



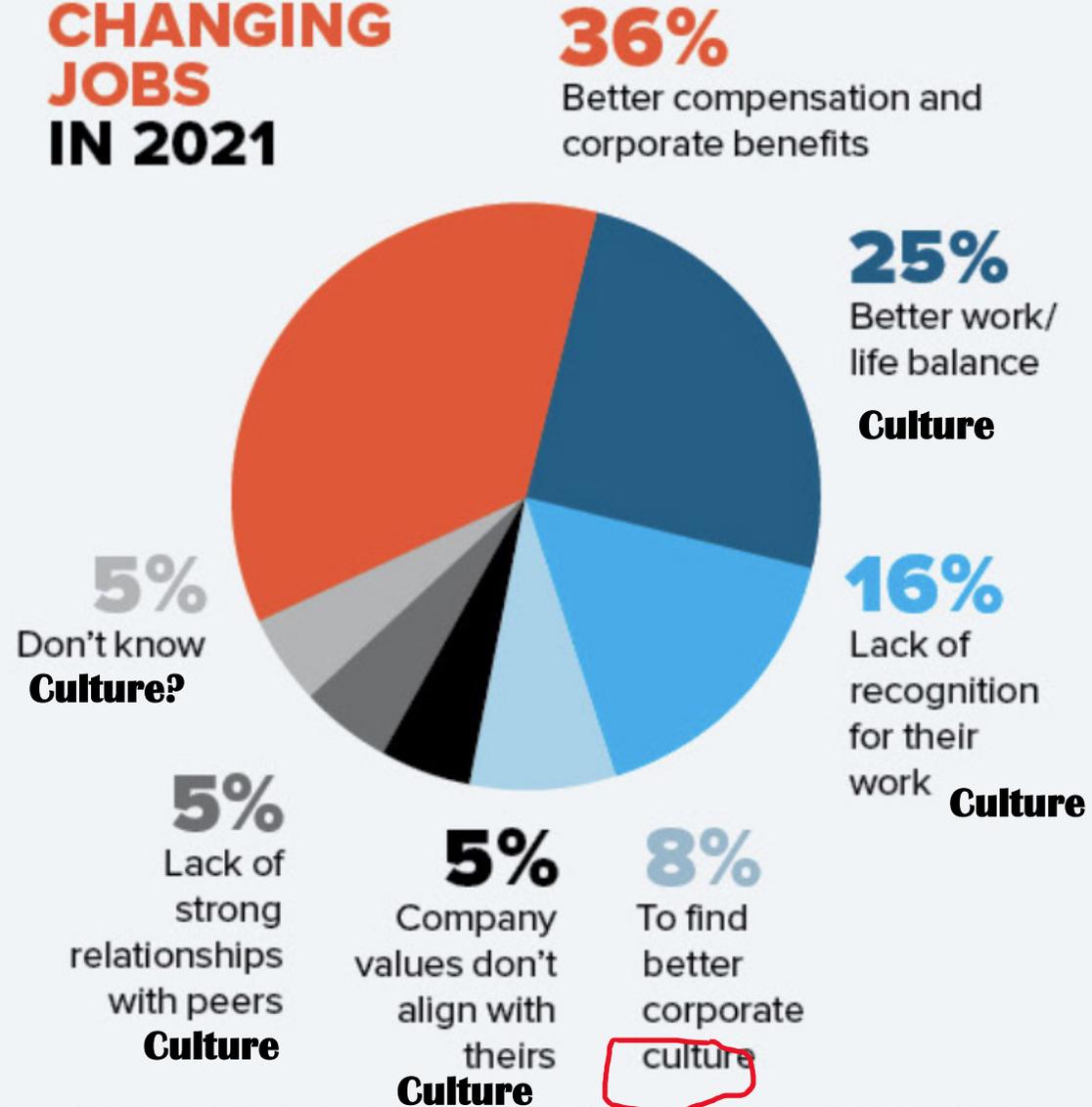
# Agenda

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- 3 Roadblocks That Stop New Culture Initiatives
- How To Redefine Culture
- The Mindset Managers Miss
- 6 Simple Shifts To Reframe Yourself As A Leader
- 5 Ways To Break Down The Employee/Boss Dichotomy And Create A Human Experience
- The First Steps You Can Take To Create A Killer Culture



# WHY EMPLOYEES ARE CONSIDERING CHANGING JOBS IN 2021



Source: *Engagement and Retention Report*, Achievers Workforce Institute, February 2021.



# **3 Roadblocks That Stop New Culture Initiatives**

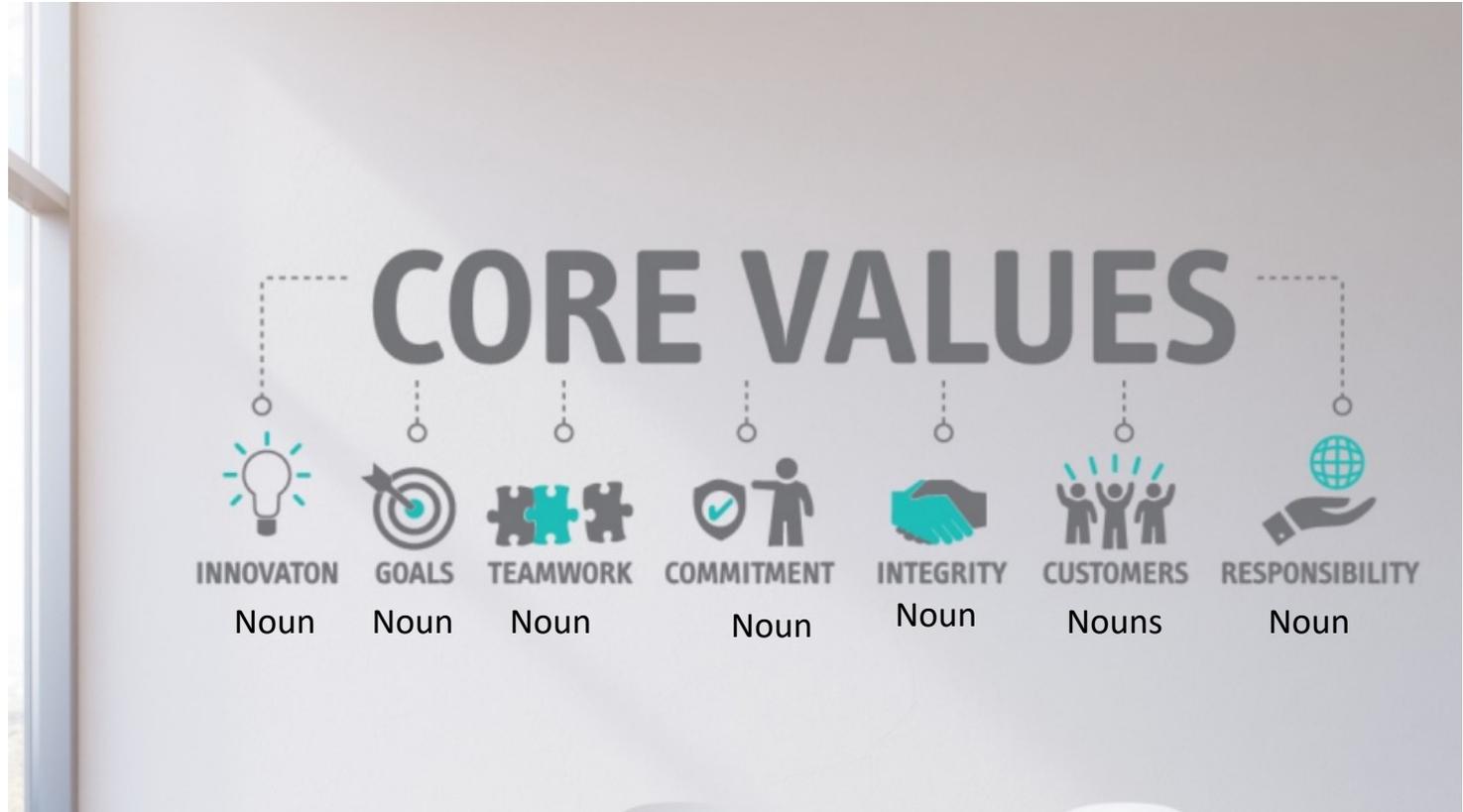
1. Conditioning
2. Fear
3. It takes time/Costs money

# What Is Culture?

- Culture (n): The mix of an organization's leadership, values, traditions, beliefs, interactions, behaviors, and attitudes that contribute to the emotional and relational environment of a workplace.

## WHAT IF CULTURE WERE AN ADVERB?

- Culture: How the people in an organization treat one another.





# The Mindsets Most Managers Miss

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- “*Anything* can be a growth opportunity.”
- “I don’t have all of the answers and I’m okay with that. I’m willing to share my failures, mistakes, and discovery as a necessary part of the learning process.”
- “If something isn’t working, what can *I* do to adjust?”
- “As much as I wish I could, I can’t control *everything*.”
- “I have only one perspective of this challenge – I’m going to listen to my team’s feedback and adjust.”
- “I have to build trust before I can expect buy-in.”

## 6 Simple Shifts To Reframe Challenges And Position Yourself As A Leader

- “Someday, I’m going to look back at this and laugh.”
- “Would I be saying what I’m saying if I already had what I want?”
- “This is information.”
- “What else could be true?”
- “What if this were part of the plan all along?”
- “If they were me in a different life, how would I treat them?”



# 5 Ways To Break Down The Employee/Boss Construct

- Shift priority from getting outcomes to building potential
- Shift from managing to supporting
- Take the time to learn about them as a human being
- If they have a particular talent or passion, find a way to work it into their day-to-day
- Openly recognize when you fall short at any of these and ask for help



# HUMOR

- Your brain is a pattern detector
- These patterns lead to probabilities, hypotheses, actions, and results
- Humor is a pattern disruptor
- The disruption helps us consider new probabilities and hypotheses, leading to new actions and better results.





# The Mindsets Most Managers Miss

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- “I don’t have all of the answers and I’m okay with that. I’m willing to share my failures, mistakes, and discovery as a necessary part of the learning process.”
- “If something isn’t working, what can I do to adjust?”
- “As much as I wish I could, I can’t control *everything*.”
- “I have only one perspective of this challenge – I’m going to listen to my team’s feedback and adjust.”
- “I have to build trust before I can expect buy-in.”



# The Comedian Mindset

- “*Anything* can be a premise.”
- “I don’t have all of the answers and I’m okay with that, so I’m willing to share my failures, mistakes, and discoveries since they’re a necessary part of the process of being human.”
- “If a joke or story isn’t working, what can *I* do to adjust?”
- “As much as I wish I could, I can’t control *everything*. So I make light of it instead of dwelling on it.”
- “I have only one perspective of this challenge – I’m going to listen to the audience’s feedback and adjust.”
- “I have to build trust before I can expect laughter at my edgier, weirder, more controversial jokes.”



## 6 Simple Shifts To Turn Challenges Into Material

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- “Someday, I’m going to look back at this and laugh.”
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- “What else could be true?”
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- “If they were me in a different life, how would I treat them?”



# 5 Ways To Break Down The Employee/Boss Construct

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# 5 Ways To Break Down The Comedian/Audience Construct

- Shift priority from getting laughs to giving them *opportunities* to laugh.
- Shift from joking to connective storytelling
- Take the time to learn about them as human beings – what are they laughing at? What are they not? Ask questions, etc.
- If there's an elephant in the room, or something that affects them in the local news, find a way to work it into your set
- Openly recognize when you fall short at any of these and ask for help.



# Benefits of humor in the workplace:

Organizations where humor plays a role in engagement showed increased shareholder returns of 19%



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## Humor Improves Sales

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- Adding a simple humorous line to close a sales pitch increased the price the buyer was willing to pay by 18%.



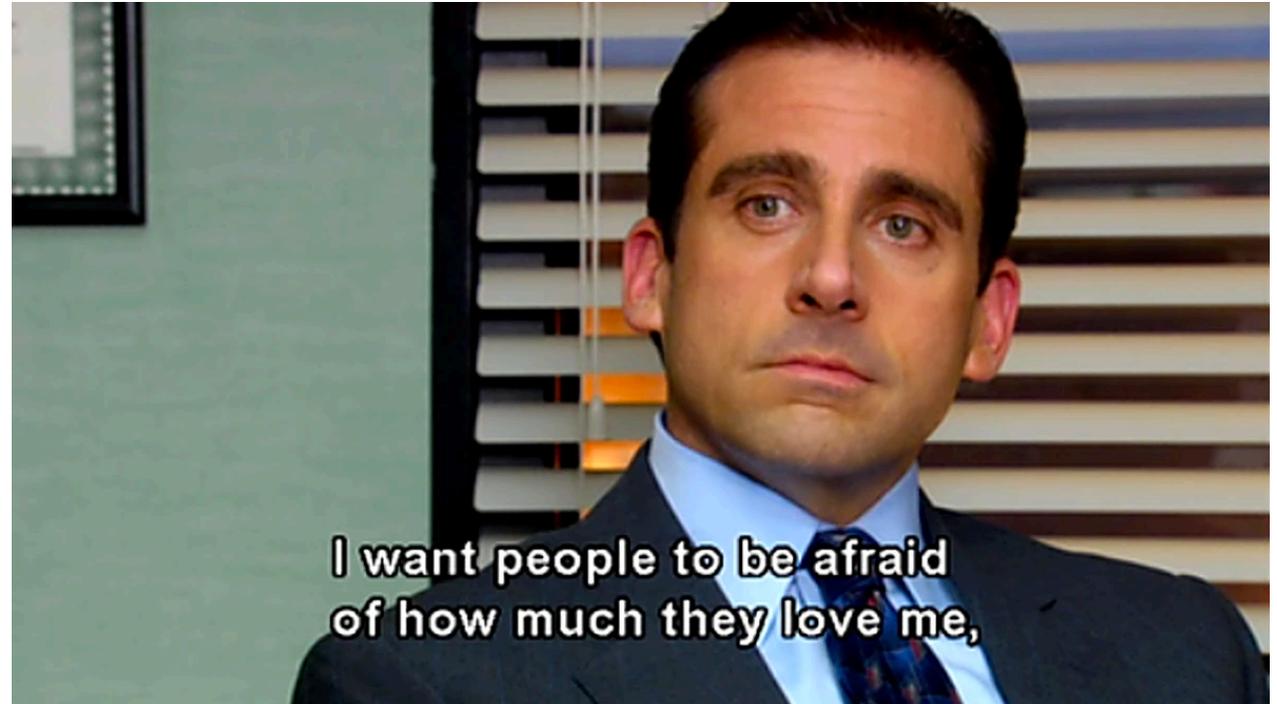
# Benefits of humor in the workplace:

## Employees with a sense of humor:

- Higher productivity
- More effective communication
- Psychological connection

## Leaders with a sense of humor:

- More effective motivators
- Clearer communicators
- Key in reducing stress



# The Evidence Is Clear

## Effective use of humor leads to improvements in:

**Productivity**  
**Confidence**  
**Communication**  
**Presentation/teaching skills**  
**Organizational buy-in**  
**Inspiration**  
**Learning**  
**Memory**  
**Likability**  
**Interviewing**  
**Sales**  
**Happiness/morale**  
**Growth mindset**  
**Conflict management**  
**Collaboration**  
**Risk-taking**



**Bottom line**  
**Adapting to uncertainty**  
**Problem-solving**  
**Resilience**  
**Emotional intelligence**  
**Actual intelligence**  
**Accountability**  
**Creativity/idea generation**  
**People skills**  
**Leadership**  
**Decision-making**  
**Relationships**  
**Mental agility**  
**Handling failure**  
**Trust**  
**And more...**

# 7 Steps To Reframe Retention And Create A KILLER Culture



# Let The Clients Do The Talking

**COVID's impact on our socially distant, working-from-home staff was palpable. David's advice has helped us to maintain our morale and embrace humor to engage both employees and clients. Even in today's world, humor can be a powerful tool in the workplace and David was not only highly effective, but incredibly timely."**

**Rob - TekWissen**

# Let The Clients Do The Talking



**“Wonderful training session.  
I think the content was well-received and I enjoyed the  
time getting to know my colleagues a bit better...  
I think this helped Raganites to connect on a deeper level  
than a normal workday might allow.”**

**Alyssa – Lawrence Ragan Communications**

# Let The Clients Do The Talking

**“David took the time to walk me through some of the challenges I’m dealing with and providing some insight on how to improve the communication (with a fellow manager). As fate would have it, an opportunity actually presented itself this afternoon and I was able to work some open-ended questions into our conversation. Together, we were able to find a solution and share a virtual high five.”**

**Crystal – Greater Pensacola SHRM**

# 8 Weeks Of Hands-On Learning

## 7 Steps To Reframe Retention & Create A Killer Culture

**8, 90-minute interactive modules**

**Weekly 20-minute laser coaching calls**

**PDF Workbook + Humor Journal**

**Weekly Monday Fonday Emails**

**Access To Videos & Slide Decks**

**Unlimited Access To Email For 8 Weeks**

**Community Collaboration**

**Team Comedy Experience**

**Usual Cost: \$4987**

**Your Cost: \$2987**

**Invest By 9/17: \$1987**

# Here's What You'll Do

**Go To**  
**[Watercoolercomedy.org/killerculture](https://watercoolercomedy.org/killerculture)**

**Sign Up For A 1-On-1 Discovery Call**  
**We'll Chat & See If There's A Fit**

- **Discuss your company, team, or career goals**
  - **Reflect on where you are currently**
- **Discover the roadblocks getting between you and your goals**
- **Demonstrate what it might be like to work with us**
- **Evaluate you to determine if your organization fits our guidelines for new clients.**