

Subject: Glad Mail Issue Number 18 From Joyologist Pat Armitstead

GLAD MAIL

HUMOUR IN BUSINESS AND LIFE MAGAZINE

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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.
Please see your Doctor if you are not amused!

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. "

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Business Success Story – Restructuring, Redundancy and Serious Fun

What on earth has redundancy got to do with pyjamas? And more importantly, how can the notion serve your business operation? Well, let me explain. With the advent of the industrial revolution came radical change which continues today. Business's are restructuring, and with that, the job you had 3 weeks ago...is gone! Any of you who have been through that process will know of the shock and the isolation. Any of you who have had to orchestrate it will know how difficult it is for everybody on staff. People seem to be ill equipped and nobody knows what to say or do!

Usually!

Steve Lundin in his FISH program (US Author of Fish sticks and other books) has four simple philosophies. Have fun, choose your attitude, make their day and be in the moment. **I used these principles the one and only time I went through redundancy, and managed to educate, inspire, amuse and enthuse the team I worked with** while it happened. I also managed my own stress levels.

Within 5 minutes of being advised of my "impending doom" I wrote my report and had it back to management within 24 hrs, which is incidentally one of my guarantees. In an environment where it can take 7-10 days to generate responses, they were taken by surprise. Then of course the first meeting occurred, where you feed back the ideas you have that might reverse or slow your departure. **Ever the humorist, to this solemn occasion I wore my "Little Miss Naughty" pyjamas!**

Why?

Because my feedback message was serious, but couched in fun. The reason I was being made redundant had nothing to do with my performance. I had achieved 100% outcomes. It did however, have to do with "bums on seats", and I was going because there were not enough. It is my premise that all the advertising in the world will not generate sales or bums on seats if your previous customer has not loved you!

I argued that *"Your customer cannot feel this close to you if they do not know you. You cannot satisfy their needs if you do not know them. Intimately. And you cannot do that unless you 'get into bed with them' and see how life is for them. See what counts in their world. See what problems they need to solve. When you know how many have lost children, had car accidents, are depressed, have financial worries... the list goes on...and **you use what you know** to help them solve some of those problems...then the referrals will come in waves. This is the essence of being good humoured! It is about being absolutely responsive. And when you are the sales will come."*

If you need evidence that "Humour Works" this is it! In order to make an impact in business you have to touch people logically and emotionally. **Get into bed with your customers? The idea is laughable ... right? Yet when we do (figuratively speaking) we can achieve phenomenal success.**

Stress, Humour and Health - Why do we feel so overwhelmed?

Maintaining a good humoured state is nigh impossible in situations where the 'to do' list just seems to continually mount. These days it is not unusual for people to have to sift through 100 emails a day, make 10 or 20 phone calls, then attend to the stream of face to face communications that require personal attention. The pressure to perform though may not always come from external influences. As the following article attests...overachievers are perhaps most at risk...

“The good news: You probably have something in common with one of the nation's leading heart surgeons, one of Microsoft's top marketing executives, and one of Wall Street's toughest deal-makers. The bad news: That something has prompted each of these overachievers to seek professional help - all from the same high-priced coach and adviser.

What's their shared affliction?

It's what personal-productivity guru David Allen calls GSA, or "gnawing sense of anxiety." An overloaded in-basket here, hundreds of unanswered emails there - soon enough, life feels as if it's spinning out of control. "The degree to which things gnaw at our minds is usually the degree to which they are 'stuck' in some way," he says. "You get things off your mind by making progress on them."

He also comments ... “We clutter our minds with vague promises about what we should do, what we could do. But there is always more to do than there is time to do it. Most of the stress that people feel doesn't come from having too much to do - it comes from not keeping agreements they've made with themselves. When you tell yourself you ought to do something and then don't do it, you experience self-doubt and frustration. You can fool all of the people some of the time, but you can't fool yourself for a second.

Productivity is about completion.”

Here is a simple strategy using old favourites like listmaking, but with a fresh innovative approach. David Beardsley is the author. Read the rest of the story on the Fast web site

<http://www.fastcompany.com/magazine/14/managetime.html>

Catch people doing something right!

My first contract in New Zealand was with a private training provider. The student attendance rate was 35% when I started. When I left 2 years later it was 95%. My strategy the entire time was to focus on catching people doing something right. As part of that strategy, rather than send disciplinary letters re attendance, I started writing to those who came. I wrote over 1000 personal full page letters. I went into classrooms and got to know my clients.

I found their strengths and acknowledged them in writing. I used the same philosophy with my staff. I was heartened today to find similar traits in Meg Whitman, CEO of eBay. A piece of the interview is included below.

“My job was to uncover what was going well. I think sometimes when a new senior executive comes into a company, the instinctive thing to do is to find out what's wrong and fix it. That doesn't actually work very well. People are very proud of what they've created, and it just feels like you are second-guessing them all the time. You are much more successful coming in and finding out what's going right and nurturing that. Along the way, you'll find out what's going wrong and fix that.”

You can read the rest of the article at
<http://www.fastcompany.com/magazine/46/facetime.html>

Until we talk again ... yours in generating more good humour!

Pat

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Strategies for Transforming Business

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

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