



# CREATING A 360° HUMOUR BASED BUSINESS

WITH GREAT POWER COMES  
GREAT RESPONSIBILITY

## LEVEL 1 - GETTING STARTED



- Understand your type of humour to figure out how to use it
- Become intentional about using humour to generate ROI (return on investment)
- Get crystal clear about what type of outcomes you want from humour
- Focus more on creating a culture that leads to win-win situations
- Change your mindset, see the silver lining in life situations
- Redefine your company culture on fun terms
- Face your fear of public speaking
- Dare using humour to secure ideas

## LEVEL 2 - BUILDING MOMENTUM



- Create a new, healthier relationship with who you are with humour, and who you can be with the right type of humour
- Change your behaviours through daily challenges
- Learn to embrace failure
- Connect with people thanks to humour
- Don't be afraid to stand out
- Experiment with humour to find your voice
- Build a circle of trust
- Practice to gain confidence

## LEVEL 3 - CREATING A RIPPLE EFFECT



- Market your company & communicate with humour
- Imbed humour in your sales strategy & negotiations
- Know when to react to crisis with humour
- Hire candidates with the right sense of humour for your company
- Adjust your humour to cultural specificities
- Implement humour rituals
- Find leaders to champion humour within your company
- Achieve your company DNA transformation to a humour-based culture

IF YOU'RE READY TO TAKE THE NEXT STEP TO EXPERIENCE CHANGE IN YOUR BUSINESS, BOOK YOUR DISCOVERY CALL AND LET'S IDENTIFY EXACTLY WHAT A HUMOUR-BASED BUSINESS WILL LOOK LIKE, AND WHAT YOU NEED TO DO TO GET THERE.

LEARN MORE AT [LEADINGWITHHUMOUR.COM](http://LEADINGWITHHUMOUR.COM)