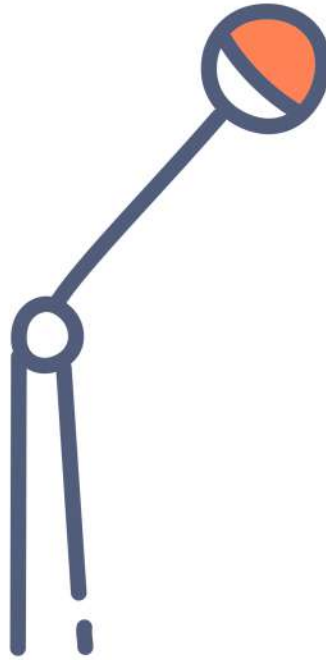


humor persona

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



entertainer

YOU TURN COMMUNICATION INTO PERFORMANCE



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*.



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'Confidence is 10% work and 90% delusion.'

TINA FEY

WELCOME

Welcome Entertainer! 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!



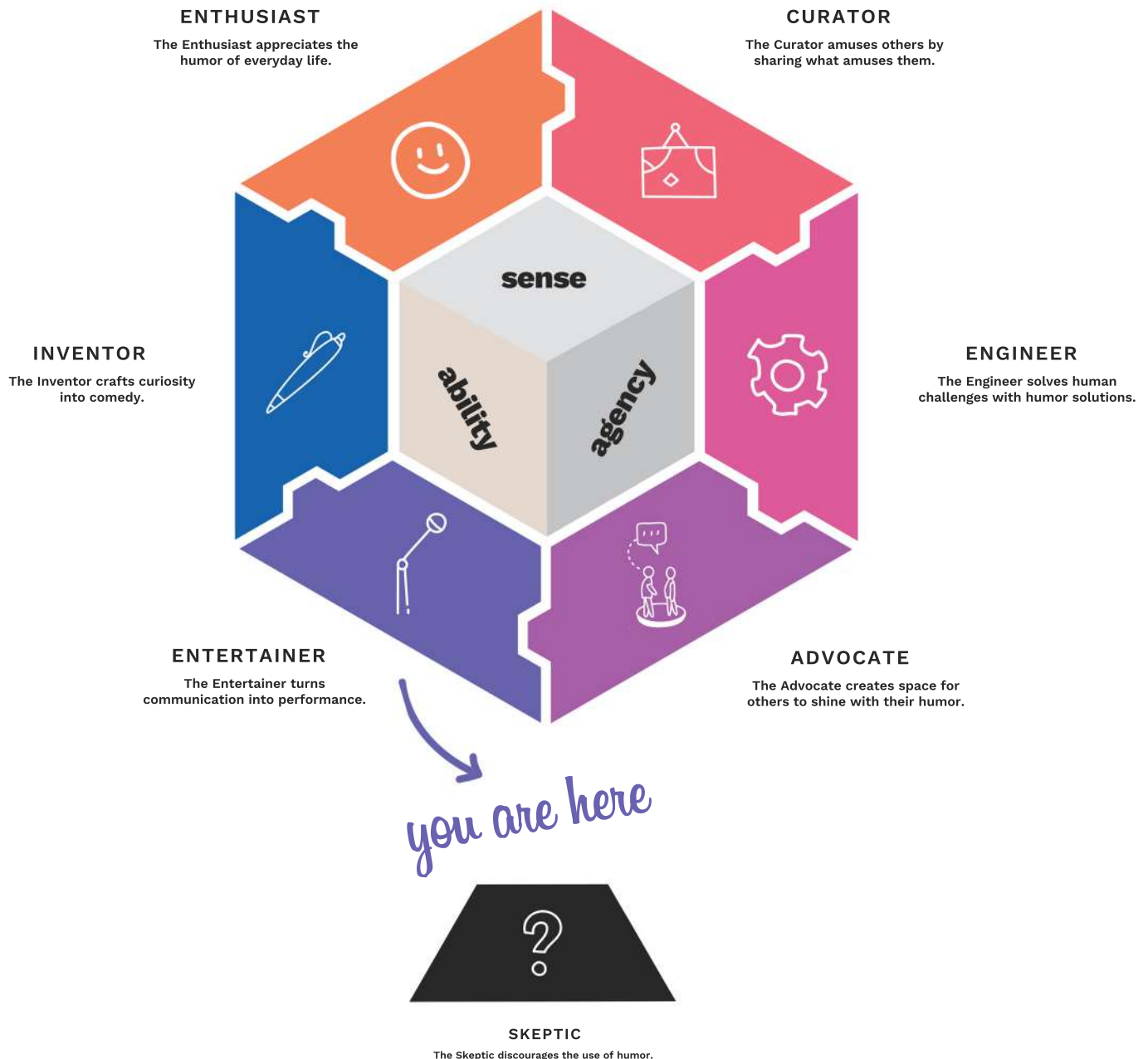
A handwritten signature in black ink that reads "Andrew Tarvin".

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.



2. OVERVIEW

As The Entertainer, you know how to speak in such a way that **other people listen**, whether it's a message you planned, an idea you 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. When people think of someone funny, you are who they have in mind.

connotations

POSITIVE



life of the party
confident
hilarious

NEGATIVE



class clown
jester
attention-seeker



you're in good company

Leslie Nielsen (*Actor*)
Dave Chapelle (*Comedian*)
Kristen Wiig (*Actress*)
Kenan Thompson (*Actor*)
Muhammad Ali (*Boxer*)
Phyllis Diller (*Comedian*)
Julia Louis-Dreyfus (*Actress*)
Seinfeld (*Seinfeld*)
Phoebe (*Friends*)

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 an entertainer:



FOR YOURSELF

You are a performer with an understanding of the **nuances of delivery and timing**. This means you're able to think on your feet, project confidence, and command attention even when doing something seemingly bland.

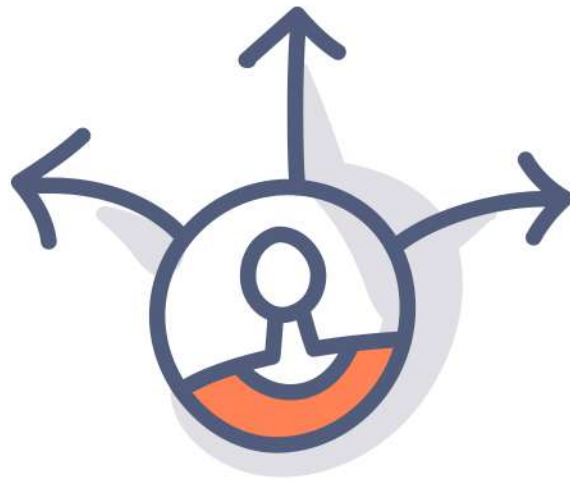
While you may doubt yourself at times or even be unsure of why people laugh when you speak, you know that if you had to get up in front of others, you'd be able to.



*'Being funny, it turns out, is like being a bank.
It's a confidence trick.*

As long as everyone believes in you, you are fine.'

EVAN DAVIS



FOR OTHERS

Other people like to be in your presence. They **hang on your every word**, wondering what's going to come next, what punchline will be revealed, or what lesson will be shared.

You may notice that people gather round when you start talking, and close friends and coworkers may even make requests (“Tell everyone about that time you fended off a bear!”). It's because they know they'll be entertained.



‘There's only one true superpower amongst human beings, and that is being funny. People treat you differently if you can make them laugh.’



JEFF GARLIN

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're always "on" without ever connecting your humor to a larger purpose or taking moments to be authentic, people will tire of your antics and will eventually start hoping you just leave. **You don't always have to be the center of attention**, it's okay for other people to share the spotlight.

It's also important to make sure that you backup your talk with action. You may know how to say all of the right things in all of the right ways, but if you don't actually follow through on what you say you're going to do, people will realize you don't mean what you say.

YOU SOMETIMES HEAR...

1. "Can I finish?"

Sometimes, in your excitement to be part of the conversation, you talk over people or interrupt them while they're talking. It may feel like you're "adding to the conversation," but it can come across as you trying to one-up other people with your own stories.

2. "Why can't you be serious for one minute?"

As an entertainer, you might use humor as a defense mechanism from having a serious moment, sharing how you really feel, or expressing vulnerability. It's okay to have a serious or even uncomfortable moment without trying to make a joke.

3. "I'll believe it when I see it."

You might talk the talk but not walk the walk. If you don't follow through on your great performance with execution, you go from effective to sleezy.

5. ENTERTAINERS AT WORK

The Entertainer is a must-have persona for succeeding in the workplace. Just think of all the times where you need to be confident and articulate: in an interview, during a presentation, throughout various meetings, over the course of small talk, and when put on the spot in a Zoom meeting when you zoned out for a moment and have no idea what anyone was talking about. No matter the circumstances, when you speak with confidence, you put others at ease and increase buy-in to what you're saying.

Performance is also **valuable for managing the mood and culture** of an organization. When you can bring levity to a tense situation, people feel like the situation is more manageable. They'll also see you as a more capable leader, regardless of title and whatever doubts may be floating around in your head.



watchout at work

Just because people laughed, it doesn't mean what you said or did was effective. The laughter may have been out of politeness, awkwardness, or out of fear of being singled out.

Make sure you focus on only **appropriate humor** when you're in entertaining mode.

applications at work

1. Add **vocal variety** when giving a presentation.
2. Get into the **"character" of confidence** when you share your ideas.
3. **Yes And small talk** into a more meaningful conversation.
4. **Mentally and physically warm-up** before entering into an important discussion.
5. Maintain an **external positive attitude** when faced with tense situations.

when to use

The Entertainer shines when in front of others or it's time to perform. Deliver your ideas with confidence and react in the moment by building off what other people say.



'I would rather entertain and hope that people learned something than educate people and hope they were entertained.'

WALT DISNEY



6. THE 7 PERSONAS

You're an entertainer, 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

AMUSES OTHERS BY SHARING WHAT AMUSES THEM

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?

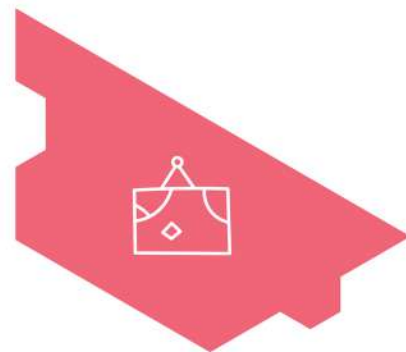


curator

AMUSES OTHERS BY SHARING WHAT AMUSES THEM

Curators like to collect and share the things that make them laugh or smile. Whether that's a funny meme, an interesting quote or stories they'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. They realize they don't have to create humor to curate moments of levity.



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 the importance of structure and make use of comedic devices.



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.

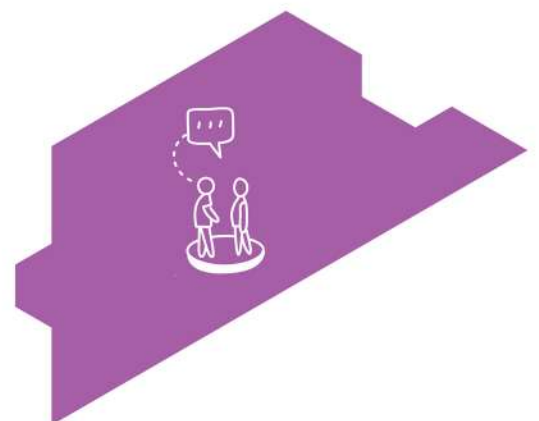


advocate

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.

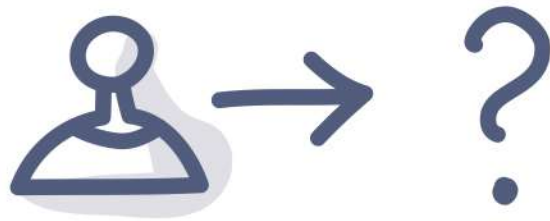


These are the 7 humor personas and, even though this report focused on your primary persona, imagine the results you'll attain and how confident you'll feel when you're able to seamlessly move from one persona to the other.

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 Entertainer. You know how to command attention and hold an audience.

You may or may not be a performer, but with the right group of people (or right amount of alcohol), you become the life of the party or central focal point in a group.



Whereas some other personas think funny, you embody humor as a part of how you express yourself. As a result, you may not understand why people aren't laughing or enjoying themselves, or why they're being so quiet and reserved.

Life is hard, shouldn't you be having fun?



"Anyone who tries to make a distinction between education and entertainment doesn't know the first thing about either."



MARSHALL MCLUHAN

9. PUTTING IT INTO ACTION

how to nurture your entertainment

1. Find a **safe space to hone performing**, whether that's an open mic or with a close friend.
2. Practice the **body language and paralinguage** of confidence, even if you just speak in gibberish.
3. Try to say **"Yes And"** in your conversations to build on what other people say.
4. Find the **script of a piece of content you like**. Perform it out loud to see how it sounds in your voice.
5. Whenever you experience "staircase wit," (aka you think of something you should have said after an event has passed), imagine the scenario in your head but with your comedic idea included.



RELATED SKILL

confidence

PROMISE

want to be funnier?

10. NEXT STEPS

Share your humor in some way
(post to social media, do an open mic, talk with a friend).

bottom line

If you don't have confidence when sharing your own ideas, no one's going to have confidence in them either.
Effective communication is performance.



*"I learned that when I made people laugh, they liked me.
This is a lesson I'll never forget."*

ART BUCHWALD



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**.

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