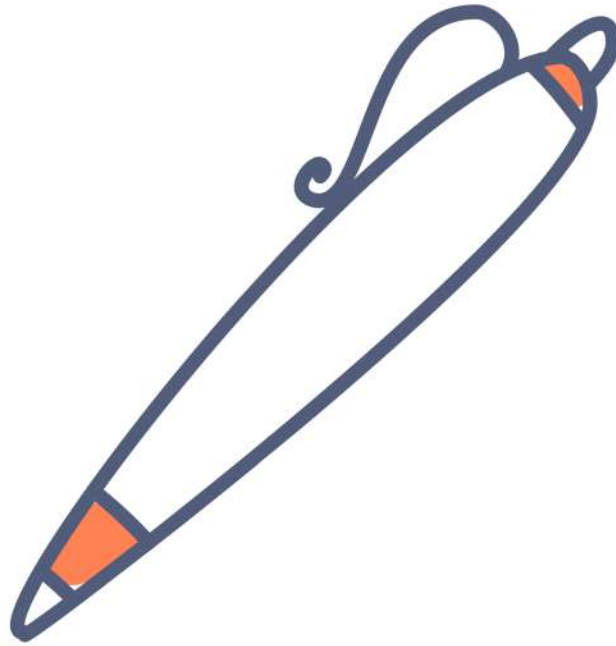


humor persona

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



inventor

YOU CRAFT CURIOSITY INTO COMEDY



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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*'Wit has truth in it;
wisecracking is simply calisthenics with words.'*

DOROTHY PARKER

WELCOME

Welcome Inventor! 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!



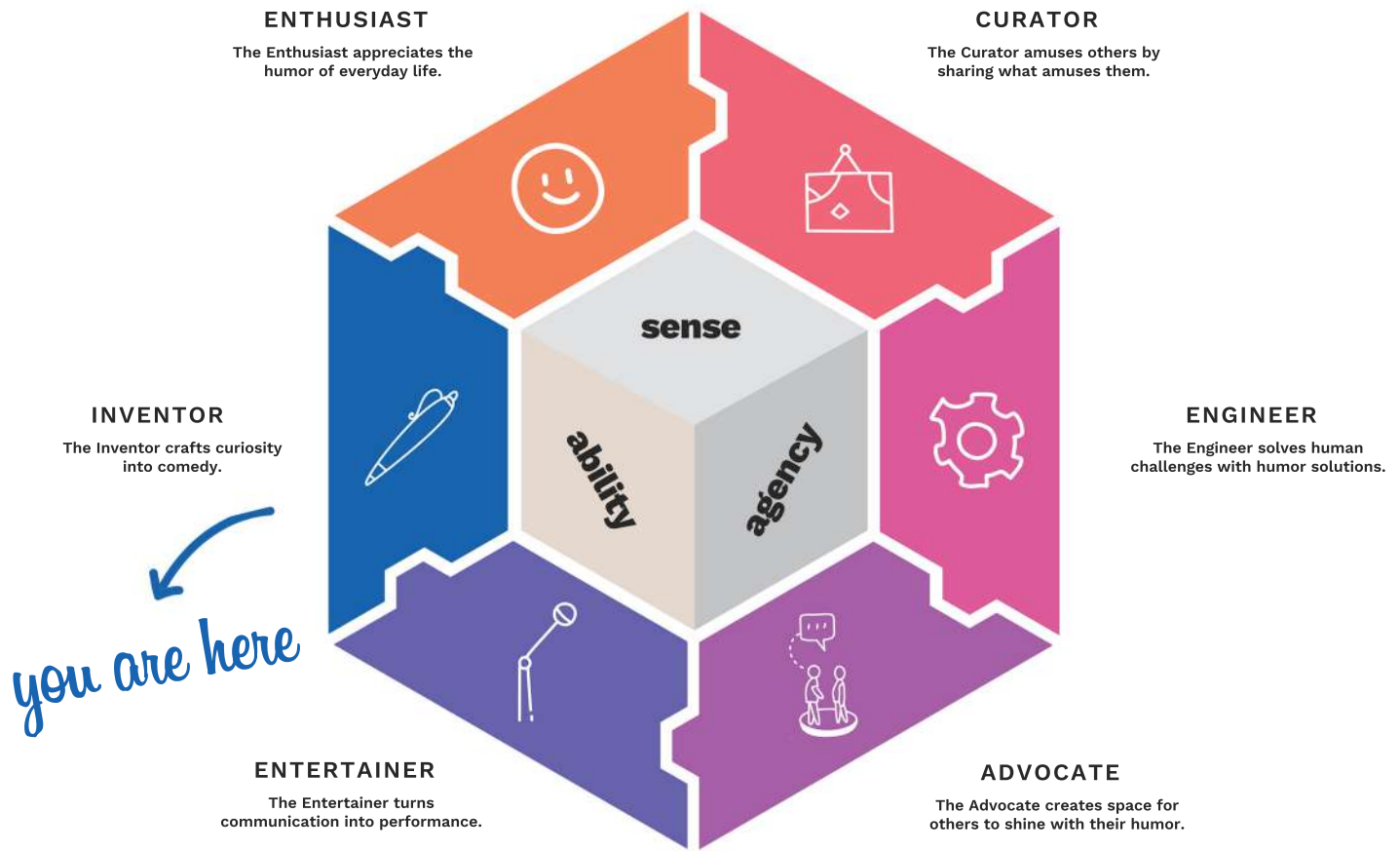
A handwritten signature in black ink that reads "Andrew Tarvin".

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.



SKEPTIC
The Skeptic discourages the use of humor.

2. OVERVIEW

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

You understand the **importance of structure and make use of comedic devices**, like the comic triple used in the previous sentence. While not all humor requires a punchline, you understand how to set one up if you choose.

connotations

POSITIVE



witty
intelligent
sharp

NEGATIVE



awkward
out of touch
inappropriate



you're in good company

Mark Twain (*Writer*)
Bill Watterson (*Cartoonist*)
Tina Fey (*Actress*)
Hans Rosling (*Physician*)
Winston Churchill (*Former Prime Minister of the UK*)
Oscar Wilde (*Poet*)
Judd Apatow (*Film Director*)
Douglas Adams (*Author*)
Wendy's Twitter

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 inventor:



FOR YOURSELF

You create humor from your experiences and craft it in such a way that other people can enjoy it with you. As a result, you're more **aware of the subtleties of life**.

You recognize that funny things don't happen to funny people, funny people just see the things that happen to them in a funny way.

Your curiosity, combined with various comedy techniques, make you an **effective communicator**.



'A pun is the lowest form of humor, unless you thought of it yourself.'

H JACKSON BROWN



FOR OTHERS

Other people **pay attention** when you share something new because they know it's going to be entertaining. They listen because you make them laugh, think, and see things from a new perspective.

You may find that, when something happens, people want to hear your take on things because of the way you process and disseminate, information.



'Humor can be dissected as a frog can, but the thing dies in the process and the innards are discouraging to any but the pure scientific mind.'

E.B. WHITE

4. WATCHOUTS

If you spend too long trying to perfect an idea before sharing it, you might choose to never release it or the moment may have passed by the time you do. Not only does that mean the world misses out on some good humor, it also means you've wasted a good amount of time and **energy on something unfinished.**

If the delivery of your ideas is poor, or if what you create doesn't match the sense of humor of the rest of the group, then you may be seen as awkward, aloof, or a real big jerkface. If you put more importance on your ideas than your relationships, you'll push people away.

YOU SOMETIMES HEAR...

1. "I don't get it."

If what you create is too abstract or out there, it may not resonate with other people. That's okay if the humor is just for yourself, but if the intent is to engage other people, you'll want to make sure your humor is accessible to them.

2. "That's not funny."

Just because you are able to find the humor in certain topics, it doesn't mean everyone else is. It's important to identify what's appropriate for your audience and what's not.

3. "Leave them alone."

Some forms of humor have a target: something that is the "butt" of the joke. While humor can be used for good, it can also be used to suppress or insult other people (what is called "punching down.") It's important to distinguish between "playful banter" and just being mean.

5. INVENTORS AT WORK

The Inventor is vital for **communicating more effectively in the workplace**. Where there is laughter, there is listening, which means humor is a valuable skill for anyone who has to share important information. Just because something is important, it doesn't mean it's interesting.

Incorporating **comedic techniques into your communication** style can help you capture attention and improve understanding of nearly any message. When you regularly use humor in your communication, people will actively seek out what you say.

There's no such thing as an attention span, only boring content.



watchout at work

What you find funny might vary drastically from what your audience finds funny. To **make sure your humor lands**, it's important to first understand who might receive the message and what medium it will be received in.

Sarcasm may work in conversation with a friend, it's probably not the best for a proposal that goes to your boss' boss' boss.

applications at work

1. Use **incongruity humor in email subject lines** to get people to open it.
2. Start your **presentations with a story** that is connected to the topic of the meeting.
3. Create a **humorous metaphor** to explain a complex topic.
4. Include a **comic triple** whenever you share a list of three or more items.
5. Write out **potential humor responses to situations** you know are likely to happen during your day.

when to use

If you have to plan a presentation or write an email, it's time for the Inventor. Tap into your own ability to humor by exploring what you find funny in an interesting way.



*‘Someone who makes you laugh is a comedian.
Someone who makes you think and then laugh
is a humorist.’*

GEORGE BURNS



6. THE 7 PERSONAS

You're an inventor, 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?

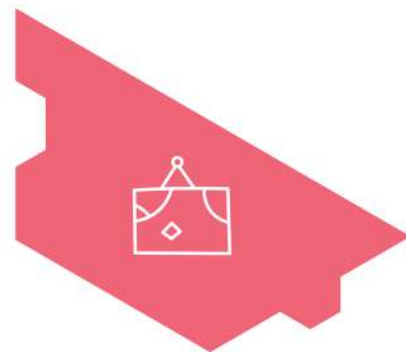


curator

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.

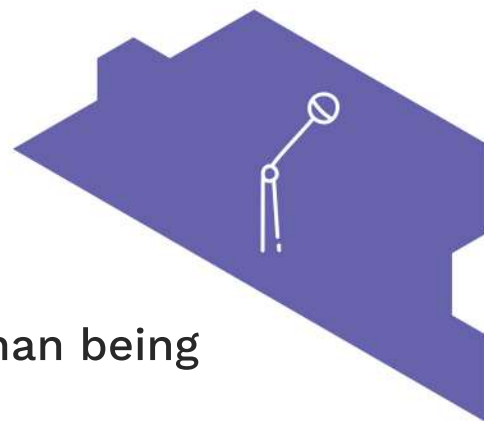


entertainer

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.

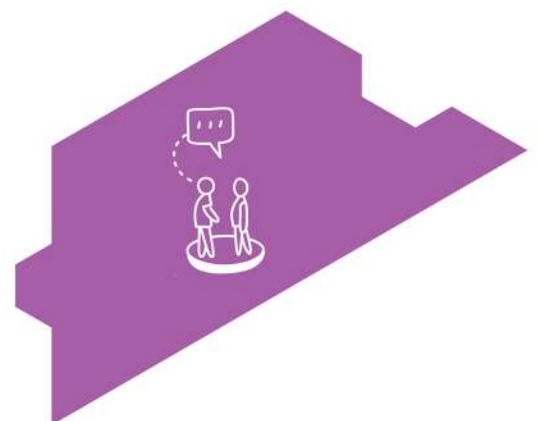


advocate

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 Inventor. You think funny.

You **play with ideas in your head**, have witty thoughts based on what other people say, and can craft humor from the things that happen to you.



Whether you actually share that humor with other people is another story. Whereas other personas focus on sharing their humor outwardly, your **primary focus is entertaining yourself**.

As a result, you consider yourself to be a humorous person but other people may not realize it. You may also think to yourself, "does no one else see the absurdity or humor of this situation?"



"Humor is the ability to see three sides of one coin."

NED ROREM

9. PUTTING IT INTO ACTION

how to nurture your creativity

1. Carry a **humor notebook**. Write down any funny thoughts or observations you have.
2. Complete at least one **creative writing exercise** each day.
3. **Read something funny**. Try to determine what makes it funny.
4. **Review your own writing**; underline where you think the punchlines are or when people might laugh or smile.
5. When writing a message to someone, see if you can **incorporate a small piece of levity**.



RELATED SKILL

perspective

PROMISE

want to be wittier?

10. NEXT STEPS

Write down 1 thing in you humor notebook each day for a week.

bottom line

If what you're communicating is important, boredom has very serious consequences. Well-crafted humor can not only **get people to listen, it can help them better understand, and take action on, what they hear.**



"There are three rules for creating humor, but unfortunately no one knows what they are."



LAURENCE J. PETER



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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