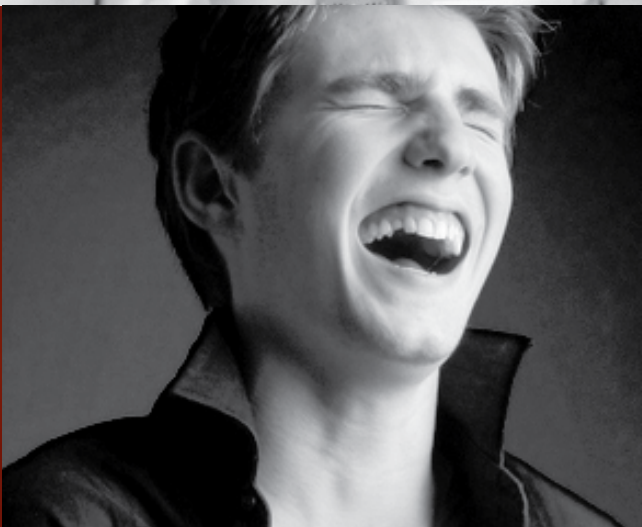


# Changing

*your work world  
one laugh at a time.*



*the*  
**MORALE**  
mechanic



*passion*

*Energetic*

MOTIVATE

**FUN**

**innovation**

*energy*  
**flair**

**LAUGH**

*Spirit*  
**enthusiasm**

**Humorous**

**excitement**

*interactive sizzle*

**Values**

**Inspiration**

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Do you work in a

# “No JOKING Zone?”

Is this your corporate logo?



Could you benefit from a little more **fun** in your workplace?

If so, then you need, ***The Morale Mechanic!***

Let Gavin Jerome teach you how to use humor effectively to:

- Create Rapport
- Reduce Tension
- Facilitate Communication
- Increase Cooperation
- Boost employee morale
- Increase Productivity

The Morale Mechanic Workshops & Keynotes can be tailored to fit your organizations specific program needs. Some key points include but are not limited to:

- Using Humor Appropriately
- Communicating more effectively with humor
- Relieving stress and tension with humor
- Managing conflict situations with humor
- How to improve your “sense of humor”
- How humor helps in healing
- Removing the fear of using humor in the workplace
- How humor can improve customer service



**Gavin Jerome's** workshops are hands-on and interactive, designed to both educate and exhilarate. Participants not only learn new skills, but put them into practice as well.

Drawing on his 20 years of experience in standup comedy, Gavin has perfected the art of mixing humor with informative and motivational content to educate, inspire and entertain. As a fun consultant, Gavin travels coast to coast facilitating fun and managing morale in the modern marketplace. A Gavin Jerome keynote is sure to be talked about long after the laughter fades.





***Laughter is Contagious,  
Don't Quarantine It!***



## **Morale Mechanic Topics:**

### ***No Joking Zone***

This broad overview focuses on basic humor in the workplace skills. Learn to **develop a professional sense of humor** as well as remove some of the fear of using humor in the workplace. Tips are also given on how to use humor immediately to **increase productivity, boost morale and improve the bottom line.**

### ***They'll Listen If They're Laughing***

Lack of communication is one of the biggest problems facing business today. This program shows how humor is used to connect and communicate with companies and colleagues. **Humor can get your message across in a way that nothing else can.**

### ***Speak Softly and Carry a Big Schtick***

Stress and stress related problems cost the American Workplace an estimated 200 billion dollars per year. This program shows you **how to use humor to relieve stress and tension, manage conflict and create a more productive working environment.**

### ***Customer Service Comes From Within***

Heard everything there is to hear about customer service? Think again! This innovative program provides humor tools to **tune-up your internal and external customers.** People like to do business with people who like doing business!

### ***Laughter is Contagious, Don't Quarantine It!***

Humor can heal and laughter is the best medicine. This topic targets those in the health care profession. Burn out levels among health care professionals are at an all time high and care givers are often asked to provide more with less. **Learn how humor can help both the healer and the patient get the last laugh!**

## Client Quotes

“You were a smash hit! And you made me, the coordinator of the Forum, look like a Superstar!”

Tom Burke, IBM

“I am very pleased that not only was I entertained, but the entertainment was educational and motivating.”

Dave Ellens, EDS

“I would recommend any or all of these presentations to any organization or company who wants to offer a program that will be enjoyed by virtually all attendees.”

Diana Baratta, the Principal Financial Group

“They not only enjoyed your humor, but also received many ideas and tips that I am sure will help them in their business and their personal lives.”

Ron Tope, Farm Bureau Financial Services

“Your program was funny, informative, and interactive. Humor is essential for maintaining happy and productive employees.”

David E. Johnson, U.S Probation Office (Maryland District)

“In the high stress world of health care, I firmly believe that humor is a potent weapon in dealing with many issues we face every day.”

Todd Linden, CEO Grinnell Medical Center

“You wowed our audience of 700 and had them rolling in the aisles. The message that you communicated to them was priceless.”

Cynthia Gould, Michaels Stores Inc.

“You gave the group just what the doctor ordered, LAUGHTER! The feedback received has been absolutely phenomenal and I believe this will increase our production.”

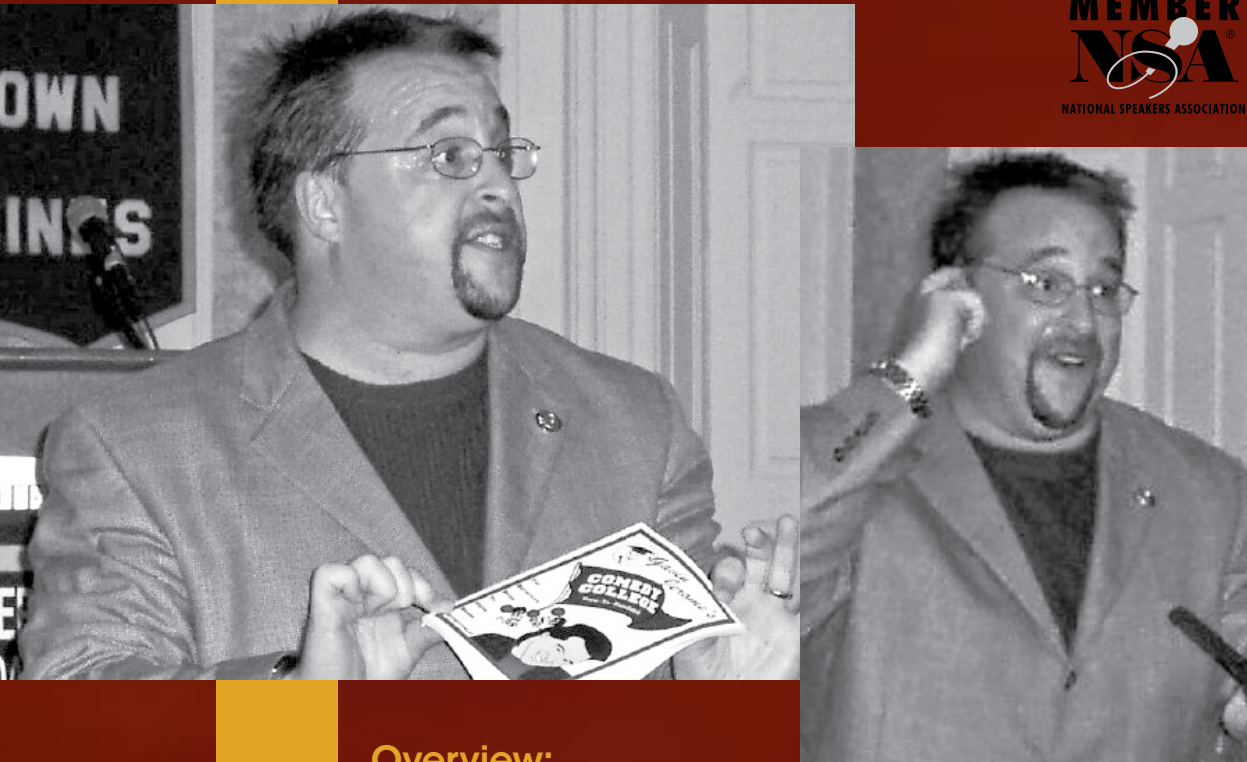
Rita Bowers-Van Zee, Wells Fargo



**“You wowed our audience of 700  
and had them rolling in the aisles.”**



## Gavin Jerome is a member of the **National Speakers Association**



### **Overview:**

The National Speakers Association (NSA) is the leading organization for professional speakers. NSA's members include experts in a variety of industries and disciplines, who reach audiences as trainers, educators, humorists, motivators, consultants, authors and more.

### **NSA's Vision and Mission:**

**Vision:** NSA is the recognized community for developing the content expertise, platform excellence and business knowledge of those who speak professionally.

**Mission:** NSA is dedicated to advancing the art and value of those who speak professionally.

### **Why hire an NSA member?**

The success of your meeting will be judged largely on the caliber and professionalism of the presenter you select. Choosing an NSA member maximizes your opportunity of providing a speaker with a message that will focus, elevate and enhance the mission of your meeting.

# Gavin Jerome

## The Morale Mechanic

Gavin Jerome has been a professional entertainer for the past 20 years. He has worked with the likes of:

- Jerry Seinfeld
- Paul Reiser
- Dennis Miller
- Steve Harvey
- Pat Paulson

For nearly a decade, Gavin has been providing humor workshops for companies worldwide. His client list includes:

- 3M
- IBM
- Sears
- The Principal Financial Group
- Mayo Health System
- The United States Probation Office

Gavin has been featured in such notable publications as:

- The Chicago Tribune
- The Dallas Morning News
- The Denver Post

His best selling book,

“The Comedy College How-To-Handbook” is now in its 7th printing.

He has never had a day job and he has never sold Amway. . .

Off the press. . .

Leadership Development



# Speak Softly and Carry a Big Schtick

GAVIN JEROME

The most important business survival skill of the 1990s is a sense of humor. Humor used effectively can create rapport, reduce tension, increase cooperation and facilitate communication. Humor used effectively can get your message across in a way that nothing else can. A sense of humor can also help you better manage employees and help you close a sale. As Monty Python's John Cleese said, "It's no coincidence that the man I know who always has the best stock of new jokes is not a comedian, but a salesman." Humor can help connect with both client and colleague.

Humor, however, is a double-edged sword. The reasons so many business professionals fear humor in the workplace are the negative results achieved by using it improperly. Just as humor can bring people together, it can polarize them as well. Humor is a viable business tool if you avoid the pitfalls and problems that are common in workplace humor.

### In Brief

- If used properly, humor can be a viable business tool.
- Having a sense of humor helps one gain perspective in stressful situations, which are on the rise in today's constantly changing business environment.
- Nothing defuses anger or manages conflict better than humor.

### Use It Wisely

Begin by creating a "professional" sense of humor. As a business professional, you must maintain a sense of humor while still being taken seriously. In the workplace, humor should be used to lighten and enlighten. When joking with colleagues, laugh

"with," not "at," them. This is the most common area of humor abuse. There is a fine line between good-natured ribbing and kidding that goes too far. Joke about things that are not important, not work related, not true or not a sensitive subject.

When joking with colleagues, kid about something that is not important or vital to their overall well-being. Trivial things are often the safest fodder for jokes. Also, never joke about job-related performance issues. Even in jest these barbs are easily misinterpreted as mean-spirited and threaten to undermine the integrity of the business professional.

One of the most effective techniques in joking with colleagues is kidding them about things that are obviously not true. No one can be offended by something that is completely baseless and unfounded.

Never joke about a sensitive subject. Everybody has certain things that he or she is very touchy about. These things can be as varied as the individuals themselves. It is important to take some time to get to know the person you are joking with.

Certain subjects should be automatically off limits—religion, politics and moral issues (RPM). All of these subjects force people to have a definite opinion one way or another. These subjects are private, personal issues that have no place at work. Joking around with colleagues is a quick and easy way to establish rapport, boost morale and improve communication, but only if done correctly.

Wednesday, May 27, 1998 The Dallas Morning News

## FUNNY BUSINESS

Managers learn to use humor to get their messages across



Gavin Jerome laughs as April Young tells a joke at the end of a seminar Mr. Jerome held to teach the importance of comedy in the workplace. The seminar was sponsored by the Greater Dallas Chamber of Commerce and Principal Financial Group.

It's 8:15 in the morning, and Gavin Jerome is already sweating. The former stand-up comedian is doing his gig in front of about 100 corporate men and women who've had to battle the construction around Central Expressway in Dallas to get to a seminar about applying humor at work. And, OK, they're taking a little time to warm up.

Not to worry. By the end of the session sponsored by the Greater Dallas Chamber of Commerce and Principal Financial Group, about a dozen of them will be in front of the group themselves, microphones in hand. They'll be delivering jokes and anecdotes they've crafted in small groups.

"Humor is the quickest way to make a connection," Mr. Jerome said later. "In today's business world, the critical factor is creating a friendly environment, whether in sales or in relationships with colleagues. Humor can ease communications."

Consultants are peddling a lot of ideas these days to managers and other professionals hungry for a way to stand



**DIANA KUNDE**  
CAREER STRATEGIST

### HUMOR: TIPS THAT WORK

Former stand-up comedian Gavin Jerome trains businesspeople to employ more humor at work. Here are his tips, in the form of an acronym that spells the word trouble, for effective use and for avoiding it.

**T**argeting: Every joke has a target. Your best bet is self-deprecating humor. Never pick on the little guy. Realism: The best humor contains some truth. A good joke is like a rubber band that stretches reality, but not too far.

**O**btuse: Don't be. Understand the joke. That means appreciating the timing, as in Henry Youngman's famous line, "Take my wife... please." Don't stumble over the punch line. Blue humor: It's big trouble at work.

**L**ong jokes: They make listeners impatient.

**E**xaggerated punch lines: They can kill a joke, because surprise is one of the most important elements of humor.

**S**OURCES: Gavin Jerome's Comedy College, Oak Hills, Texas

Please see HUMOR on Page 4D.

The Des Moines Register WEDNESDAY, JULY 14, 1999

TOPIC/WORKPLACE

## He's in funny business

Comic gives humor skills to workers



By THOMAS A. FOGARTY

Des Moines Business Journal

West Des Moines, Ia. — Comic Gavin Jerome asked his audience in a hotel conference room here Tuesday for some examples of their "ally human single stuff." Xavi McDouglough, 33, of Waukee, offered a story. A sales representative, McDouglough recently sold a contract for servicing the electronic printers at various branches of Iowa State Bank. Tuesday morning, she set out to put stickers on all the machines around town under the contract. She deflected questions from bankers at one branch about who she was and what she was doing as she walked through their office, marking their machines.

The questions persisted. Only as McDouglough was preparing to leave did she realize she had put stickers on all the machines at a branch of West Bank, not Iowa State Bank. "I was feeling very stupid," admitted McDouglough.

For Jerome, the anecdote provided a teachable moment as a motivational seminar for about 60 people, most of them middle managers or sales people.

Life — particularly the workplace — is replete with funny stuff, says Jerome. Don't get tense and defensive about harmless mistakes. Loosen up. Laugh at them. That's one of the central messages of Jerome's humor-in-the-workplace presentation, which he has been delivering at business meetings around the country.

Jerome, 33, is a Des Moines-based comic who has abandoned his stand-up career in favor of teaching humor.

"The modern workplace is consumed with stress, and it's getting worse, not better," said Jerome. "We need to find new ways to cope with that stress."

Some of the elements of Jerome's message: • "No one is born funny." • "Comedy is a skill like welding or carpentry or

Part stand-up comic, part motivational speaker, Gavin Jerome works the room at a seminar in West Des Moines on Tuesday.



In addition to giving seminars, funnyman-turned-businessman Gavin Jerome has written a book.

"Nobody remembers jokes," he said. • Humor breaks Jerome said laughter lowers blood pressure, increases oxygen flow, dispels depression and releases endorphins — the brain's feel-good chemicals. • Wits jokes down to a log.

So where did the guy get his Ph.D. in comedy? Jerome spent his youth in Dubuque trying to crack up a father who he said is "hilarious" and "amazing."

The return from humor "contagion," he said. Following graduation from the University of Northern Iowa in 1987, Jerome headed to the West Coast, where he landed a job as the doorman at a comedy club in West Hollywood. There he met the owner of the club, British-born Jerry Seinfeld.

Maybe it was because McDouglough was ready for a light moment after an embarrassing moment, but she gave Jerome's life-lesson presentation a thumbs-up.

"I'm loving it," she said. "Nobody seems to want to laugh any more."



Illustration by Tom Farnsworth

### TRENDS

Want to impress them? Laugh it off

Could clowning be the next corporate craze? Some professionals are looking to how-to seminars on humor to improve their impact as speakers.

"Humor is a great way to connect with people," says Susan Wilson, a Newton, Ia., business consultant, professional speaker and recent graduate of Comedy College, a six-week course in making 'em laugh in Des Moines, founded by standup comedian Gavin Jerome.

"Jokes get attention and put the audience at ease," says Jerome, whose students — along with the Whoopi-wannabes — are primarily professionals looking to spice up their speeches.

"The best place to use humor is right on the pat to break the ice," advises Jerome. "If you make them laugh in the first 30 seconds it makes your job easier. Then you have them in your back pocket."

Executives must mind some business humor taboos, however. Some or risque humor should be avoided, along with hard-hitting sarcasm or picking on a colleague's receding hairline.

"One of the first lessons I teach is to find things everyone can relate to, things from everyday life, middle-of-the-road humor," says Jerome.

Mine your own foibles, instructs the professor, or take a fresh look at everyday situations as does comedian Steven Wright who asks, for example, "Why do we always park in curbside and drive on parkways?"

But can you teach funny? You betcha, says Jerome. "It's like carpentry. I give them the tools, they build the house."

Comedy College costs \$9.95 and with sufficient enrollment Jerome will teach in cities outside Des Moines.

For more information call 515-285-9638.

Elatne Glusac



**Professional speaker Gavin Jerome is on a National TV Show!**



## **Gavin on the Speed Channel!**

*Gavin Jerome is the track announcer for PINKS, the number one "non-live" series on the SPEED Channel. Two cars race. If you lose the race, you lose your ride on national TV! Gavin Jerome acts as the liaison between what goes on down at the starting line and the live crowd. He also announces the winner of each race, guaranteeing him LOTS of camera time.*

PINKS is currently shooting it's 3rd season and the 4th season has already been signed off on. Gavin Jerome and the host Rich Christensen went to college together and continue to partner on many projects.

Gavin Jerome



**MORALE**  
mechanic