

laughology®

The logo for 'laughology' is rendered in a white, lowercase, sans-serif font against a solid orange background. The word 'laughology' is written in a clean, modern style. The two 'o's in 'ology' are replaced by solid white circles. A white curved line is positioned below these two circles, resembling a smile or a mouth, which visually links the word to the concept of laughter. A registered trademark symbol (®) is located at the end of the word.

laughology®

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**What is  
Laughter?**



**What is  
Humour?**





An audible expression or appearance of merriment or amusement.

*Encyclopaedia Online*

**The outward  
energy to humour**



Particular cognitive experiences to provoke laughter and provide amusement - a state of mind.

*Encyclopaedia Online*

**A system for  
information processing**

# The Power of laughter and humour

“Humour is by far one of the most significant activities of the human brain”

*Edward De Bono, The Times*

The amount of laughter among colleagues is the latest criterion being used to measure the UK's best companies.

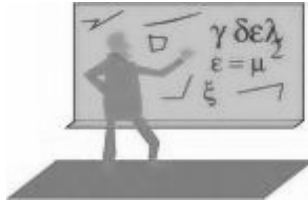
[www.bestcompanies.co.uk](http://www.bestcompanies.co.uk)

Write down as many  
**things/words/situations**  
that make you **laugh**?

# neotenuous

**Neoteny** is the study of juvenile traits within human beings whether this be physical or mental.

**As children we are at our best developmental stage, we are playful, full of imagination and flexible.**



**Toddlers and babies** laugh up to **300 times a day**  
**Adults** laugh on average **17 times a day**

**Laughter beats stress**  
– it lowers cortisol while  
increasing endorphins.

*Dr Lee Berk & Stanley Tan, Loma  
Linda University, California*

Can boost the  
immune system by  
up to **40%**

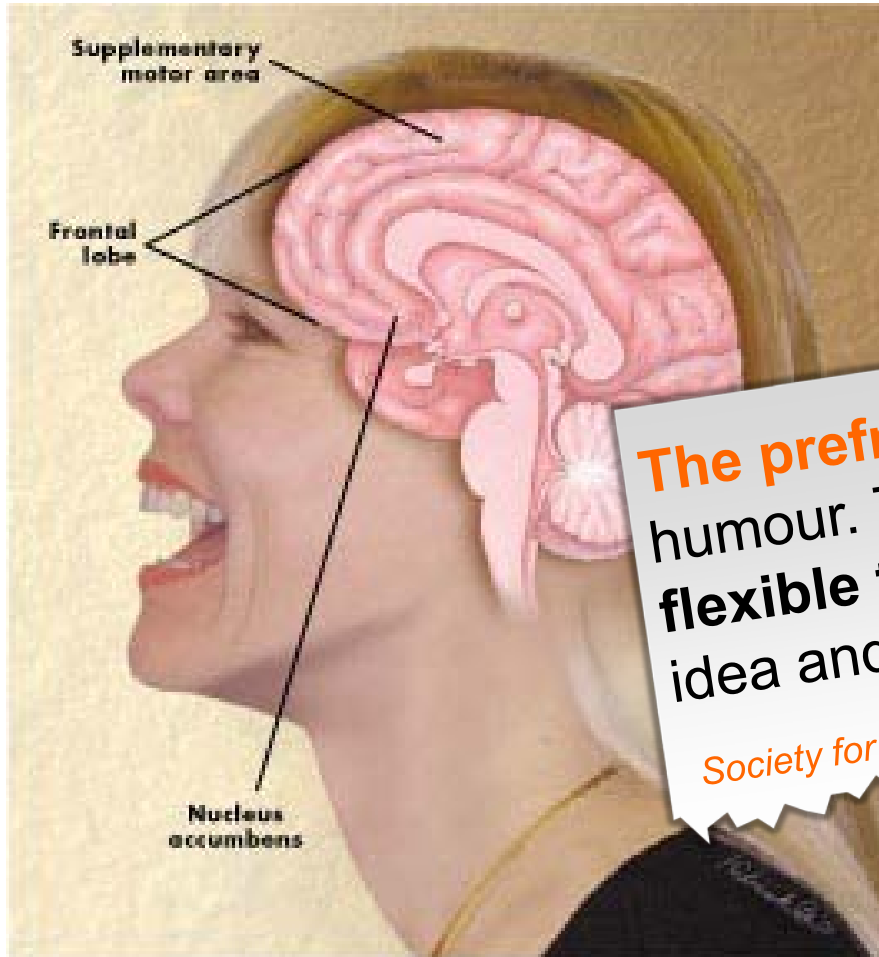
*Indiana state University*

Can lower blood pressure and  
increase the blood flow around  
the body by up to **22%**

*The Times 8.5.2005*



## The brain and humour



**The prefrontal cortex** holds our ability for humour. This area of our brain is used for **flexible thinking**, to untangle an abstract idea and understand its amusing message.

*Society for Neuroscience*

# Developing humour thinking

## Your humour toolkit

**F**ake it  
**L**anguage  
**I**magination  
**P**attern breaking



Life is too serious to  
be taken seriously

*Oscar Wilde*

## Appropriate humour in the workplace

Humour needs to be **inclusive**

Humour can not be deliberately **offensive** or **hurtful**

Humour should **not be used against someone**

Humour should be **mirthful** and with **positive intent**

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