



ANDREW

TARVIN

HUMOR ENGINEER

**INFORMATION
PACKET**

Better Results. More Fun.

A man in a dark suit and light shirt is speaking on a stage. He is gesturing with his right hand raised. The background is dark with blue stage lighting. A semi-transparent teal box is overlaid on the image, containing white text.

“No MBA class ever taught me how to bring humor into the workplace.

The **creative** and **actionable** methods Andrew has bottled up and served to his audiences are a **must-have** for any aspiring leader in business today.”

–Mark von Oven
Business Intelligence Customer Leader
Procter & Gamble

A world map is shown in a dark, textured, and somewhat desaturated style. The map is centered on the Atlantic Ocean, with North and South America on the left and Europe and Africa on the right. The landmasses have a rough, almost topographical texture. Overlaid on the map is large, bold, white text with a slight drop shadow, reading:

**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.
- 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.

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 resting against his chin. He is wearing a short-sleeved shirt with horizontal stripes in blue, red, yellow, and green. The background is out of focus, showing a wooden railing and a green wall.

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 **4th** 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 **250+ organizations**.
- His TEDx Talk has amassed more than **6 million+ 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**, **30+ countries**, and **6 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 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 jokes he included at the ends 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 to continue 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 250 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: The Missing Skill for Success and Happiness 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, 30+ countries, and 6 continents and his TEDx talk has been viewed more than 60 million times.

He loves the color orange and is obsessed with chocolate.

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PROGRAMS

HUMOR THAT WORKS:

The Missing Skill for Success and Happiness at Work

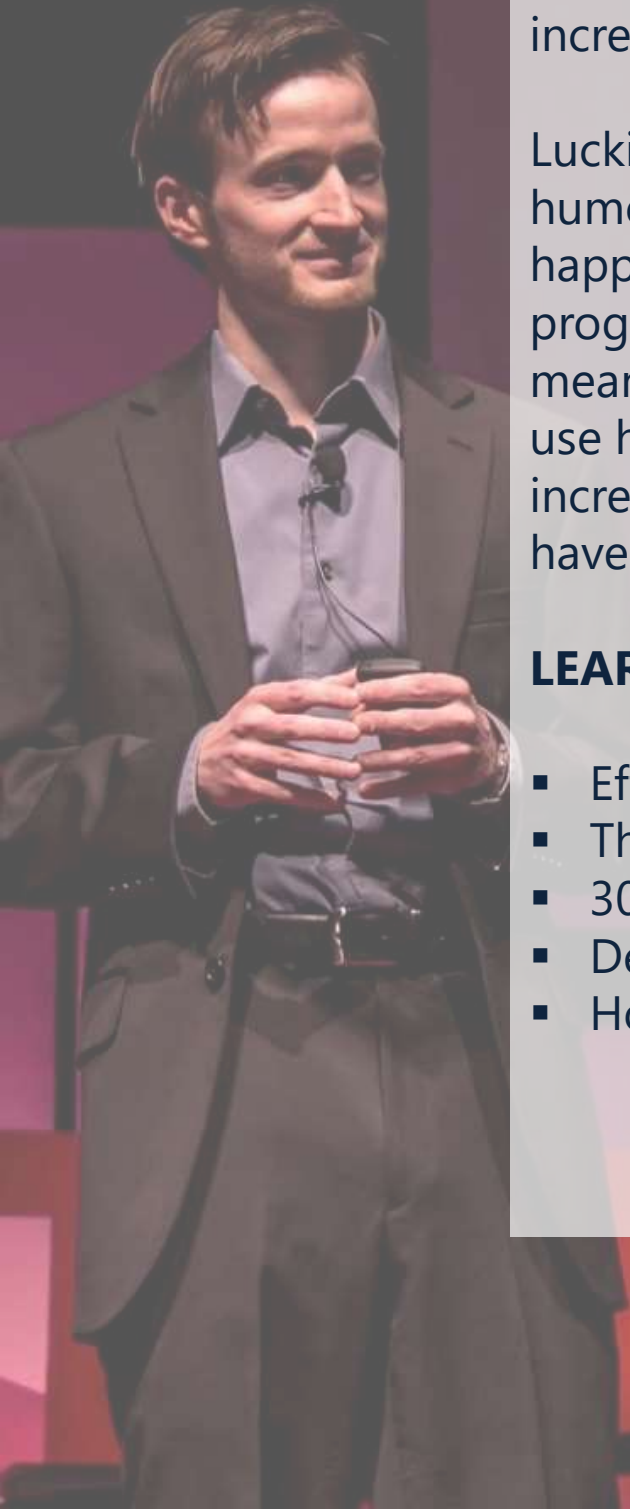
83% of Americans are stressed out at work and 55% are unsatisfied with their jobs. The impact? Close to a trillion dollars in lost productivity and increased costs.

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

A man with short brown hair and a light beard is shown in profile, facing right. He is wearing a dark suit jacket over a light-colored collared shirt. He appears to be speaking at a podium, with a microphone visible near his chest. The background is a soft, out-of-focus blue and purple light.

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-ER STORYTELLING:

How to Increase the Impact of Your Message with Humor

We are overwhelmed by messages: emails, meetings, small talk, phone calls, text messages, TikTok, and more. In an increasingly distracted, disinterested, and disengaged world, keeping people's attention is harder than ever.

And just because your message is important to you, it doesn't mean it's inherently interesting to your audience. But there is one technique we know works in improving communication: Humor. When people laugh, they listen.

In this program, Humor Engineer Andrew Tarvin teaches you the practical comedy principles that he's shared with some of the world's top organizations on communicating effectively.

LEARNING OBJECTIVES:

- The Key to Effective Communication
- A Corporate Storytelling Structure
- How to Complete Your Humor MAP
- 5 Comedic Devices for Generating Humor
- A Simple, Repeatable Process for Humor

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WHY ANDREW





Working with Andrew

Putting together an event, no matter the size, is stressful. There is 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 needs, 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

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

Aol.



ESPN

NAVY



P&G

ISACA

Raytheon



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TESTIMONIALS

Humor That Works has worked with more than 20,000 people worldwide.

"By far **the best guest speaker** I've seen at P&G. His message and delivery went **above and beyond** expectations. If you haven't already considered Humor that Works for your next event, you're missing out."

–Ashley Maher

New Hire Event Organizer
Procter & Gamble

"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

"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

"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

"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

"The training surpassed my expectations! Andrew was hilarious and really provided tools we can use in the workplace. I would recommend him to any company or organization."

– Venessa Ortiz-Harry

Regional Director
BCFS

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TESTIMONIALS



"... a great speaker who knows how to keep the attention of the audience."

–Peter, Procter & Gamble

"Andrew was OUTSTANDING! I would use him again without question."

–Sarah, Villa Crest

"Sets a new bar on the fun factor."

–Janine, Associate Director of IT

"A true, professional teacher."

–Leah, Retired Teacher

"Fun and fresh. He definitely knows what he's doing."

–Nate, Student, LSU

"Very inspiring and worthwhile presentation."

–Karen, Western & Southern

"One of the best training leaders I've heard in a long time."

–Laura, Sales Manager

"Andrew was by far the best. He made it worth coming to the event."

–Anonymous, Event Attendee

"He is pretty freaking awesome."

–Taylor, Student

"He definitely gets it. Great talk!"

–Chris, Session Attendee

"One of the best public speakers I've ever listened to."

–Anonymous, Session Attendee

"Funny, witty, highly intelligent (and handsome!) son!"

–LuAnn Tarvin, my mom

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Booking Andrew

Ready to see what we can do together? Contact:

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