

# ANDREW TARVIN

## Humor Engineer

### INFORMATION PACKET



Better Results. More Fun.



# **HUMANITY'S DESPERATE NEED FOR HUMOR**



# Why Humor Matters

The current way of working isn't actually working:

- 83% of Americans feel stressed at work.<sup>1</sup>
- 55% of Americans are unsatisfied with their job.
- 47% of Americans struggle to stay happy.

Of course it's even worse in Disney World where only 1 out of 7 Dwarfs is Happy.

In our obsession to become as efficient as possible, we've run into a problem: you can't be efficient with humans. Humans have "emotions" and "feelings;" they get "sick" and "tired;" and they have to do things like "eat" and "sleep."

**What's at stake?** Close to a trillion dollars in lost productivity and increased costs:

- \$300 billion due to stressed workers.
- \$500 billion due to disengaged employees.
- \$11 billion due to employee turnover.

Andrew Tarvin is here to change that. His mission is to teach individuals, teams, and organizations how to get better results while having more fun.

<sup>1</sup> Sources available online at [www.humorthatworks.com/about](http://www.humorthatworks.com/about)

A close-up photograph of a young boy with blonde hair and blue eyes. He is smiling broadly, showing his teeth, and has his right hand near his mouth. He is wearing a shirt with horizontal stripes in blue, red, yellow, and green. The background is blurred, showing green foliage and a wooden structure.

# **ABOUT ANDREW**



# Andrew Tarvin

## Humor Engineer

Andrew Tarvin is here to teach the world how to get better results while having more fun.

Andrew, by the numbers:

- Graduated 4<sup>th</sup> in his high school class and Magna Cum Laude from Ohio State with a degree in Computer Science & Engineering.
- Spent 6 years at Procter & Gamble as an International Project Manager.
- Has delivered more than 500 programs to 200+ organizations.
- His TEDx Talk has amassed more than 75,000+ views.
- Has performed more than 1,000 shows as an improviser, stand-up, storyteller, and spoken word artist.
- Has spoken or performed in all 50 states, 18 countries, and 3 continents.
- Was born 3 weeks early (even in the womb he was trying to be efficient).



# Andrew's Story

Andrew Tarvin is the world's first Humor Engineer. He teaches people how to get better results while having more fun.

Andrew graduated from The Ohio State University, Magna Cum Laude with a degree in Computer Science and Engineering and a minor in playing videogames. While at Ohio State, Andrew also started an improv group, despite never having done any theater and being very much an introvert (if you know Meyers Briggs, he's INTJ; if you know Star Wars, he's R2D2).

After graduating, Andrew worked as a global project manager at Procter & Gamble where he managed million dollar projects for a \$350 million business, earning multiple internal awards for his leadership, communication style, and the jokes he included at the end of emails (true story). He also continued performing improv and stand-up comedy until he decided to combine his two lives and proclaimed himself the Corporate Humorist of P&G.

In 2008, Andrew moved to New York City and continued to grow in his role as P&G's corporate humorist, where he led an award-winning effort to bring more humor to the workplace. In 2009, he started Humor That Works, a consultancy on how to use humor to get better results, and in 2012, he left P&G to lead his company full-time.

Since then, Andrew has helped more than 200 organizations increase productivity through humor—including P&G, GE, ESPN, Microsoft, the U.S. Navy, PepsiCo, and the International Association of Canine Professional (also a true story)—and has performed in over 1,000 shows all around the world.

Andrew is the best-selling author of *Humor That Works: 501 Ways to Beat Stress, Increase Productivity, and Have Fun at Work* and has been featured in The Wall Street Journal, Huffington Post, Forbes, and frequent Facebook posts by his mother. He has spoken or performed in all 50 states, 18 countries, and 3 continents and his TEDx talk has been viewed more than 75,000 times.

Continue reading to see how Andrew can help your organization.

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# **PROGRAMS**

# HUMOR THAT WORKS:

The Secret to Being More Productive, Less Stressed, and Happier

83% of Americans are stressed out at work and 55% are unsatisfied with their jobs. The impact? Close to a trillion dollars in lost productivity and increased costs.

Luckily humor is here to help. People who use humor are more productive, less stressed, and happier. This interactive and experiential program will teach you what humor at work means, why it is desperately needed, and how to use humor to create a positive work culture, increase team productivity, manage stress, and have more fun.

## LEARNING OBJECTIVES:


- Efficiency vs Effectiveness
- The \$500 Billion Problem at Work
- 30 Research-backed Benefits of Humor
- Developing a Humor Mindset
- How to Start Using Humor Today

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# LEADING ON YOUR FEET:

The Art and Science of Leadership Through Improvisation



We live in a Volatile, Uncertain, Complex, and Ambiguous world. Strategies change frequently, businesses rise and fall overnight, and the only **constant is change. Today's leaders have to be** adept at thinking on their feet, leveraging their **team's strengths, and confidently leading through** change.

This engaging and interactive program will teach you the principles of what it means to lead in **today's VUCA world. Combining the latest in today's thought leadership with advanced** techniques from improvisation, attendees not only learn what it means to lead on their feet, they develop the skills to do it.

## LEARNING OBJECTIVES:

- Leadership as a Mindset
- The Perils of Unleadership
- Success in a VUCA World
- Improv Principles for Embracing Change
- The 5 Actions of an AGILE Leader

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# EFFECTIVE COMMUNICATOR:

How to Communicate Any Message to Anyone

The average person spends 80% of their time in some form of communication: emails, meetings, presentations, small talk, phone calls, text messages, snapchats, knowing looks, and more. But just because we communicate frequently it **doesn't mean we do it well.**

Effective communication begins with understanding why we are communicating and understanding all of the messages we are sending. This hands-on program will teach you how to clearly communicate your message to any audience.

## LEARNING OBJECTIVES:

- The Exchange of Ideas
- W+E = M Listening
- The 2 Rs of Effective Communication
- Superhero Body Language
- Actionable Tips for Email, Conversation, Meetings, and Presentations

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# WHY ANDREW





# Working with Andrew

Putting together an event, no matter the size, is stressful. There are logistics, planning, catering, tech, and making sure the room isn't too cold people freeze or too warm people snooze. It is a lot of work.

My goal is to make it easier for you. Here's what you can expect when we work together:

1. You will laugh and learn. Everything I do sits at the intersection of getting better results and having more fun. Your audience will be engaged, educated, and entertained.
2. You will get a customized experience. Every event I do is customized specifically to your needs. That means I speak the language of your audience, I use examples relevant to their experience, and I will help you deliver your objectives.
3. You will have an additional partner. Your program is about your audience, not about me. I will be your partner to make sure it delivers what you need. One speaker go too long and need to cut 5 minutes from my keynote? No problem. Need me to incorporate a shout out as part of my program? Easy. I'm there to help you.
4. You will get my full attention. **I may be an introvert but I'm not a hermit. Your audience will** have access to me before and after the program to ask questions, take pictures, get books signed, and more.
5. You will not have to worry about me. **You already have enough to worry about, you shouldn't have to worry about your speaker. We'll agree on specific details before the event so you have one less thing to worry about, I'll text you when I land and am on-site, and I can easily do a tech walkthrough while you're attending pressing matters.**
6. You will have fun. I practice what I preach which means our interactions from start to finish will be effective, serious, and fun, all at the same time.
7. You will look like a rockstar. **You don't do this for the credit but that doesn't mean it's not due. Together, we'll put on an incredible event and the audience will know it.**

# CLIENT LIST

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Humor That Works has worked with 200+ Organizations from around the world, including:

**Aol.**



**Nationwide**

**ESPN**

**NAVY**



**PEPSICO**



**GENERAL  
ASSEMBLY**

**P&G**

**ISACA**

**Raytheon**



**MPI**



**SANOFI**



**Microsoft**



**Vanguard**

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# TESTIMONIALS

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**"Andrew's session was phenomenal. He was serious in the message he was delivering but humorous and funny at the same time. It was the highest rated session of the day."**

–Roberto Pasquier  
Business Intelligence Service Manager  
Procter & Gamble

**"The training was awesome and just what our team needed. It is very clear to me how what we've learned can be applied deeply throughout the work that we do and in our day-to-day interactions."**

–Marc Lieberman  
Publications Coordinator  
The College Board

**"The efficiency and professionalism exceeded my expectations for what could be accomplished in such limited time. I would recommend Andrew to any group in the organization."**

–Judy Saari  
Operations Manager  
Digital Federal Credit Union

**"Andrew was open, flexible, patient, and totally professional. He delivered exactly the right message in exactly the right way."**

–Paul Herman  
Training Program Manager  
Western and Southern Life

**"Andrew's presentation was simple and effective. We learned many valuable techniques to take back to the workplace."**

–Arthur Bortz  
Superintendent of Site Projects  
Indian Point Energy Center



# Booking Andrew

Ready to see what we can do together? Contact:

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646-543-7398

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