

humor persona

build a happier, healthier, and
more productive life with humor



curator

YOU AMUSE OTHERS BY SHARING WHAT AMUSES YOU



TAKE A PEEK INSIDE

Knowing your humor persona can be the missing ingredient to becoming more memorable, improving your connection with co-workers (and fellow humans), and enjoying life *more*.



table of contents

1. getting started
2. overview
3. benefits
4. watchouts
5. curators at work
6. the 7 personas
7. optimize your team's personas
8. what makes you different
9. putting it into action
10. next steps



*'Share your knowledge.
It is a way to achieve immortality.'*

DALAI LAMA

WELCOME

Welcome Curator! You're about to unlock a more productive, less stressed, and happier you by tapping into your natural sense of humor.

I know first hand how transformative learning the skill of humor can be. Growing up, I was the nerdy introverted kid who was much better with computers and video games than I was with other people. I always wanted to make friends and be social, but it was hard work and draining. I would sometimes feel awkward speaking up or dejected when I would start to share a story only for the conversation to move to another topic.

Things changed when I went to university and got pushed into doing improv comedy. While I wasn't very good to start, I had a blast learning the principles of thinking and reacting on my feet. From there, I tried my hand at stand up comedy. Once again I was terrible, but enjoyed the process and found a weird comfort in the structured nature of the art.

As I discovered, refined, and employed my sense of humor, I started noticing other changes too. I was more comfortable presenting in meetings, I was quicker to speak up, I had confidence when talking with strangers, and, when I shared stories with friends, they not only paid attention, they laughed. I also discovered that how I used humor was different than some of the other people around me, just how you use humor is different than me. Each person has a style of humor that comes more naturally to them.

Since then, I've helped more than 50,000 people, from over 100 countries on 6 continents, learn how to tap into their own humor to get better results and have more fun. I'm excited to see where your humor takes you, so let's get started!



A handwritten signature in black ink that reads "Andrew Tarvin". The signature is fluid and cursive.

ANDREW TARVIN

Founder of Humor That Works

1. GETTING STARTED

There are 7 primary humor personas that people typically adopt: Enthusiast, Curator, Inventor, Entertainer, Engineer, Advocate, or Skeptic. It starts first with nurturing your *primary* persona.



SKEPTIC
The Skeptic discourages the use of humor.

2. OVERVIEW

As the Curator, you like to collect and share the things that make you laugh or smile, whether that's a funny meme, an interesting quote, or stories you've picked up along the way.

As Buddha said, "Happiness never decreases by being shared," neither does the hilarity of the perfect gif in a group chat. You realize that **you don't have to create humor to create moments of levity.**

connotations

POSITIVE



encyclopedia
connoisseur
"in the know"

NEGATIVE



copycat
joke thief
"forwards from grandma"



you're in good company

Elon Musk (*Entrepreneur*)
DadSaysJokes (*Instagram Account*)
Daniel Tosh (*Tosh.0*)
Baby (*from Baby Driver*)
Abed (*Community*)
Jimmy Fallon (*Tonight Show with Jimmy Fallon*)
Drew Carey (*Whose Line*)
America's Funniest Home Videos
The Hustle (*shower thoughts, meme of the day*)

3. BENEFITS

Each of the 7 personas come with their own strengths, weaknesses, benefits, and impact on the world around them. These are the benefits to being a curator:



FOR YOURSELF

You **bond with others** over the shared enjoyment of something amusing.

This helps you feel connected with friends and coworkers, makes for an easy excuse to reach out, and elevates your status as someone who is “in the know.”

With so much negativity in the world, the funny things you promote **add a bit more levity to life.**



‘The more we share the more we have.’

LEONARD NIMOY



FOR OTHERS

Other people **appreciate the humor** you share with them.

Your messages give them an opportunity to smile and remind them of your relationship, especially when what you send relates to their interests or a shared memory you have with each other.

You may find that people ask for your recommendations on movies to watch, TV shows to binge, or social media handles to follow (*ahem* @humorthatworks), because **you know what's good** and what they'll like.



'Sharing an idea you care about is a generous way to change your world for the better.'

SETH GODIN

4. WATCHOUTS

As you probably know from personal experience, not all humor is created equal or considered appropriate. In addition to benefits, each persona also has some watchouts to consider.

If you reference others too much or too often, people will **assume you aren't very original**. And, if you try to pass on humor as your own, or don't credit where you found it, people will see you as a joke thief or someone who is trying too hard to be liked. If you only ever send memes, and never actually check in with real conversation or heartfelt messages, people may eventually stop reading your messages.

You don't have to send every funny thing you find to every person that you know. The more curated the humor for that person or situation, **the more effective it will be** and the less your messages will remind people of those ridiculous "forwarded emails from grandma."

YOU SOMETIMES HEAR...

1. "Can you just stop?"

You don't have to send all of the humor you find to people you know. Ideally reaching out with humor should help create a conversation, not be the only thing you contribute.

2. "I already saw that."

If everything you share is always from the same source, and it's one the people you interact with already know about, they don't need you to recap it for them. You can enjoy something without pointing out to other people that you did.

3. "You didn't come up with that."

If you pass other people's humor off as your own and people find out, you lose credibility. It's called "Joke Theft" in the comedy industry and has derailed entire careers.

5. CURATORS AT WORK

The Curator is a great way to **introduce levity in your work**, especially if you are still new to using humor. With curated humor, you don't have to be the creator of something funny. Rather, you can use things that are already proven to be funny.

Most office communication is drab and dry--client presentations, staff meetings, and the endless sea of emails we all face every single day. When you add a bit of levity, such as a funny image in a presentation, an interesting question in a meeting, or an on-topic gif in an email, people are more likely to pay attention, get involved, and respond. Plus, when you share something that makes you smile, **people will often reciprocate with their own example** for you to enjoy.



watchout at work

Adhering to copyright laws are particularly important in the workplace. Sharing an image you found online with a friend is rarely going to present a problem, but sharing a copyrighted picture in a presentation or on the company website can create a lot more issues.

Be sure to always **give proper credit** and adhere to copyright rules when using curated humor in professional settings.

applications at work

1. Use **funny or interesting images** in your presentations instead of just a wall full of text.
2. Reference a joke or quotation at the **bottom of your weekly status emails**.
3. Include a **gif as a response** to a more casual conversation in Slack.
4. Re-engage a client or prospect by sending them a **clip of something you think they would enjoy**.
5. Hire a comedian to **add humor to their scripts** or hire a humor engineer to teach them how to do it themselves.

when to use

The Curator is perfect for maintaining connections and sprucing up your own content. Leverage what other people have already created to quickly add humor to your world.



‘Shared laughter creates a bond of friendship. When people laugh together, they cease to be young and old, teacher and pupils, worker and boss. They become a single group of human beings.’

W. LEE GRANT



6. THE 7 PERSONAS

You're a curator, however, there is a high likelihood that you will recognize yourself in more than one of these 7 types: **Enthusiast, Curator, Inventor, Entertainer, Engineer, Advocate and Skeptic**. That is because the way you use **humor isn't set in stone** and can change depending on the context, the people you're with, or simply how you're feeling that day.

Once you've mastered the persona that comes most naturally to you, I recommend you start exploring the other ones as well. The more **familiar you become with the other humor personas**, the more likely you are to forge meaningful connections AND the better you'll become at adapting yours to match theirs.



enthusiast

APPRECIATES THE HUMOR OF EVERYDAY LIFE

Enthusiasts enjoy the humor of everyday life, whether that's a funny TV show, someone trying to make them smile, or the absurdities of human existence.

What's not to laugh about being a conscious, bipedal organism on a rock hurtling through an ever-expanding universe of uncertain origin?



inventor

CRAFTS CURIOSITY INTO COMEDY

Inventors find satisfaction in creating humor from the things that happen to them, whether that's playing through scenarios in their head, building stories from life events, or writing jokes because it's a pun thing to do.

They understand consciously or subconsciously, comedic structure and how to compose an idea in such a way that elicits a laugh or a smile.

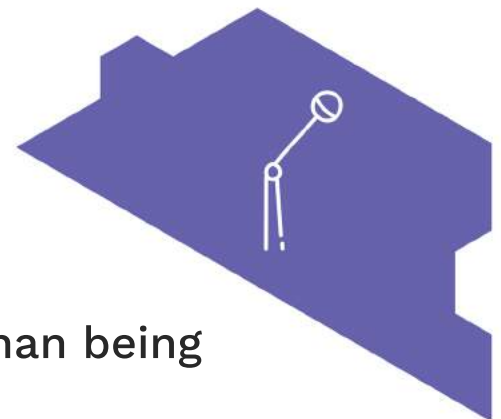


entertainer

URNS COMMUNICATION INTO PERFORMANCE

Entertainers know how to speak in such a way that other people listen, whether it's a message they planned, an idea they had in-the-moment, or simply a facial expression that says it all without saying a single word.

After all, giving a funny look is different than being funny looking.



engineer

SOLVES HUMAN CHALLENGES WITH HUMOR SOLUTIONS

Engineers make strategic use of humor to solve problems around them, whether that's making their own work more fun, getting past a sticking point or better managing the hardest resource there is to manage: humans.

Unlike computers, humans have 'emotions' and have to 'sleep' and do things out of 'joy' and not because they were programmed to.

Engineers know how to tap into positive emotions to increase productivity.

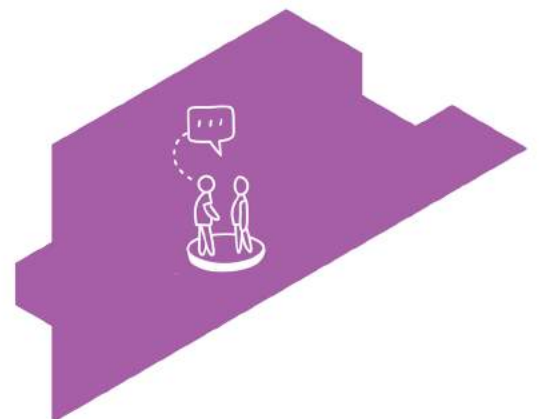


advocate

CREATES SPACE FOR OTHERS TO SHINE WITH THEIR HUMOR

Advocates encourage more joy and positivity in the world, whether that's by talking about the benefits of humor, creating opportunities for people to share their humor, or encouraging individuals to embrace their sense of humor.

One would hope that you wouldn't need to tell people to have more fun, and yet here we are.



skeptic

DISCOURAGES THE USE OF HUMOR

Skeptics doubt the use of humor, whether that's by avoiding humor themselves, discouraging others from doing it, or actively banning it from their presence.

Why turn a frown upside down when you can wipe a smirk off someone's face?

Being a skeptic isn't always bad. They understand that humor doesn't always work.



These are the 7 humor personas and, even though this report focused on your primary persona, imagine the results you'll attain and how confident you'll feel when you're able to seamlessly move from one persona to the other.

7. OPTIMIZE YOUR TEAM'S PERSONAS

Once you've refined your own humor persona, you'll be able to spot qualities from the **other personas in the people around you**, your family, friends, colleagues, even that guy in the subway who's laughing a little too loud at a video on youtube.

By knowing the personas of the people around you, you'll have a strong advantage in connecting with them and they won't even know it. Imagine being able to **set them up for success** (and fun) by putting them in positions where they can leverage their strengths. This leads to high performing teams that actually like each other and aren't on the verge of burning out.



**to humor
is to human**

If we're asking people to bring their whole selves to work, humor absolutely has to be part of the equation.

Whether you decide to do a team or organizational assessment (or not,) simply getting your team to reflect on how they choose to let their personality and **sense of humor show at work** is an incredibly valuable exercise.

THINK ABOUT THE PEOPLE ON YOUR TEAM

Who are the **enthusiasts**?

Who are the people that lift others up and how can you make sure they also feel appreciated?

What about the **curators**?

Tap into their ability to know what's going on by asking for stories, pictures, or examples whenever you need to communicate something out to the larger team.

Identify the **inventors** so they can help you create effective communication and use the **entertainers** as meeting leaders or event emcees.

Find the **engineers** so you can go to them when you need help solving a problem and leverage the **advocates** to create a more positive workplace environment.

And for the **skeptics**, encourage them to explore the type of humor they're most comfortable with and know that they may not enjoy what you do no matter how impressive or funny it is, so don't let the haters get you down.



8. WHAT MAKES YOU DIFFERENT

Now that you have a better understanding of all the personas, let's return to you as the Curator. Your friends see you as someone who has a great sense of what's funny and you likely stay up-to-date with movies, pop culture, memes, or all of the above.

Whereas some of the other personas put a premium on being the "source" of humor, you recognize there's tremendous value in **simply pointing out what's already funny.**



No one considers museums to be unworthy or unsophisticated, and they're primarily curating the works of others. That's what you do with the humor you share with friends, family, and colleagues.

As a result, you don't understand why some people fail their way through trying to create something when there's a perfectly good meme, cartoon, image, joke, or story that already makes the point.



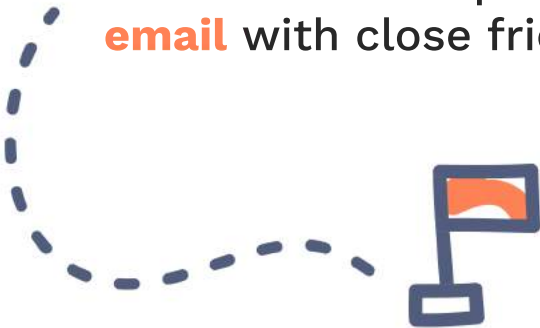
"Happiness never decreases by being shared."

BUDDHA

9. PUTTING IT INTO ACTION

how to nurture your curation

1. Whenever you find something that amuses you, **save it somewhere** so you can find it again later.
2. If a piece of content makes you laugh out loud, try to **send it to at least one person** who you think will enjoy it.
3. Insert a **related gif into a text message** or group chat with friends.
4. Retweet or **share a piece of social media content** that you enjoyed.
5. Add a related piece of content into a **presentation or email** with close friends at work.



RELATED SKILL

empathy

PROMISE

want to be more relatable?

10. NEXT STEPS

Share something humorous with a colleague or friend today.

bottom line

You can gain the benefits from using humor without being the one to create it. When you curate the right humor in the right way, you **build connections, capture attention, and decrease stress.**



"Sharing laughter is a way of casting delight to the wind so it blows everywhere and to everyone."



PAUL PEARSALL



how well do you know your team?

Think about the people on your team right now. Which of the personas do you see? Diversity strengthens a team and makes it more cohesive. Leaders need to know how to tap into their team's variety of personas to give them the best chance to succeed.

We can also **run the assessment for your team or organization** so you can skip the guesswork and know exactly how to best leverage each person.

If you have questions, or want to learn about some of our other programs like the cubicle comedy challenge, let's connect!

Find me on LinkedIn at drewtarvin or you can reach me directly at **andrew@humorthatworks.com**.

HUMORTHATWORKS.COM



@HumorThatWorks



@HumorThatWorks



@HumorThatWorks



@HumorThatWorks



@HumorThatWorks



@HumorThatWorks

