

## **60 Seconds with Scott Christopher Co-author with Adrian Gostick of “The Levity Effect: Why it pays to lighten up.”**

**Your book—which comes out tomorrow, April Fool’s Day—says fostering a fun work environment makes companies more productive, among other good things. What’s the right kind of fun a company should encourage?**

The fact is, fun ought to grow organically out among the relationships of the people that work together. If you know your people well enough, you’ll know what kind of humor and what kind of fun will be applicable to them—the kind of things they’ll enjoy rather than say, “This is so cheesy” or “Why are we doing this?” or “That was offensive.”

We suggest, and many companies do this, having a rotating “fun committee,” where employees get together and come up with things they think would be fun for the company to do.

### **What if you’re a congenitally un-fun person?**

One thing you shouldn’t do is pull out all the stops on April Fool’s Day, because in many instances you’ve got companies that 364 days a year go without a single shred of levity, and then they go, “Well, we can bring in Oreo cookies stuffed with toothpaste and chocolate-covered garlic cloves and that will bring in the levity these people need.”

The fact is, when you have what we call “jaw-clenchers” or “brow-knitters” – people who don’t seem to have any humor in them—it can be difficult. And that’s why you take your time. This isn’t an overnight thing.

### **What can a non-management employee do to promote levity?**

Be yourself. You can’t be afraid to cut loose a little bit, especially if it’s in your DNA. Too often, people stifle that for fear that humor and fun equals no credibility: “I’ll never get promoted if I’m seen as the goofball.” Interestingly, 97 percent of CEOs say they’d much rather hire someone with a sense of humor than one without. I think there are people out there who have jobs today not so much for all the great ideas they’ve come up with, but because they’re that one person people can look to to brighten up their day.

*Brian Moore*