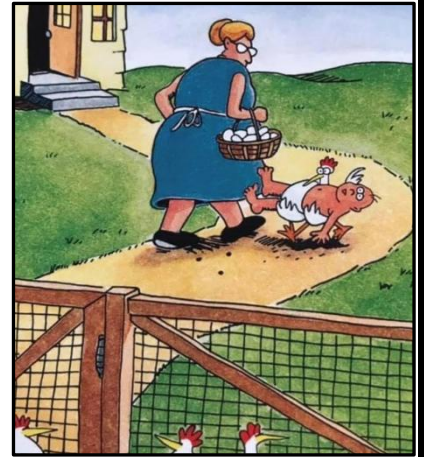
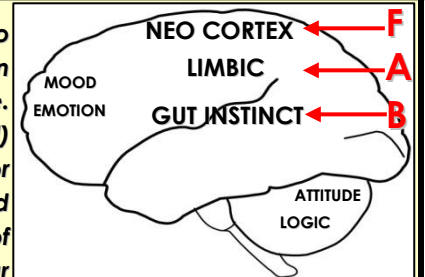




LET'S CONSIDER THE ROLE THAT A SENSE OF HUMOUR PLAYS IN THE WORKPLACE OR MAYBE EVEN IN YOUR LIFE. SPECIFICALLY THOUGH, YOUR TEAM DYNAMIC AND THE CUSTOMER EXPERIENCE; AS WELL AS THE IMPACT IT HAS ON YOUR CAREER. LET'S DO AN EXPERIMENT. TAKE A LOOK AT THE GARY LARSON CARTOON TO THE RIGHT. FIRSTLY, NOTE HOW LONG IT TAKES YOU TO SEE THE GAG (IF YOU DO - AND A LOT DON'T AND DON'T BE UPSET IF YOU DON'T - YOU MAY BE AN ACCOUNTANT - JUST KIDDING) AND SECONDLY, IF YOU GET IT, DOES IT STRIKE YOU AS FUNNY? THEN, HOW FUNNY? ALSO, WHY IS IT FUNNY? HOW MANY ELEMENTS OF THE PICTURE AND THE GAG ARE AMUSING? NO CHEATING NOW - THE ANSWER IS AT THE BOTTOM OF THIS BULLETIN, OUTSIDE THE MARGIN. IT'S MORE THE QUESTIONS THAT HUMOUR ASKS THAT FASCINATE. SO FOR THIS MONTH, LET'S CONSIDER THE IMPACT AND THE EFFECT OF HUMOUR!



The **BIOLOGY** as well as the **PSYCHOLOGY** of humour is worth considering. The **Neo Cortex** is the part of your brain that understands language but relies on the limbic brain to determine whether what was said was funny, sarcastic, condescending or even true. **Limbic brains** are what advertising is aimed at. **Sub liminal advertising** (basically illegal) is what branding is aimed at. That jingle you can't get out of your head, sex appeal or a catchy phrase or line. Have you ever noticed how you don't have to study a good joke you've heard in order to retell it? If however, I told you about the life cycle of fungus and then asked you to retell it, we'd have a game of Chinese whispers on our hands. So, first tip - if you want a message to resonate, add humour. Note the **FAB** on the brain diagram. The reason salespeople are taught never to give a **Feature** without an **Advantage** and a **Benefit**, is because each affects and is effected by a different part of the brain. Customers who perceive value, do so by virtue of emotion rather than simply understanding. When they can't decide, their gut is telling them to tell you "I want to think about it..." Insufficient value has been perceived. It's also the reason customers seldom forget how we make them feel long after they've forgotten the specifics of what was said and done. That's why the retelling of the nasty experience grows each time it's recalled.

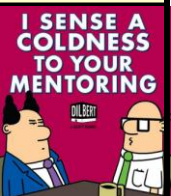


### HUMOUR & THE BOSS

What's the temperature of humour and friendliness at your place of business or within your team? Humour and friendly are peas in a pod. One breeds the other. Where it starts is the mood and the demeanour of the boss. This becomes the mood and demeanour of the team and this becomes the perception gained by your customers. If the boss is slamming doors, stomping around the showroom or the office, sending out angry memos or staying in the office with the door closed, the customer experience and the reputation of the team will suffer. Give the boss some happy pills or find a new boss because if you don't, your name will suffer too.

### HUMOUR & THE FAMILY

It has been said that the family that plays together, stays together. That's because fun is happening. Laughter is indeed the best medicine and just like the workplace, if the team leaders or those setting the examples are grim or in a bad mood, the outcomes aren't going to be much fun. What happens then is that the circumstances that created the mood are remembered and/or avoided. Family gatherings, meal time, periods of recreation; in other words, the glue that binds families and creates bonding and cohesion, are neglected or overlooked altogether. Recreation is also re-creation. It creates a unified group. Most people know a party pooper. If that person is in a position of authority, he or she will cause the **MORALE** of the group.



WE'RE HAVING A MEETING TO DISCUSS EMPLOYEE RETENTION.



WE WON'T BE GETTING INTO REASONS AT THE FIRST MEETING.



WE WON'T BE GETTING INTO REASONS AT THE FIRST MEETING.



### GENERAL TIPS:

- Try not to allow circumstances to affect mood. It's hard to smile through pain but if you can't, you'll allow circumstances to control outcomes rather than the actions and words that you could have chosen.
- You don't have to be a stand up comedian. The appreciation of humour is enough to encourage it in your team or family. Creating an environment that is fun, makes the team and the environment attractive and compelling. Keep telling those 'dad jokes.' Behind the groans, there is unspoken happiness. Ask the military how important morale is and war isn't funny. Winning it (and hearts and minds too) is important.
- The same mind that recognises and initiates humour, tends to be more creative than the logical dour-minded analyst. Entrepreneurs tend to have a sense of humour. That's why E.Q. (emotional intelligence) tends to be more important to evolution, relevance and effective leadership than I.Q. Cultivate it now.
- People with vision tend to have well developed senses of humour. Think Disney. LIFE'S SHORT - HAVE FUN!

THANKS THIS MONTH GO TO OWEN MARTYN, CHRIS ANDREWS, BRAD WORTHINGTON & KELVIN ONG