

# Laughter Builds Teams and Profits

Laughter is serious business today. Researcher Chris Robert, a psychologist the University of Missouri at Columbia cites research showing that playing, having fun and laughing significantly impact cohesiveness and bonding among workers. The ability to laugh and make other people laugh has psychological affects on the body – causing people to become more bonded.

As a result of programs where I have engaged attendees in laughter exercises, and the development of their humor skills, I've seen first hand the positive outcomes. When blended with humor, even the heaviest lessons are perceived as being more acceptable and are more easily retained. Humor positions people's mindsets in an emotional zone where humans just naturally connect. It could be said that 'people who laugh together, stay together' – or at least they remain connected in a very unique way.

Add to the rapport building that results from laughter, when one combines the physical and emotional impact, it's no wonder that workplaces today are seeking to help their employees lighten up. We know people perform at higher levels when they are happy and well. Wellness research today shows that emotional stress is a bigger influence on the prediction of death from cancer and cardio-vascular conditions than smoking. Our stress is killing us!

Humor – especially joking around the job related issues —actually has a positive impact in the workplace. Of course, the key is that the laughter and humor must be kind, not hurtful. When used in this therapeutic manner, it generates a wellness sphere that spurs positivity and reduces stress, desk rage incidents, and leads to better over-all performance.

What will a sense of humor do for you? In addition to the cost savings on your organizations stress-related costs, and the fact that it can keep you healthier and living longer, you will also find:

- It is a universal bridge to better relationships
- Humor attracts customers and increases customer loyalty.
- It can ease tensions and facilitate negotiations
- It frees the mind to be more creative, generating more great ideas.
- People are able to identify with one more easily
- Makes one be seen as more real and even more likeable
- Humor can "take the edge off" and facilitate difficult discussion
- It aids in building trust
- Reduces conflict
- Is a people magnet. It makes people feel good.
- Others will start listening to one more.
- It can alleviate pain and stress – and for that all will be grateful.

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