

Dear Director,

Do you know the one important trait found in the highest performing corporate managers?

A recent study conducted at a major financial institution found that managers who facilitated the highest level of employee performance used **humor** the most often.ⁱ

Here is what human resource experts and psychologists have discovered about humor in the workplace:

- **When someone laughs with us, relationships grow.** Humor creates cohesiveness and communication in the workplace. Employees and managers bond through laughter.
- **Laughter leads to a sense of overall wellbeing and better health.** Laughter oxygenates your blood (and thus increases your energy level), relaxes your muscles, and works out all major internal systems like the cardiovascular and respiratory systems. The bottom line results can be seen in **employee retention, less absenteeism and more productivity.**
- Humor builds workplace morale and positive attitudes. **In one university study, people who watched a 15-minute comedy video scored higher on a survey of hopefulness compared to those who didn't get the chance to laugh.**ⁱⁱ

Put the power of laughter on your payroll and your return on investment could be enormous.

My name is Randy Cabral and in my 15 year career as entertainer, juggler and comedian I have personally seen humor not only transform individuals but I also have witnessed the creative impact of humor in the corporate workplace. Now, I would like to share the transforming and cathartic effects of humor at your workplace.

When you hire me for your next corporate event or sales conference you will experience an engaging and hilarious performer who has wowed audiences such as NASA, Siemens, ESPN, Princess Cruises and HBO.

You already know that globalization has made corporations more competitive. Increased competitiveness leads to greater stress in the office. Stress has always been a part of life. Modern science has shown that *laughter reduces stress levels by relaxing the muscles and working out all major internal systems like the cardiovascular and respiratory systems.*

What science has recently proven, mankind has known for centuries. As early as **500 BC in ancient Greece**, with the advent of comic theater, people **discovered the transformative power of humor to dispel stress and create a sense of community.**

More recently, the Great Place To Work Institute Inc. has found, through twenty years of researching corporate cultures, that employees in the world's most successful companies tend to "**trust the people they work for, have pride in what they do, and enjoy the people they work with**". Humor, in the right setting, has been shown to foster all of these positive attributes.

What is even more thought provoking is that according to the Great Place To Work Institute, Inc., from 1998 to 2007, **the top 100 companies in their index out performed the S&P Index by over 5.5%.**ⁱⁱⁱ Those are impressive results that would bring a smile to the face of any corporate manager.

Dr. Thomas Sydenham, a seventeenth-century physician, had this to say:

"The arrival of a good clown exercises more beneficial influence upon the health of a town than of twenty mules laden with drugs."

I would love to have the opportunity to bring my contagious and humorous entertainment to your organization. Return the business reply card included with this letter and **I will rush you my free DVD so that you can see me in action.**

Sincerely,

Randy Cabral

PS. You can find more about me right away by visiting my website at www.randyjuggler.com. View my videos and read testimonials from my corporate clients just like you.

ⁱ [Steven M. Sultanoff, Ph.D.](#)

<http://www.humormatters.com>

<http://www.humormatters.com/articles/workplac.htm>

ⁱⁱ Berger, Asa

How Humor Heals: An Anatomical Perspective

Broadcast & Electronic Communication Arts

May 01, 2005

San Francisco State University

ⁱⁱⁱ Great Place To Work Institute, Inc.

www.greatplacetowork.com

March 22, 2008