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Four Day Weekend named TCU entrepreneur-in-residence – Robert Philpot

Fort Worth improv troupe Four Day Weekend has been a fixture in Sundance Square and DFW for nearly 20 years. They've performed for Presidents Barack Obama and George W. Bush. They toured Europe in 2015 to entertain U.S. troops, and they've played locations as diverse as Paris and Malaysia.

They even helped DFW.com with a visitors' guide when the NCAA Final Four and NASCAR's Duck Commander 500 converged on DFW for one sports-mad (well, even more sports-mad) weekend in April 2014.

And they not only do their stage performances, but they do a lot of performances for companies, entertaining and lending a hand during corporate workshops. The Fort Worth Chamber of Commerce even once named them Small Business of the Year.

So the fact that they've been **named the newest entrepreneur-in-residence at TCU's Neeley School of Business** isn't as surprising as it might sound on the surface.

Four Day Weekend — featuring co-founders David Ahearn, David Wilk, Frank Ford and others — springs its improv off of audience suggestions, and they never turn an idea down, building on each suggestion. They say they're bringing that spirit of creativity and open-mindedness to their new role at TCU.

“We understand the importance of listening, building on the pertinent information of partners and being open to the ideas of others,” Ahearn said in a release, “skills we will teach through the **TCU Neeley School's entrepreneurship program** in an innovative, interactive and humorous format that resonates with students and professionals.”

The entire troupe, which also features Oliver Tull, Troy Grant, music director Ray Sharp, Joshua Roberts, Anthony Bowling and Andrew Hamer, will contribute.

The troupe will host student workshops and produce a video-education series to help form new ideas, sprouting from their improv philosophy of “Yes, and ...,” which is also a business philosophy that led to more shows (lots more — originally, Four Day was supposed to last only six weeks), more of a percentage of the profits, a bigger venue and more.

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TCU Laughs It Up With Four Day Weekend – by Editorial Board

At nearly 19 years of age, it's high time Four Day Weekend went to college.

From their beginning in the long-gone Casa on the Square theater downtown, the members of the Fort Worth-based improv comedy troupe have taught audiences to lighten up. Now they are taking their success to Texas Christian University.

Four Day Weekend is the **new entrepreneur-in-residence at the TCU Neeley School of Business**, training business leaders how to listen and react quickly the same way improv comedians David Ahearn, David Wilk and Frank Ford do every weekend night in one of America's longest-running comedy shows.

When Four Day Weekend came downtown in 1997, the show was supposed to last six weeks. With Ahearn as emcee, Wilk as straight man and Ford and others as characters, they have become the city's celebrities-in-residence.

They're perfect for TCU. Considering the price of oil, everyone in business needs a good laugh.