



# Motivational Humorist

Scott Friedman CSP



Touching hearts, minds,  
and funnybones!

**L**augh lines impact the bottom line! **Scott Friedman** is a motivational humorist and author who gets audience members laughing and feeling good ... while opening their minds to new ideas. As Scott tickles their funnybones with his quick wit and playful style, he always slips in “how to” techniques and practical ideas. Scott skillfully challenges people to take control of their lives and offers concrete ways to do so. His improvisational skills and delightful nature add a refreshingly unique quality to each program.

**Perfect for kick-offs, closings,  
workshops, lunches, dinners, and  
midnight snacks!**



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National Speakers Association, Member since 1985 and NSA President 2004-2005



# Powerful Programs

## "The Best Way to Predict the Future I's to Create I t"

In these turbulent, uncertain, globally competitive times, innovation and resourcefulness are essential to survival. This renowned program is fast-paced, humorous, and full of useable ideas on becoming a victor of change instead of a victim of change. It makes a great kick-off, closing, or banquet talk. Participants come away feeling better about themselves, their responsibilities, and their roles in the future. Treat them to a grand "shot in the arm" loaded with needed tools for creating the futures they want!

## "Using Humor for a Change"

Personnel directors in America's largest corporations believe having a sense of humor is a prerequisite to success. Positive humor, when used appropriately in a business setting, dramatically increases productivity. Studies show how humor enhances problem-solving skills, improves communication, creates better employee relationships, elevates morale, and reduces burnout. This entertaining yet highly educational program delivers a multitude of techniques proven to add levity to work environments and lives.

## "A Funny Thing Happened on the Way to the Sale"

Positive humor creates an immediate bond between people, evoking feelings of warmth and camaraderie. What's more, it enhances receptivity, reduces resistance, and sets a tone of cooperation rather than contention. This program explains how humor helps salespeople bond with new customers and keep them for life. Participants explore ways to differentiate themselves from others and build perceived value in the eyes of their customers. They learn to use humor, creativity, trust building, and other communication techniques to add value to their relationships. Through this entertaining, insightful, and interactive program, they discover that he or she who laughs, sells!

## "Punchlines, Pitfalls, and Powerful Programs" (10 Surefire Ways to Add Humor to Your Presentations)

If you want to make an impact and truly "connect" with audiences, your programs must entertain as well as educate. This program is full of practical, imaginative ideas for using humor to increase the educational value of presentations across your organization. Participants learn to play off the audience, develop original material, and uncover an organization's "humor" hot buttons. They determine where to find clean, appropriate humor and who to poke fun at in a meeting. As they bring more humor into their presentations, they reap the rewards of increased enjoyment and learning.

### Some of Scott's Funnybone-tickled Clients

- Alliant Food Service
- American Dietetic Association
- American Health Care Association
- American Payroll Association
- American School Food Service Association
- American Society of Military Comptrollers
- American Society of Travel Agents
- Carlson Wagonlit Travel Century 21
- Coldwell Banker
- Cisco Systems, Inc.
- Dominion Energy
- Gatorade
- Grand Hyatt Singapore
- Johns Manville
- Kaiser Permanente
- Merck
- Nabisco
- National Apartment Association
- National Parks Service
- National Ski Area Association
- National Tour Association
- Parke-Davis
- Photo Marketing Association
- Qwest
- Re/Max
- TG Worldwide
- TRW
- Uniglobe Travel
- Wells Fargo Mortgage

### More Fun Words from Scott ...

#### Using Humor for a Change

101 Clever Ways to Lighten Up the Work Load

Scott offers 101 fun, unusual and unique ideas to reduce tension at your workplace. This book also makes a great client appreciation gift! \$10.95

#### Punchlines, Pitfalls, and Powerful Programs

10 Surefire Ways of Adding Humor to Your Presentations

These ten tips for creating powerful, humorous presentations will help any presenter add punch and pizzazz to their programs. \$14.95

To book Scott, call Zoe Training and Consulting at (303) 440-9005 or (877) 440-9004, or visit [www.zoetraining.com](http://www.zoetraining.com)

### The word on the street ...

*"I just can't say enough great things about your presentation. You captured the audience with your wit, your warmth, and your unique and fun approaches to dealing with stress and change. In just a short time visiting with some of the attendees, you really zeroed in on their mood and their concerns. You were able to win them over in a heartbeat. What an act to try to follow! What an amazingly awesome performance!"*

—Linda Bryant, Executive Director,  
Texas Housing Association

