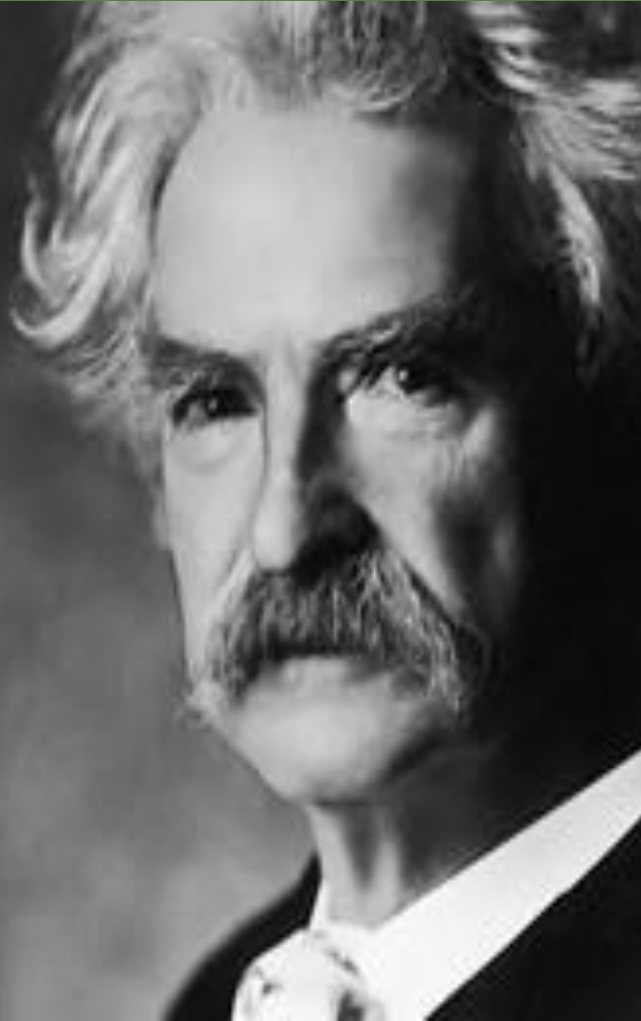


**HUMOR IS
MANKIND'S
GREATEST
BLESSING.**

Mark Twain



HUMOR 101

ENGAGE, PERSUADE, CONNECT!



They Laugh
You Win
Leveraging The Power Of Humor



My Story



My Story





**The Power of
Humor**

**All things being equal, the funniest
person is going to win.**

A hand is shown sorting through a large pile of small, square portrait photographs of diverse people. The photos are arranged in a grid-like fashion, with some being more prominent than others. The background is dark, and the overall tone is professional and inclusive.

The Power of Humor

My Story





Scene Vegas

Matt Kazam Funny never gets old

It all started when Matt Kazam fell in the shower. That's when the comedy veteran realized that being nearly 40 was nothing like being 20—back then, he says, instead of falling in the shower, he was doing something else with someone else in the shower. This realization led Kazam to create his one-man comedy show *40 Is Not the New 20*, now playing at the Riviera. Las Vegas Magazine's Mike Myerstein recently sat down with the N.Y. native to ask about life and his new residency.

Is age 40 really that old?

No, we're not living "40 is the new 20" actually, discounts the gluttonousness that is 40. Being 40, you have 20 more years of experience on these people. Yes, that 20-year-old body, that ship has sailed... From 1980s to 1990s—if you experienced or were alive during those 20 years you have an appreciation for everything we have now. You know, 40, I think it's the new prime. Life gets better at 40—that should be the new expression, not "40 is the new 20."

Are you enjoying your 40s more than your 20s?

Yes. In your 20s, you can't see all the angles, you can't do all the math. Being 40 and having made mistakes and having learned from them, I feel like life is so much easier now. When I was younger, I was a 20-year-old, and in the "Way" all life beats stuff out of you. I'm the ghost of Christmas future. I can see all the things that are waiting for them and I love being on the other side.

How have the audiences changed during your career?

People used to go to comedy clubs to see someone that was funny. Then the business changed and you had to compete with other mediums dealing with comedy—like the internet. So comedy clubs, comedy shows became places where you just went to see someone famous. We used to be able to take the audience on a journey, but now that the bar has been lowered for funny entertainment—because of reality TV and shorter attention spans—you have to now keep the audience on the road with jokes. That's why I love this comedy show that I'm doing at Riviera. I can take the audience on the journey, and they allow me to take them on the journey. It starts off in 1980, seven months before the first man walks on the moon, and I take them all the way up to today.

Who is Matt when he's not performing, when he's not telling jokes?

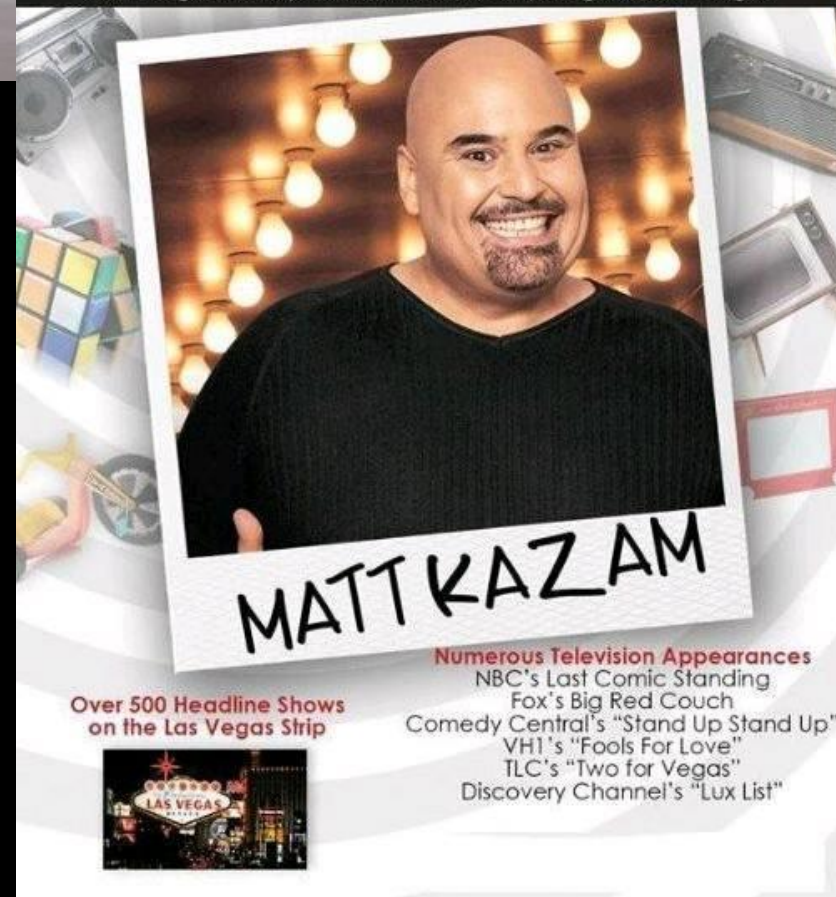
I've always been the guy. I grew up in New York City, so I either had to learn how to fight or learn how to be funny. I chose right away. I didn't win the genetics lottery, so I knew right away that I had to be funny. It was a defense mechanism, but it became part of my personality. Everything that's happened in my life, everything good that's come from being funny. One day, it's a case of an exaggerated version of me, but it's all me. Everything in the show has really happened. It's where real funny lives.



Remember When? 40 IS NOT THE NEW 20

A ONE MAN COMEDY SHOW • STARRING MATT KAZAM
6000 PERFORMANCES | 45 STATES | 7 COUNTRIES

40 Is Not The New 20 explores how much our world has changed in the past 40 plus years. It's a comedic celebration of the knowledge and experience that can only be gained with age.



Over 500 Headline Shows
on the Las Vegas Strip



Numerous Television Appearances
NBC's Last Comic Standing
Fox's Big Red Couch
Comedy Central's "Stand Up Stand Up"
VH1's "Fools For Love"
TLC's "Two for Vegas"
Discovery Channel's "Lux List"

Style

A juicer, a palm tree and a microph heads to Vegas



Comedian Matt Kazam, left, who is headed to the Riviera in Las Vegas, with wife, Galina Kazem and their 3-week-old daughter Kayla Kazem in their hotel room in Sterling, Va. (Kazem is the Reston, Va., comedian's legal name, which his family uses.) (Bill O'Leary/The Washington Post)

By **Jessica Contrera**
August 11, 2014

Washington Post



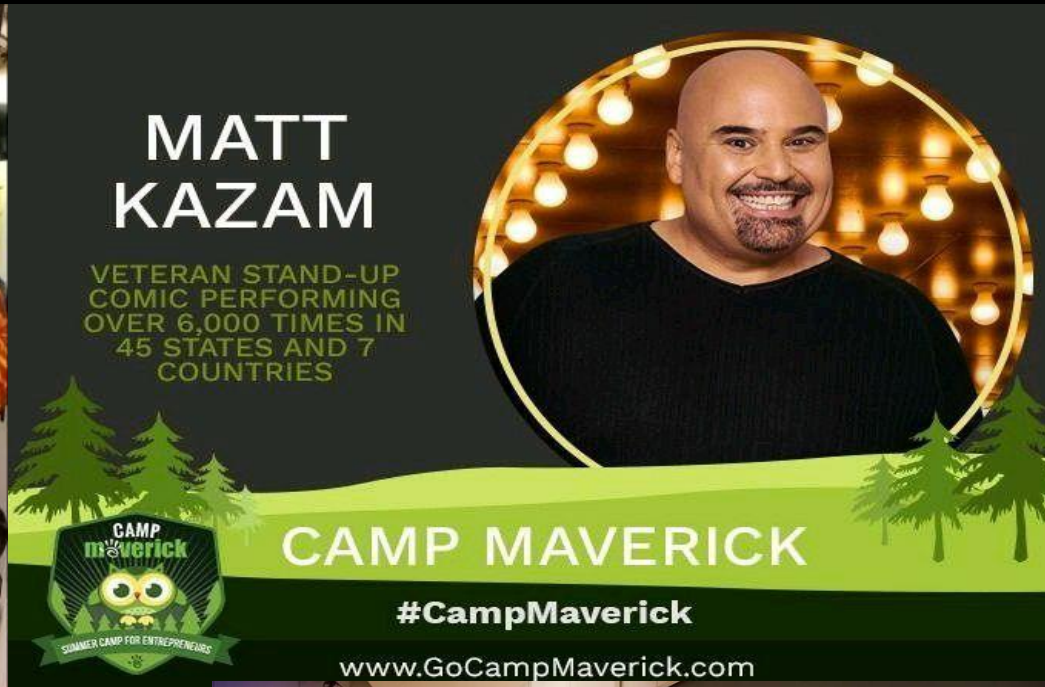


2 Years Later



The New Vegas





Speaker * Teacher * Comedy Coach * Humor Scientist



HUMOR 101

ENGAGE, PERSUADE, CONNECT!

JOKE WRITING



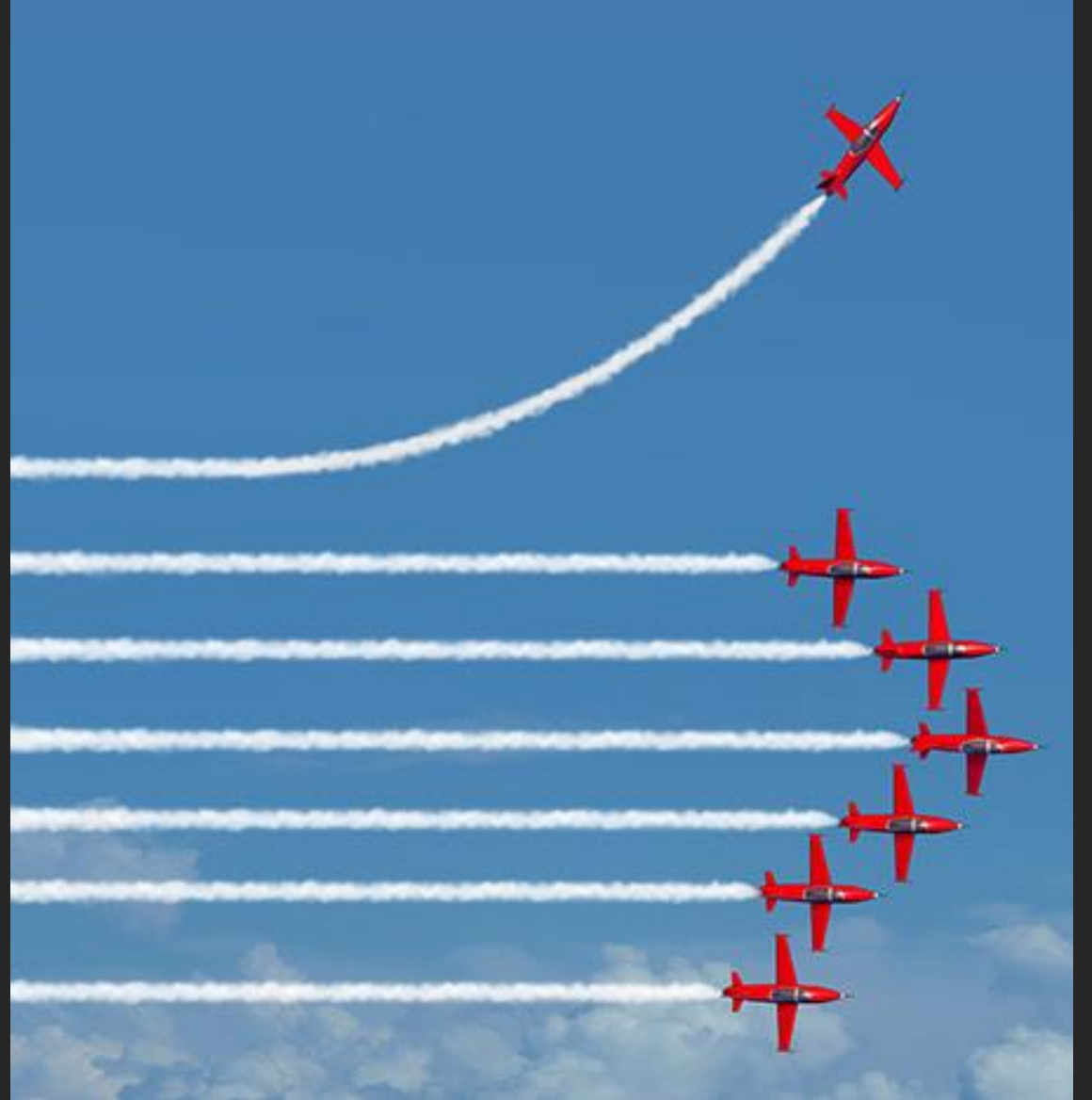
with Matt Kazam



A person wearing a dark suit and a white shirt is holding a piece of white, lined paper with both hands. The paper has a torn, deckled edge on the top and bottom. The text "WHAT TO EXPECT" is printed in a bold, dark blue, sans-serif font across the center of the paper. The background is a plain, light-colored wall.

**WHAT TO
EXPECT**

**think
different
act
different**



#1 Change Your Mindset



New Mindset

New Results

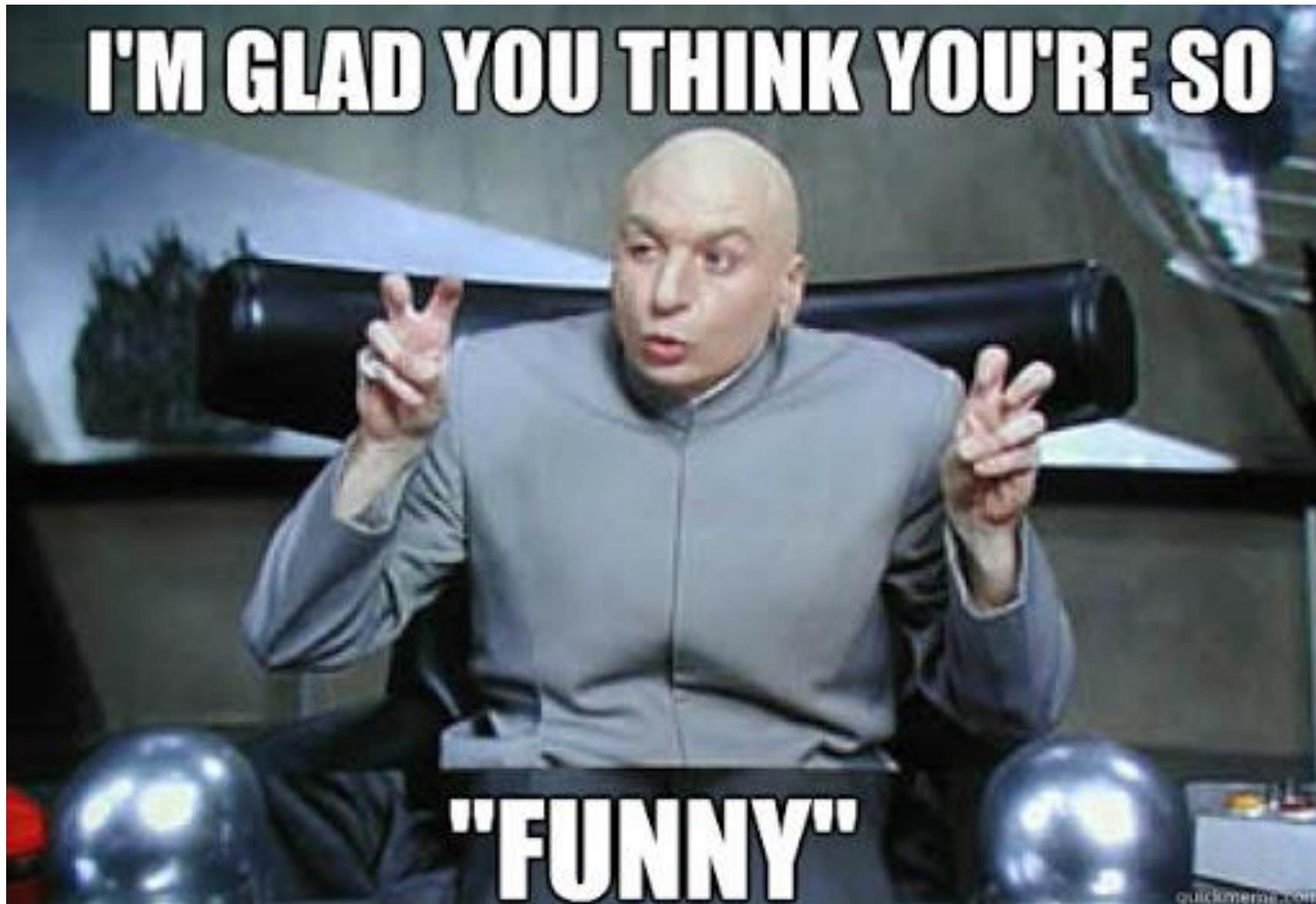


2

Reconnect With The Funny That Lives in All of Us



I'M GLAD YOU THINK YOU'RE SO



"FUNNY"

quickmeme.com



**Children laugh 400
times a day, an
average adult
laughs 15 times
a day.
Somewhere
on the way we
have lost 385
laughs a day...**



Humor Skills

Coping

Connection

Communication



A man with a beard and a black t-shirt is shouting into a microphone. He has his hands pressed against his cheeks and eyes, with a look of intense passion or anger. He is wearing a black beaded bracelet on his right wrist and a watch on his left. The background is dark with some blue light patterns and a partially visible logo that says "Lao Com".

**“We can’t
control what
happens to us,
but **we can**
100% control
how we feel
about it.”**

Matt Kazam

Humor Increases Emotional Intelligence



Laughter & Mental Health

Increases Joy & Zest for Life
Decreases Anxiety & Fear
Relieves Stress
Improves Mood
Enhances Resilience

Laughter boosts
mental health
by stimulating both
hemispheres of the
brain, encouraging
clarity and better
problem solving ability



Laughter & Wellness

Benefits of laughter:

- releases endorphins
- reduces stress
- helps relieve pain
- lowers blood pressure
- increases bloodflow
- boosts immune system
- lowers blood sugar levels
- fights anxiety
- improves cardiovascular health



MAY YOUR DAY BE
FILLED WITH

**LOTS OF
LAUGHTER**





The Power of Humor: Connection/Culture Dynamic



Makes people feel
emotionally safe



Gains your
audience's trust



Gives the audience a
sense of connection



The audience feels
valued



Humor makes us all
“present and in the
moment”



Your audience will
see you as more
authentic & genuine

The Power of Humor

**Humor is
Based in
Empathy**

You get Credit for the Attempt



Humor is Everywhere

**According to anthropologist
Mahadev Apte, humor:**


- **Occurs in all human cultures**
- **Pervades all aspects of human behavior, thinking, and sociocultural reality**
- **Occurs in an infinite variety of forms and modalities**



The Verdict is in. Humor is Good for Business!

Psychology Today

Find a Therapist >

 Grant Hilary Brenner M.D.
ExperiMentations

Workplace Humor Has Some Unexpected Benefits

How workplace humor can be used to your advantage.

"Accountemps polled 2,200 CFO's, they found a majority appreciate comedic chops in the workplace Humor can lighten things up, and it can help build culture."

— 78% Of Exec's Think A Sense Of Humor Is Important For Employees

Southwest
The Magazine

"If you can learn the humor of a people and really control it, you know that you are also in control of nearly everything else."

— Leading With Humor - Harvard Business review



STANFORD BUSINESS Insights

Topics ▾

Career & Success

Humor Is Serious Business

You are not as funny as you should be, and your company is suffering because of it.

July 11, 2017 | by Joel Stein

"The business world is taking a serious look at the role that fun, play and humor contribute to an optimal work environment and to increased productivity."

— Humor At Work

CNN

"Properly used humor serves many good purposes. It builds relationship among employees or with bosses, helps workers maximize their innovative thinking, defuses tension and stress, increases productivity and makes people happier."

— Want To Get Ahead At Work? It Can Pay To be Funny

USA TODAY


"Humor may seem like a strange thing to look for when hiring, but I've found that it is an excellent indicator of a person's intelligence, confidence, and overall temperament. Over the years, it has been the people who can laugh and learn who have succeeded."

— Reasons Why Funny People Make Great Employees

Forbes

WORLD ECONOMIC FORUM

We should take humour in the workplace more seriously



Humour - one of our most important forms of emotional expression - is fundamental to a healthy workplace.

Image: REUTERS/Chris Wattie

18 Jan 2019



A sense of humor is part of the art
of leadership, of getting along with
people, of getting things done.

— *Dwight D. Eisenhower* —

AZ QUOTES

The Power of Humor

Good
Morning
Britain

8:16

SOPHIA THE ROBOT

Expert has created robot that could form human relationships

HEADLINES

GRENFELL VICTIMS' FURY AS ACTIVISTS 'HIJACK' GRIEF FOR PROTESTS

The Power of Humor



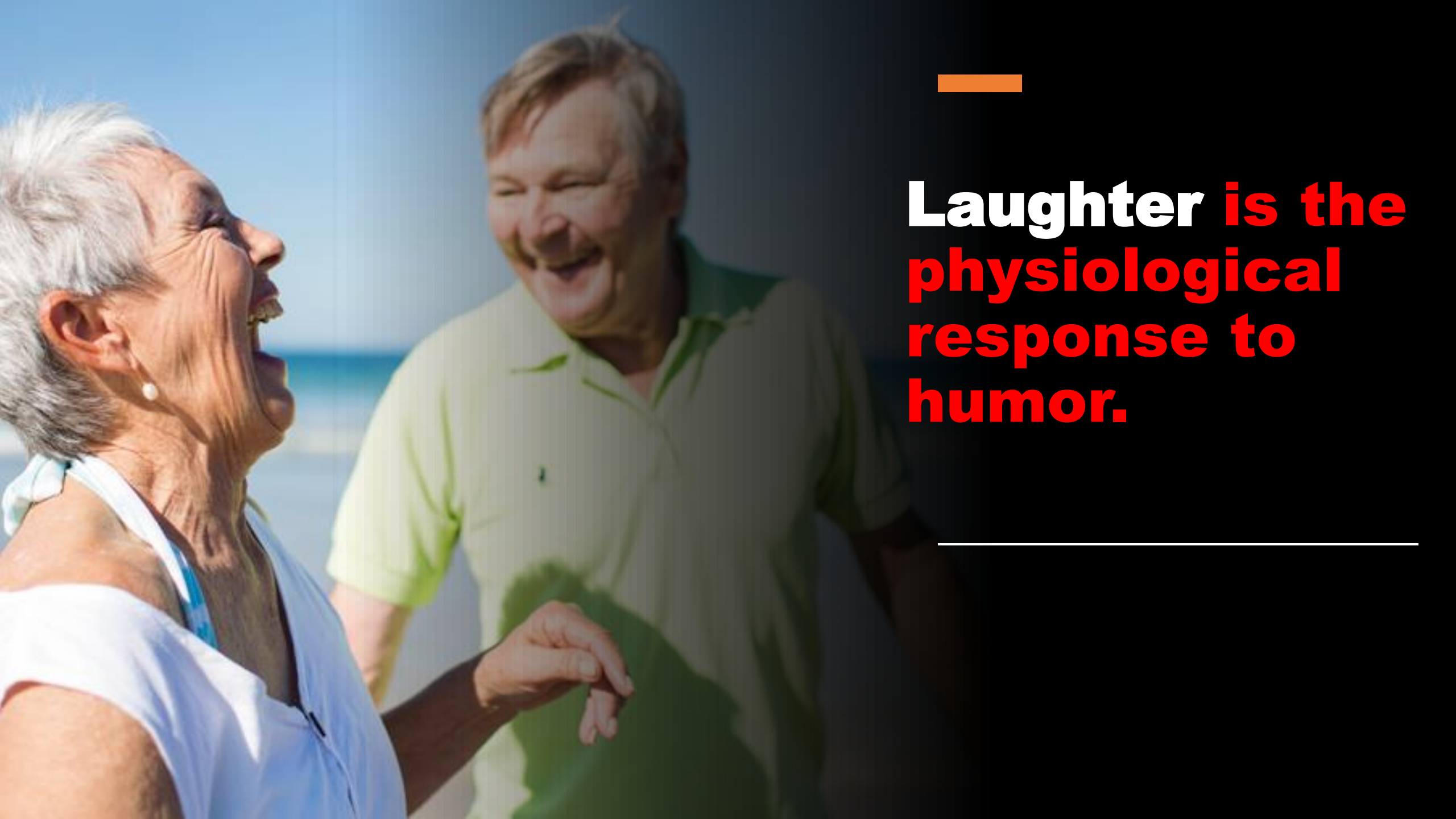
The Gateway to the Subconscious





Why Do People Laugh?





**Laughter is the
physiological
response to
humor.**

**Laughter is the
Release of
Nervous Energy**



Why Do People Laugh?



Out of Superiority

- 'I am glad it's not me'
- 'I can't believe they did that'
- 'Isn't that stupid'

Out of Commonality

- 'It's definitely me'
- 'I remember that'
- 'We all do the same silly stuff'



The Laughter Lifecycle

Concept Developed by
Humor Scientist Matt Kazam

The Cycle Diagrams from my corporate Humor Training Webinar Humor 101 shows how I perceive humans experience laughter and how all laughs are not created equal or accomplish the same level of human connection.

In order to tap this science you must first understand each part of the process so you can be strategic about how you mine for the material, structure the content and delivery it to your audience.

Understanding each phase is how we all can leverage the power of humor to engage, share your truth, story & message while forming a powerful human connection through laughter, empathy & trust.



www.theylaughyouwin.com



**Not all
Laughs are
created
Equal**



**Information
is Just not
That
Engaging**





TRUTH

LIE

The Power of Your Truth

**An ounce of
truth is worth
more than a
pound of lie...**



You Have the Fuel for Humor

**Your Pain
Your Stories
Your Experiences
Your Life!**

**Allow Your
Point of View
to Shine
Through**



Non – Verbal

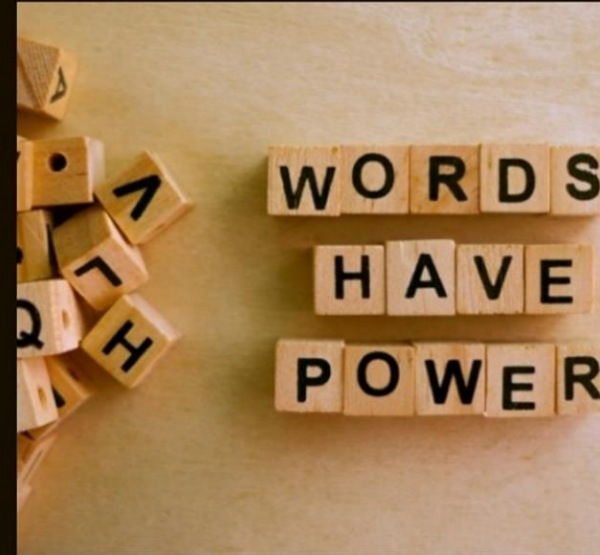
- **Body Language**
- **Eye Contact**
- **Being Present**
- **Authenticity**

Verbal

- **Tone**
- **Pace**
- **Truth**
- **Content**
- **Words**
- **Structure**



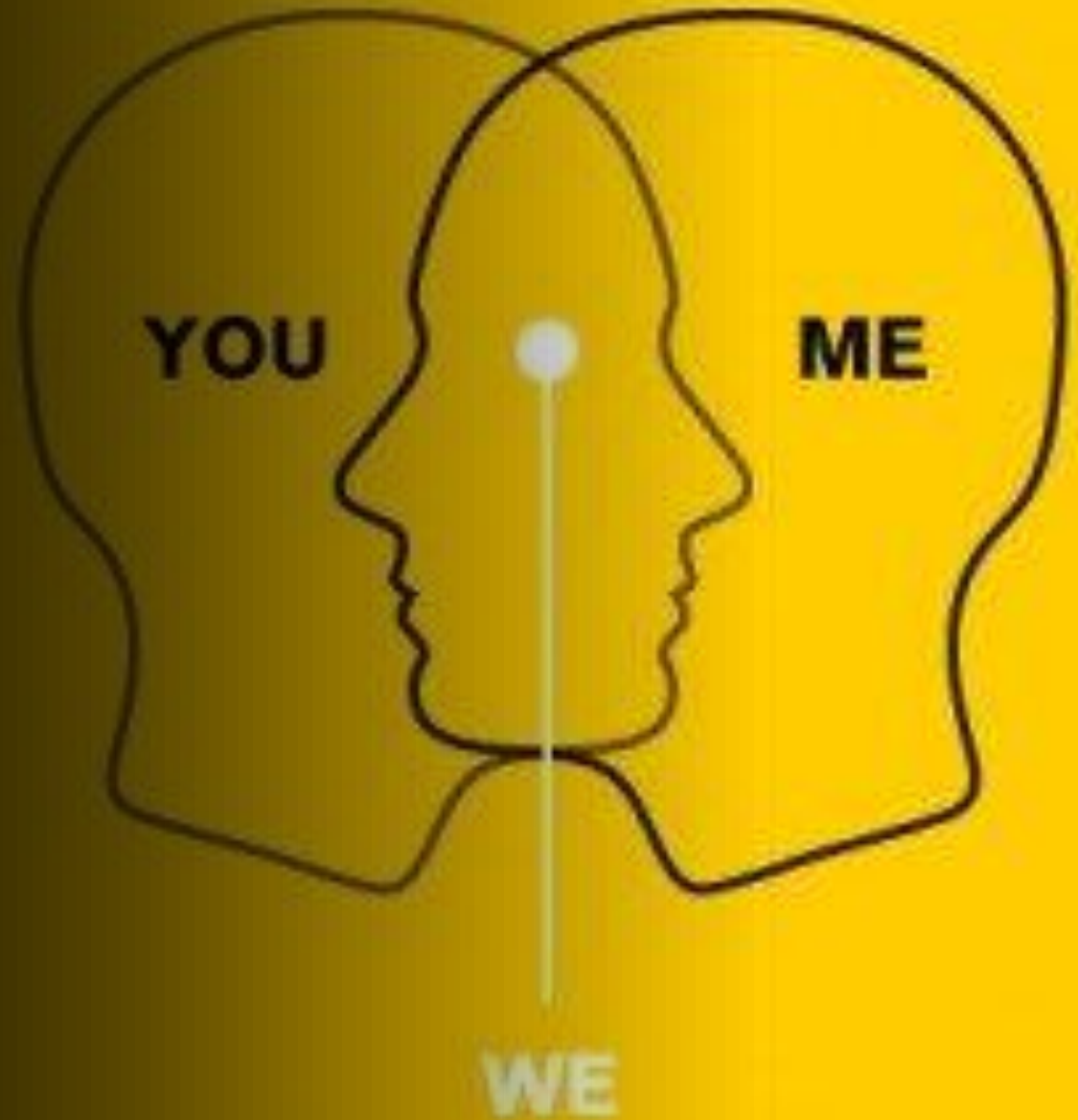
HOW TO USE YOUR WORDS



**A GROWN-UPS GUIDE TO
RECONNECTING US WITH
THE WORDS WE USE AND
HOW THE SCIENCE OF
JOKE WRITING CAN
TEACH US HOW TO HAVE
DEEPER & MORE
THOUGHTFUL
CONVERSATIONS.**



Empathy Phase





“Laughter occurs when people are comfortable with one another, when they feel open and free. And the more laughter [there is], the more bonding [occurs] within the group.”

**Cultural
Anthropologist
Mahadev Apte**

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