

**To:** \*@HerBusinessMagazine.com  
**Subject:** Glad mail from Joyologist Pat Armitstead

# GLAD MAIL

## HUMOUR IN BUSINESS AND LIFE MAGAZINE

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Author Pat Armitstead  
Laughingly referred to as "The Joyologist"

**WARNING:-**  
**The Surgeon General advises**  
**that the humour in your workplace is about to become**  
**endemic.**  
**As a contagion it has the capacity to spread vociferously,**  
**infecting all levels of your business operation.**

**Users are guaranteed it will boost your bottom line**  
**if taken regularly in the prescribed doses.**

**Pat Armitstead, New Zealand's leader in the Science of Humour and Laughter in the Workplace** is an International Award Winning business owner with over 30 years experience in Business Communications, Leadership and Marketing roles. The acknowledged expert has appeared on National Television and Radio programs and been featured in newspapers and magazines throughout Australasia her message reaching over six million people in the last 4 months alone.

**Pat says " You cant lift your bottom line if your people are down!"**, and is now showing business leaders how to produce an efficient, effective, and high trust work environment by using good humour in business Management, Leadership and Sales. She adds "It is no great surprise that people perform to optimum when they are having fun, doing what they love, in a high trust environment that rewards and acknowledges their efforts. "

**Dr Madan Kataria, the Laughter Doctor here in March 2004**

**Joyologist Hosting New Zealands First Laughter Workshop featuring the Giggling Guru**

Dr. Madan Kataria, the merry medicine man from India, the Guru of Giggling (*London Times*), now brings the laughter club concept to New Zealand. After the grand success of his laughter workshops in USA, Australia, UK, Sweden, Norway, Denmark, Germany, Italy and Singapore, he will demonstrate his new yogic technique of Laughter therapy in New Zealand between 11<sup>th</sup> and 14<sup>th</sup> March 2004.

"The world is about to laugh as it has never laughed before," according to Dr. Madan Kataria the Indian physician who claims that his laughter exercise routine, which

combines both yoga and laughter, not only improves health by reducing **NEGATIVE EFFECTS OF STRESS** but it might promote **WORLD PEACE**. For the first time he has developed a new yogic technique of laughter workouts where anyone can participate in a group laughter everyday without taking help of jokes.

Each laughter session starts with deep breathing, Ho Ho Ha Ha exercise, followed by variety of stimulated laughter like hearty laughter, silent laughter, medium laughter, lion laughter, swinging laughter, one meter laughter, cocktail laughter and many others. After group laughter exercises one can learn to go deeper into "Laughter Meditation" where the laughter will come out spontaneously without any efforts. In a group, laughter club members will also learn how to bring about attitudinal change so that one can practice ways and means of sensible living through unique self-development programme called "**Spirit of Laughter**".

The author of "**Laugh For No Reason**," he is the catalyst for more than 1300 laughter clubs in India, USA, Denmark, Switzerland, Germany and Australia. Thousands of people, gathering to get daily dose of laughter exercises before they set off to the office or factory. His concept has been widely accepted all over the world and appeared in prestigious publications like **National Geography, Wall Street Journal, Las Angels Times, Colors Magazine (Italy)**. It also flashed on **BBC, CNN, NHK Japan, Star TV, ABC News in USA, Channel 9 in Australia and many television networks in Europe**.

During his stay in New Zealand, he will conduct Public Awareness Seminars, Stress Management through Laughter and Humour for Corporations and Laughter Leader Training Programme for Health care workers, Alternative Therapists, Yoga teachers, HRD Trainers, Senior Centers, Occupational therapists, Counselors or any one who wish to set up their own laughter clubs in New Zealand. Any one interested may contact Pat Armitstead on 4889196 or 021 687635 or joyologist@humour-resources.com

**Stop press.....Stop press...**

### **I flirt ...therefore I sell!**

Flirtaciousness is of course good for you ! It is non sexist, .non discriminating and non fattening. See the January issue of Business to Business newspaper to see how you can make flirtaciousness work for you!

**Programs offered by the Joyologist include Keynotes and workshops around the following topics :-**

#### **1/ Humour in Management, Leadership and Sales –**

3 distinct programs that examine the relationship between the use of good humour, creating a high trust environment and bottom line results .

#### **2/ Laughter is the best medicine**

Demonstrates the use of laughter as a very effective stress management tool

#### **3/ You wont die laughing**

Demonstrates the relationship between humour, a balanced life and longevity

#### **4/ Laugh as you learn**

Workshop that provides humour tools that help to make learning more memorable.

#### **5/ There's not much fun in medicine but there is a lot of medicine in fun**

Uniquely positioned to support health professionals manage the stresses in their work environment

**6/ Fall in laugh and you fall in love**

A humorous presentation that examines the things that attract women to men

**7/ Testosterone, Port and other Hormones for busy men**

A spoof on stress management for men in the corporate arena

**8/ Amusing Antics and Antizac - the alternative to Prozac !**

Examines how improvisation, being in the moment , making yourself vulnerable, making peoples day, and choosing your mood can impact on your general well being and help you find the funny side of life in encounters.

**9/ Good Grief – Humour and art as therapy**

An ongoing program delivered at Domain Lodge to help people move through grief and loss. Dates available soon

Pat Armitstead, RGN , Dip Ed ( Nursing), Dip FTM

**Professional Speaker ( ASM) and Change Agent**

**Laughingly referred to as "The Joyologist"**

**Strategies for Transforming Business**



**" You cant lift your bottom line if your people are down"**

**THE DEPARTMENT OF HUMOUR RESOURCES**

\* Immediate Past President ( 2002) National Speakers Association NZ

\* Recipient " Spirit of Excellence Award' ( Speaker of the Year ) NSANZ 2002

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