

Karyn Ruth White
Laugh and Learn Productions

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Training The Troops To Laugh

By Sharon Gillen

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If you or I told a conservative, straight-laced corporate bigwig that he or she really needed to lighten up, we'd probably get "lightened up" right out the door. Not so for National Humorist, Karyn Ruth White, who has found a way to make a living by telling the bah humbugs of the business world to laugh a little—maybe even a lot.

White conducts keynote addresses, corporate training workshops and coaching sessions on what we were taught not to do in school: joke around, laugh out loud and not take ourselves too seriously.

Her humor philosophy suggests a whole new way of doing business that some believe is a critical key to improving customer service, employee morale and productivity while reducing stress and burnout.

A 15-year veteran of the stand-up comedy circuit, White decided to break off from the comedy clubs and try her hand at solving what she saw as a huge problem in the corporate world: People droning through the 9 to 5 workday and hating every minute of it.

She knew she could handle the speaking presentation part of the job; after all, she'd worked some of the toughest comedy crowds in the country, as well as comedy shows on HBO, Showtime and the Comedy Channel. As she puts it, "I worked stand-up; that's the best speaking experience you can have. Corporate America doesn't begin to scare me!"

Ten years ago, White launched her business *Laugh and Learn Productions*, dedicated to teaching and motivating people through humor and has since seen the business "really take off." Her

clients since have included Public Service Company of Colorado, (Xcel Energy), U S West, (Qwest), Ball Aerospace, The University of Colorado, Regis University and Microsoft.

White excels keynoting large conferences and training workshops—and it's not just because she keeps the audience cracking up, it's because she truly believes that this thing called humor can deliver us from workplace agony and even help us to work harder and better.

“I have some deep-seated philosophies about how business should be run, how people should be treated and the simple ways to motivate and inspire people,” she says. And she believes humor can unlock the door and “wake ‘em up.” “My message is that life is short—laugh a lot. Work is a huge part of our lives. Work does not have to be drudgery. The attitude you take to work reflects directly on your work,” White observes. “When people enjoy coming to work, they *come* to work and they are much more likely to be more productive.”

And the punch line: White firmly believes that humor “is absolutely measurable on the bottom line.”

Karyn Ruth White is a National Humorist.
See her in action at www.karynruthwhite.com