



How to Use Humor in Your Agritourism Business Strategy

A positive step toward intentional living.



<https://www.youtube.com/watch?v=KPgpRw9tiuM>

ARE YOU



HAPPY?

Using Humor as a part of your Agritourism Business Strategy

People do not always think of humor as one of the strategies that will make their business more successful but numerous studies show that it is an effective tool for many reasons.

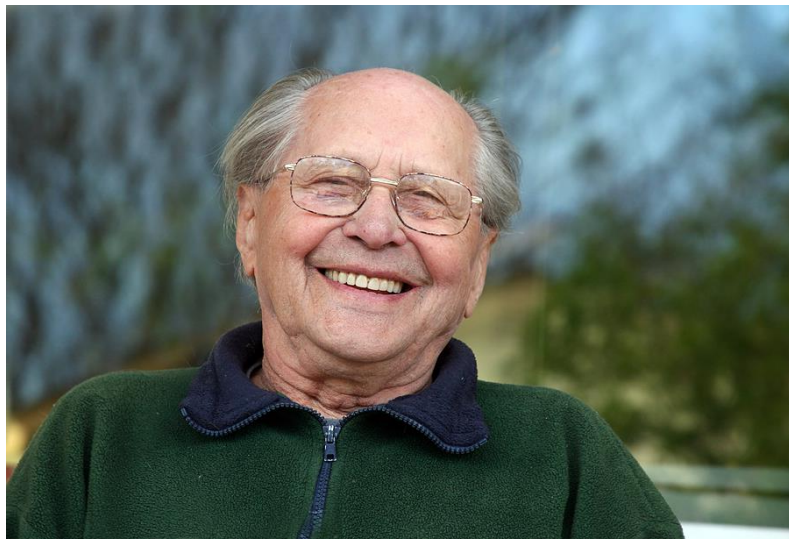
If you stop and think about it – It just makes sense.

Laughing makes YOU feel better and it eases unpleasant and difficult situations.

It does the same for others, too!

A DAY WITHOUT LAUGHTER IS A DAY WASTED.





Everyone Does Not Have the Same Sense of Humor

Things that are funny to you may or may not be funny to someone else.

However, smiling and laughing is a universal language.

There are Various Types of Comedy

☐ **Slapstick**

Joe picks up a large plank. Fred behind him says "Hey Joe, careful with that plank!" Joe turns round saying "What?" and whacks Fred in the face with the plank.

☐ **Parody**

Parody is where a work deliberately mimics the style of another for comic effect or ridicule.

☐ **Spoof**

Spoof is light parody or gentle imitation. Is it not necessarily intended to ridicule or make fun of the thing being spoofed but the comedy happens in the recognition of the piece being spoofed. For instance, a woman in glasses with tied up hair who is obviously beautiful anyway takes off her glasses and then unties her hair and shakes it loose. As she does, her wig falls off. We all recognize the Hollywood moment and so this is funny not just because her wig falls off but we are fully aware of the reference and know that usually this is not supposed to happen.

☐ **Satire**

Satire is where a section of society or politics is deliberately mimicked and mocked in order to poke fun at them and point criticism using humor.

☐ **Irony**

Irony is where the opposite of what is expected happens or where someone says the opposite of what they mean. The lack of harmony between something that is expected and the reality.

❑ **Sarcasm**

Sarcasm is where an insult or quick remark is fired at someone with the intention of causing injury. It is often used in response to an initial statement or comment in order to pour scorn on the stated idea or statement. Sarcasm often features irony – ex. “Captain Obvious”.

❑ **Farce**

This is where comedy is achieved through exaggeration and extreme characters in preposterous circumstances that seem to spiral out of control and become ever more ludicrous.

❑ **Black Comedy**

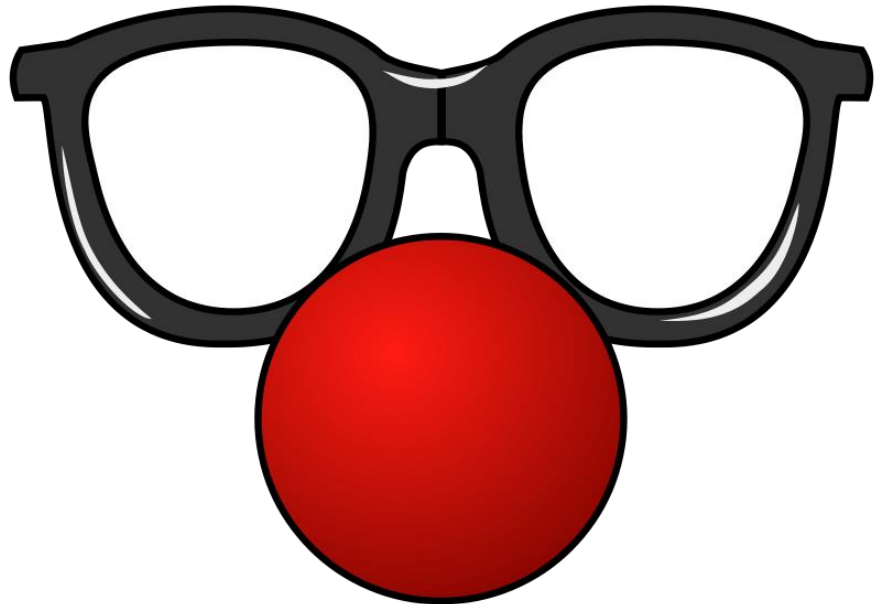
This is a dark comedy where a light humored touch is applied to very dark and serious subject matter in order to ease the pain or make some specific point by juxtaposing the humor and the sadness.

❑ **Surrealism**

Throwing together completely disjointed concepts and random ideas to weave together something bizarre. I once heard a very funny stand up comedian come out with: "Suppose you're a fish... (pause) how are you supposed to get to the airport?"

Not Everyone is a Comedian

- ☐ Identify your personality
- ☐ Know yourself and your limitations
- ☐ If you truly are not a funny person then just be pleasant, smile and HIRE fun or funny people
- ☐ You don't have to do a stand up comedy routine
- ☐ Just do you – A happy you!
- ☐ Genuineness and Sincerity are transparent
- ☐ No fake fun or funny
- ☐ Are you the Happy Factor?
- ☐ Definitely don't be a *"Fun-Sucker"*



Ways Humor and Laughing Can Improve Your Business

- ❑ People who laugh at themselves make fewer mistakes. When they do make a mistake, they'll recover much more quickly. Research on humor in the past 20 years has led many psychologists to believe that the ability to laugh at oneself makes one more resilient. This resiliency then leads to greater success in business.
- ❑ Another characteristic of people who are capable of laughing at themselves is they go lighter on others. If you own a business and an employee makes a mistake, you'll be much more forgiving and focus on the positives that employee brings to your business rather than the negatives. This will cause your employees to be less anxious around you and relaxed. As a result, they'll make fewer mistakes and your business will thrive.
- ❑ Customers notice too. When they see how lighthearted you, they'll want to be around you more. You can make your customers happy when they walk in the door just by fostering a lighter atmosphere. That's what a sense of humor can do. By the way, happier customers spend more money!
- ❑ Besides being more relaxed and less prone to mistakes, your employees will work harder to please you. Nobody wants to work for a fun-sucker. Everybody likes working for someone who can laugh. Laughter increases your employees' morale.

- ❑ Honing your sense of humor makes the day go faster. Your life will be more enjoyable. Not only will that motivate you to work harder at your business, but you'll foster a healthier environment for those around you, which leads to greater levels of trust. If people trust you, then they'll have a greater desire to work with you and do business with you. That's true of employees, customers, and vendors/suppliers. Your business will be healthier all around.
- ❑ Humor boosts creativity. If you can laugh at yourself, then you can inspire others to be more creative and productive. People who focus on the stressful aspects of work get less done, but humor has a way of opening people up to new possibilities and frees their minds to spark new ideas. You never know where the next great business idea will come from when you laugh at yourself.
- ❑ Laughing opens up lines of communication. If you can get someone to laugh, you can get them to listen.
- ❑ Humor diffuses conflict. If you see a situation leading to gridlock, toss out a one liner. It creates a lighter mood and people are more willing to reach a compromise. Good negotiators are often masters at humor. It's a great way to diffuse an angry customer.
- ❑ Laughter leads to better relationships.
- ❑ People learn more and learn faster when they laugh. That's why good teachers often employ humor as a teaching aid.
- ❑ Getting people to laugh at work reduces absenteeism. They'll want to show up for work AND DO GOOD WORK FOR YOU if you allow them to be happy and make them laugh.

Tony Hsieh, CEO of Zappos



“We asked ourselves what we wanted this company to stand for. We didn’t want to just sell shoes. I wasn’t even into shoes – but I was passionate about customer service. ”

“We believe that Customer Service shouldn’t be just a department. It should be the entire company.”

“Businesses often forget about the culture, and ultimately, they suffer for it because you can’t deliver good service from unhappy employees.”

Zappos Family Core Values

As we grow as a company, it has become more and more important to explicitly define the core values from which we develop our culture, our brand, and our business strategies. These are the ten core values that we live by:

1. Deliver WOW Through Service
2. Embrace and Drive Change
3. Create Fun and A Little Weirdness
4. Be Adventurous, Creative, and Open-Minded
5. Pursue Growth and Learning
6. Build Open and Honest Relationships With Communication
7. Build a Positive Team and Family Spirit
8. Do More With Less
9. Be Passionate and Determined
10. Be Humble



The Zappos Culture



People Have to Go to Work
You Have to Go to Work
That's Just Life!

So, on the journey of life TRY to make it as fun as possible for everyone involved and hopefully, you will make money as well.

In Agritourism, you are an entrepreneur.

It started with a passion and now you are creating a business.

The goal is create a successful business.

In order for your business to be **successful**, often times you will need to change the behavior of others.

There are tools that you can use to make that happen and humor is just one of them.



The Volkswagen *Fun Theory* Case Study

<https://www.youtube.com/watch?v=Ihai50diA7o>

Forbes Business

8 Tips for Using Humor in the Workplace

- ☐ Don't confuse being a leader with being a comedian. Leadership is job number one.
- ☐ An attempt at bad humor is not an acceptable excuse for unacceptable behavior. Racist, sexist, ageist, and other forms of discriminating acts won't be tolerated because you attempted to cloak them in bad humor.
- ☐ Use humor to lift people up, not to put them down. Don't laugh at people – laugh with them.
- ☐ Don't force it – if you're trying too hard to be funny your humor will fall on deaf ears.
- ☐ Use your humor to make people feel more comfortable rather than more awkward.
- ☐ Gags and practical jokes should only be used when those on the receiving end find them funny.
- ☐ Don't use humor to single someone out, use it to help them acclimate.
- ☐ Sarcasm is not a license to belittle someone. Saying "I was just joking" doesn't cut it

Only You Can Commit to Move the Needle of Your Fun-O-Meter!



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