

Leading with Laughter:

Using Humor to Reduce Stress and Boost Performance



1



AATH Association for Applied and Therapeutic Humor

Humor Helps



2

A Few Benefits of Humor & Laughter

- Lowers Blood Pressure
- Decreases Muscle Tension
- Increases Pain Tolerance
- Boosts T-Cell Production
- Decreases Inflammation
- Massages Internal Organs



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Humor & Leadership



More **supportive** & approachable
(Southern Speech Communication Journal, 1988)

Builds **credibility**
(Journal of Applied Communication Research)

Reduces social distance
(Communication Reports, 1999)

4

Best Leadership Traits:




Work Ethic & Sense of **Humor!**

5

Funny Fact:

Humor Boosts Productivity

People who watched funny videos on their break were **twice** as productive afterward as those who took breaks with no humor.
-Journal of Business Psychology



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**Humor
Decreases Stress**



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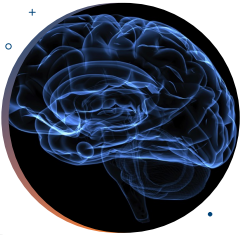
Funny Fact:

Just the **anticipation of humor** can lead to a 39% decrease in stress


-American Physiological Society. Research by Dr. Lee Berk et al. Cornell University



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Dopamine
Oxytocin
Serotonin
Endorphins




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Lead by example
Ask for help
Fun over funny
Tell your story
Earn it
Rituals




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Chronic Seriousness

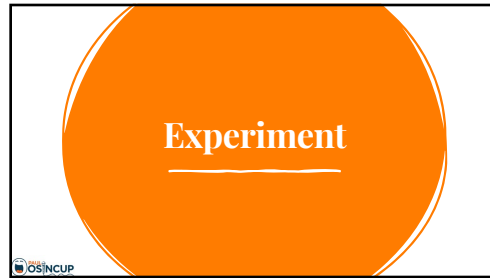
- 1.4 million people
- 166 countries

When we hit **age 23**, our propensity to laugh begins to evaporate.

Gallup Global Well-being Index

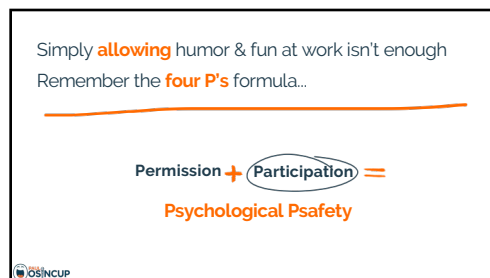
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Humor Habits





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Humor Habit



3 Funny Things Intervention



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FUNNY FACT:
Writing Down 3 Funny Things
from each day for 1 week



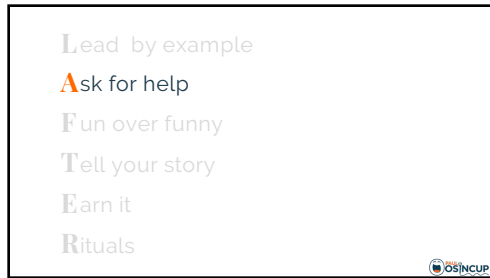
Increases Happiness & reduces
Depressive Symptoms up to 6 months!



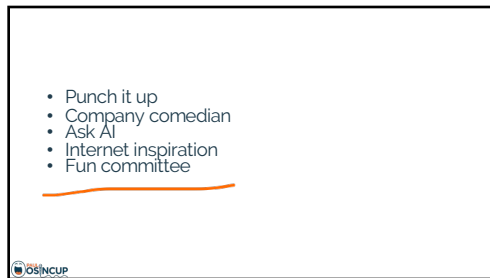
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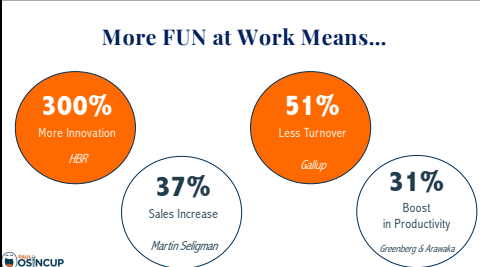
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Madeleine Albright




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More FUN at Work Means...



Statistic	Source
300% More Innovation	HER
51% Less Turnover	Gallup
37% Sales Increase	Martin Seligman
31% Boost in Productivity	Greenberg & Araviska



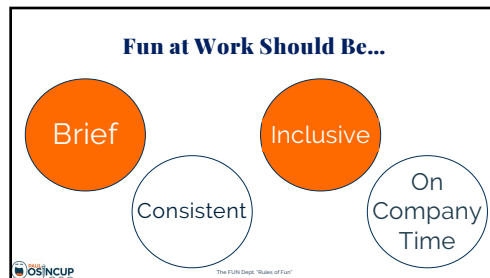
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Celebrate small wins

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What is a **win you've had recently?**

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Humor Habit



Humor Jar



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Humor Jar

1. Write down something funny or amusing from each day this year and put it in the jar.
2. Open the jar on New Year's Eve and relive your funniest moments of the year!





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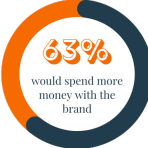
- Marketing & Social Media
- Job descriptions & interviews
- Chatbots & AI assistants
- Forms & auto responses
- At the office



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The ROI of LOL






OSINCUP Oracle Global Happiness Report, 2022

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The ROI of LOL

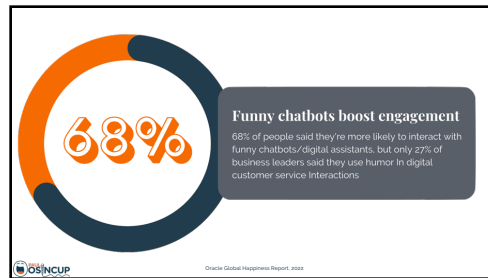


OSINCUP Oracle Global Happiness Report, 2022

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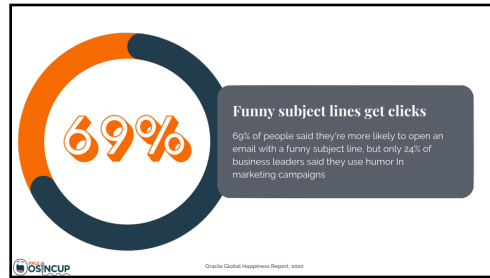
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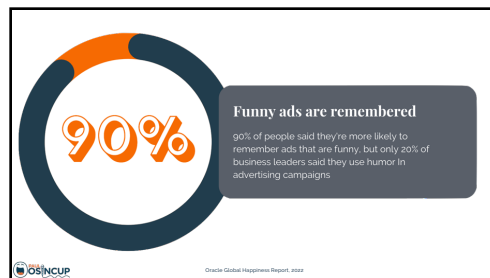
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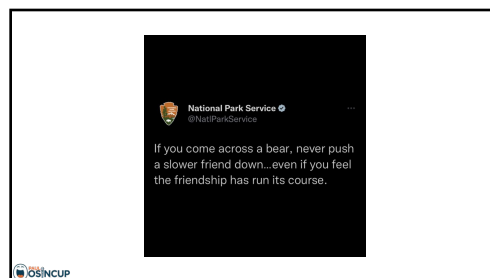
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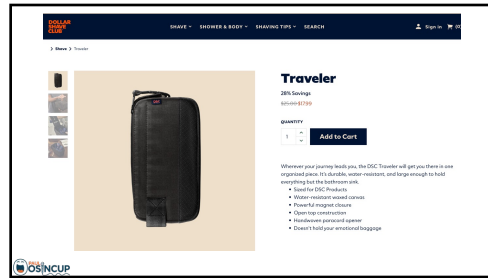
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Best Leadership Traits:

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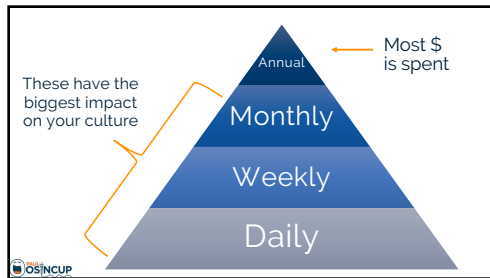


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Wacky Sock Wednesday



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“ I don't want to live my life as an actor in a drama just to reach the end and realize I was the director and it could have been a comedy ”



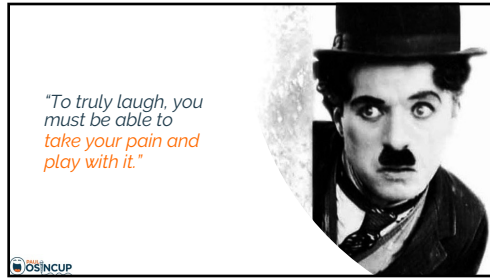
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TOP 5 Regrets

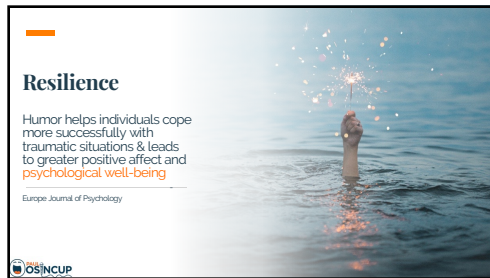
I WISH I HAD... Laughed more and had more silliness in my life



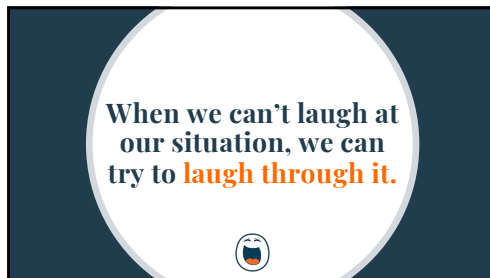
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Thank You!



PAUL OSINCUP

Scan to connect with me!



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