

Entertainment Is Effective!



LEARN MORE



**STAND OUT
IN A NOISY
ENVIRONMENT**



**BREAK DOWN
BARRIERS AND
OPEN UP
CONVERSATIONS**



**MAKE EMOTIONAL
CONNECTIONS
AND INCREASE
RECALL**



**INCREASE
VISIBILITY AND
EXPOSURE W/O
MESSAGE FATIGUE**



**GAIN ACCESS TO
MORE TRAINING
AND COMMS
CHANNELS**



**GET OTHERS TO
CARRY THE
MESSAGE
FORWARD**

FUN UNLOCKS INFLUENCE & IMPACT!



The main evolutionary significance of humor is that it allows people to move from 'closed' mode to 'open' mode quicker than anything else.

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#boycottboring

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