-
eeeeeeee-eeee
I need a DBD

Well now, all day long, you get high
Always have yer vape, at least you try
Got the stench of beer pong on your shoes
With your severance, you just can't lose
You know it's alright, it's okay
Double unemployment is on its way
We can try to understand
Wifi's effect on a young man

Yer hangin' out on Tinder, probably a
swindler
I need a DBD, a DBD
Talent pool breakin', HR be shakin'
I need a DBD, a DBD
Ah, ah, ah, ah, I need a DBD, a DBD
Ah, ah, ah, ah, I need a Dee Bee
Deeeeeeeeeeeee-eeee-eeeeeee
Oh

Talent is nowhere,
Talent is nowhere
I need a DBD
I need a DBD, yeah
Talent is nowhere, I need a DBD, yeah
I need a Deee Beee Deee

Well, I can tell by your disloyalty
You're a BDR, I don't need you
Live your life on Instagram
Smartphone, always in your hand
And now it's alright, it's okay
Digital child looks the other way
We can try to understand
Wifi's effect on a young man

Yer hangin' out on Tinder, probably a swindler
I need a DBD, a DBD
Talent pool breakin', HR be shakin'
Need a DBD, a DBD
Ah, ah, ah, ah, need a DBD, a DBD
Ah, ah, ah, ah, D B Deeee - eeee -eeee
I need a DBD

Talent is nowhere, somebody help me
I need a DBD
Talent is nowhere, I need a DBD
I need a Deee Beee Deee
Talent is nowhere, somebody help me
I need a DBD, yeah
Talent is nowhere, somebody help me, yeah
Need a DBDeeeeeeee
Talent is nowhere, somebody help me
I need a DBD

PRIZEFIGHTER

TALENT IS NOWHERE

*Music written by The Bee Gees
Lyrics written by Kraig Kleeman*

BEHIND THE LYRICS

The music behind Talent is Nowhere is adapted from Stayin' Alive by The Bee Gees.

Before the motion picture Saturday Night Fever even had a title, The Bee Gees were enlisted to write music for the show. At the time of composing and recording the music, their only background for the film was a New York cover story about disco mania. "The subject matter of Stayin' Alive is actually quite serious," states songwriter Barry Gibb. "It's about survival in the streets of New York; people crying out for help."

Kraig is aware that the lyrics he composed for Talent is Nowhere appears humorous on the surface. He is quick to point out, however, that the song is really intended as a lamentation for our youth, born into a largely digital age. While the vast, global commercialization of the internet has produced immeasurable efficiencies, the lyrics reflect difficulty with reconciling this reality against its adverse social affects. Kraig's intellectual struggle was a sincere motivation for the piece. Notice the lyrics in Verse One.

*Live your life on Instagram
Smartphone, always in your hand
And now it's alright, it's okay
Digital child looks the other way
We can try to understand
Wif's effect on a young man*

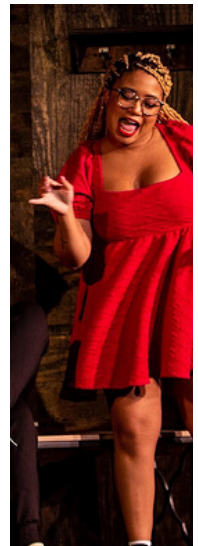
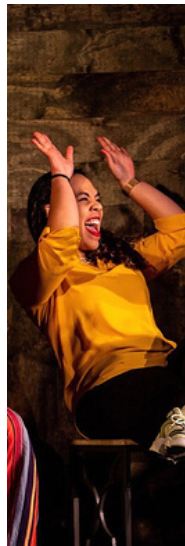
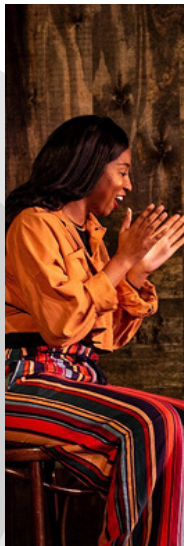
The Second City



A BRIEF HISTORY OF SECOND CITY

by Kelly Leonard

Kelly Leonard began his Second City career in 1988, eventually becoming producer of Second City in 1992 and Executive Vice President through 2015. He has produced hundreds of original revues with talent such as Stephen Colbert, Tina Fey, Keegan Michael Key, Seth Meyers and Amy Poehler. His book, "Yes, And," received rave reviews in Vanity Fair and the Washington Post. He co-leads a new partnership with Booth School at the University of Chicago that studies behavioral science through the lens of improvisation. He is a popular speaker, appearing at Aspen Ideas Festival, Chicago Ideas Week and TEDxBroadway and hosts the Second City Works/WGN Podcast "Getting to Yes, And."



The Second City

IMPROV SCRIPTLESS PERFORMANCE

by Second City



Give it up for The Second City! This is an interactive, scriptless, completely improvised show where everything will be made up--right on the spot!



Special Guest Appearance

Tonight's performance features a special guest appearance by Glenn Trout!

Glenn Trout

Chief Executive Officer at Source Intelligence



A music fan with zero musical talent

- Glenn currently resides on the Floribama Shore
- Southern Ohio Native
- Huge Bengals fan and his father was the FIRST Bengal Mascot
- Glenn loves both the Cubs and the Reds which turns out is not a conflict, because they have never been good at the same time

I WANT MY DBD

ABOUT THE VIDEO

A note from Kraig

I am pleased to debut “I Want My DBD”. To my knowledge it is the first rock music video dedicated to the tech industry. It is intended to be a blend of humor and tension, all at once.

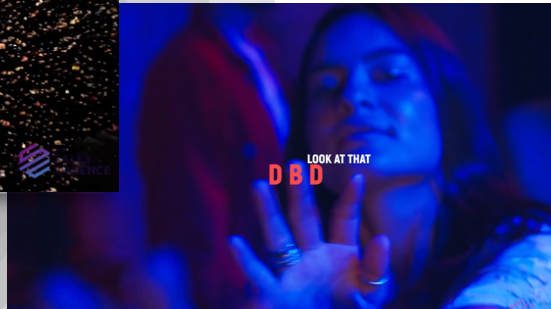
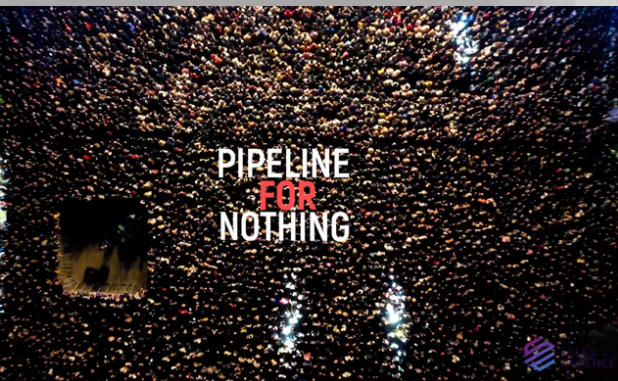
After years of self-taught video production, I finally gained confidence to architect a professional production. You know, something that might make good ole’ Mom smile. Something visceral. Something with gusto!

My heart leaps with joy at the prospect of bridging a global workforce within the function of sales. This workforce trend helps remedy the talent acquisition and retention challenges. What’s more, it democratizes wealth, globally.

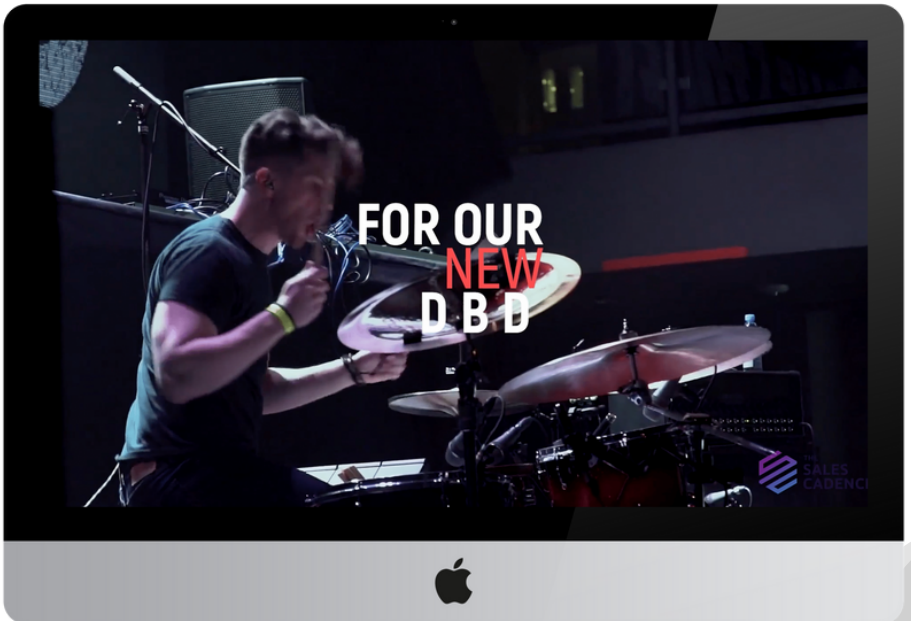
As Sir Paul sings, “And in my hour of darkness, she is standing right in front of me.”

I hope you enjoy the video!

Kraig Kleeman



A ROCK MUSIC VIDEO



PRIZEFIGHTER

ONE WORKFORCE

Music patterned after U2 with Mary Blige Collaboration

Lyrics written by Kraig Kleeman

Featuring special guest appearance by DDD

Is talent getting better?
Filling headcount impossible?
Will it make it easier on you now?
If You hire a DBD?
You say...
One pool...
Of talent...
I say...
More...
Global...
Workforce...
You get to use it
But are you using it?

BDRs disappoint you?
Or leave a bad taste in your mouth?
Is it time to reconsider
So your investors will not pout?
Well... There's still time... to fight
Pipeline can still ignite
DBDs are not the same
They get to fix your pipeline, fix your pipeline

Deee. Beee Deee.
Deee Beee Deee
Deee. Beee Deee.
Deee Beee Deee

Have you come here for talent?
Have you come 'cuz sales are down?
Have you come here to get Veeeeee Ceeeee
To remove their frown
Investors ask too much? More than a lot
They gave you cash, now it's all you got

Build better with the DBD
Pipeline will soar
and you will be free

I say culture is a temple, people a higher law
People are sacred, they are the higher law
You try to recruit them, but then you just crawl
Investors can't be holdin' on to what you got
Cuz all you got is hurt

One goal, one world
One globe, you got to do what you should

One world, with each other
Sisters, and my brothers
One people and we are the same
We got to create wealth, across the globe

One workforce



SPECIAL GUEST

DDD

Dan Dal Degan is a music fan with an increasingly deep appreciation for the power of a great song to inspire and unite us.

Dan is also a...

- * husband of 32 years and father of 5
- * native Chicagoan
- * fan of U2, Fighting Illini, and deep dish pizza
- * private equity investor and former software CEO

PRIZEFIGHTER

ONE WORKFORCE

Music patterned after U2 with Mary Blige Collaboration

Lyrics written by Kraig Kleeman

Featuring special guest appearance by DDD

BEHIND THE LYRICS

The music behind One Workforce is derived directly from One by the Irish rock band, U2.

In anticipation of a reuniting city and a new Europe, the band arrived in Berlin on the eve of Germany's reunification to begin recording Achtung Baby. Notably, the band experienced sizable conflict over their musical direction during the recording sessions. Every band member has acknowledged that the Berlin sessions were nearly aborted, and potentially the end of the band.

After much frustration, and while attempting to inspire creative unity, the band tried a few different chord progressions. The band's producer encouraged the Edge to play two separate sections from prior works sequentially, which was the beginning of a new flow. The band decided to improvise from that flow, together. All at once, a breakthrough was achieved. According to the Edge, "Suddenly something very powerful was happening in the room. Everyone recognized it was a special piece. It was like we'd caught a glimpse of what the song could be. Shortly thereafter, the improvisation was developed into One." Bono recalls that "the melody, the structure – the whole thing was done in 15 minutes."

Kraig has served as director on boards for organizations that provide shelter, health and spiritual care for abandoned children in economically challenged nations like Brazil and The Philippines. He has had a lifelong vision to crush cycles of poverty, and to assist with the global democratization of wealth. Through his latest venture, Kraig has begun to experience the beginnings of the fulfillment of that vision. He wrote the lyrics to One Workforce as a reminder that "what is" can be transformed into "what can be." Notice the lyrics in the outro of the song.

*One goal, one world
One globe, you got to do what you should
One world, with each other
Sisters, and my brothers
One people and we are the same
We got to create wealth, across the globe*

Kraig Kleeman is a best-selling author and world-renowned expert on sales process, sales transformation, and prospect outreach. Kraig has consulted with more than 150 companies, from start-ups to Fortune 500 titans using his proprietary methodology entitled The Must-React System.™

Kraig's proven outreach campaigns incorporate the arts – cartoons, imagery, music, celebrity influencers - that drive first-time meetings with velocity.

Kleeman was Managing Partner of Talent Development for two large-scale BPO/Call Center operations in SE Asia for more than 10 years. From that rich experience, Kraig has cultivated a world-class network of WFH, SaaS-literate, global professionals.

When asked about his greatest professional accomplishment, Kraig fondly delights that his clients have informally designated him as "The World's Greatest Cold Caller."


**SCHEDULE A CALL WITH KRAIG.
SERIOUSLY. HE'S GREAT.**



SCHEDULE A CALL



"KRAIG KLEEMAN ISN'T JUST A SALES
EXPERT. HE'S A ROCK STAR."

- BONO 

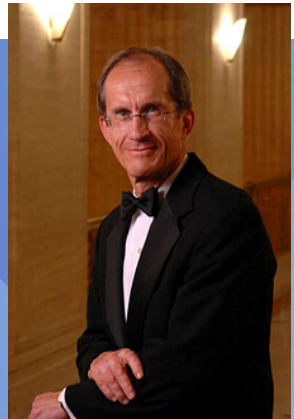
KRAIG KLEEMAN'S VISION

It's time to ditch the traditional BDR sales model. Eliminate talent acquisition & retention challenges. Drop the headaches of recruiting. A new specialized workforce has emerged: The DBD (Digital Business Developer).

This global workforce is available at scale. Highly trained and highly specialized, this team can be deployed as your dedicated staff immediately. They are certified in tools like ZoomInfo, Sales Navigator, HubSpot, SalesLoft, Salesforce, and many more.

Ready to be productive on day one, DBDs are skilled at conducting persona-research, digital outreach, and cold calling campaigns with precision. Further, outreach playbooks that lead with creative art forms, far outperform traditional business communications styles. When married with your smaller in-house BDR team, you will reduce your headcount spend by more than 50%. Your pipeline will soar!

Say goodbye to the free-falling BDR labor market. Catch Bono's vision of defending the poor of the earth. Catch Dick Kiphart's vision of reducing global mortality rates. Catch Kraig Kleeman's vision to democratize wealth globally.



THANK YOU

