



CS34

The Power of Laughter in Business: How It Boosts Creativity and Connection

THE POWER OF LAUGHTER

How it foster connection, creativity and well-being

 **STEFANO IABONI**

 **smile**
solution



**“Laughter is the
closest distance
between two
people”**

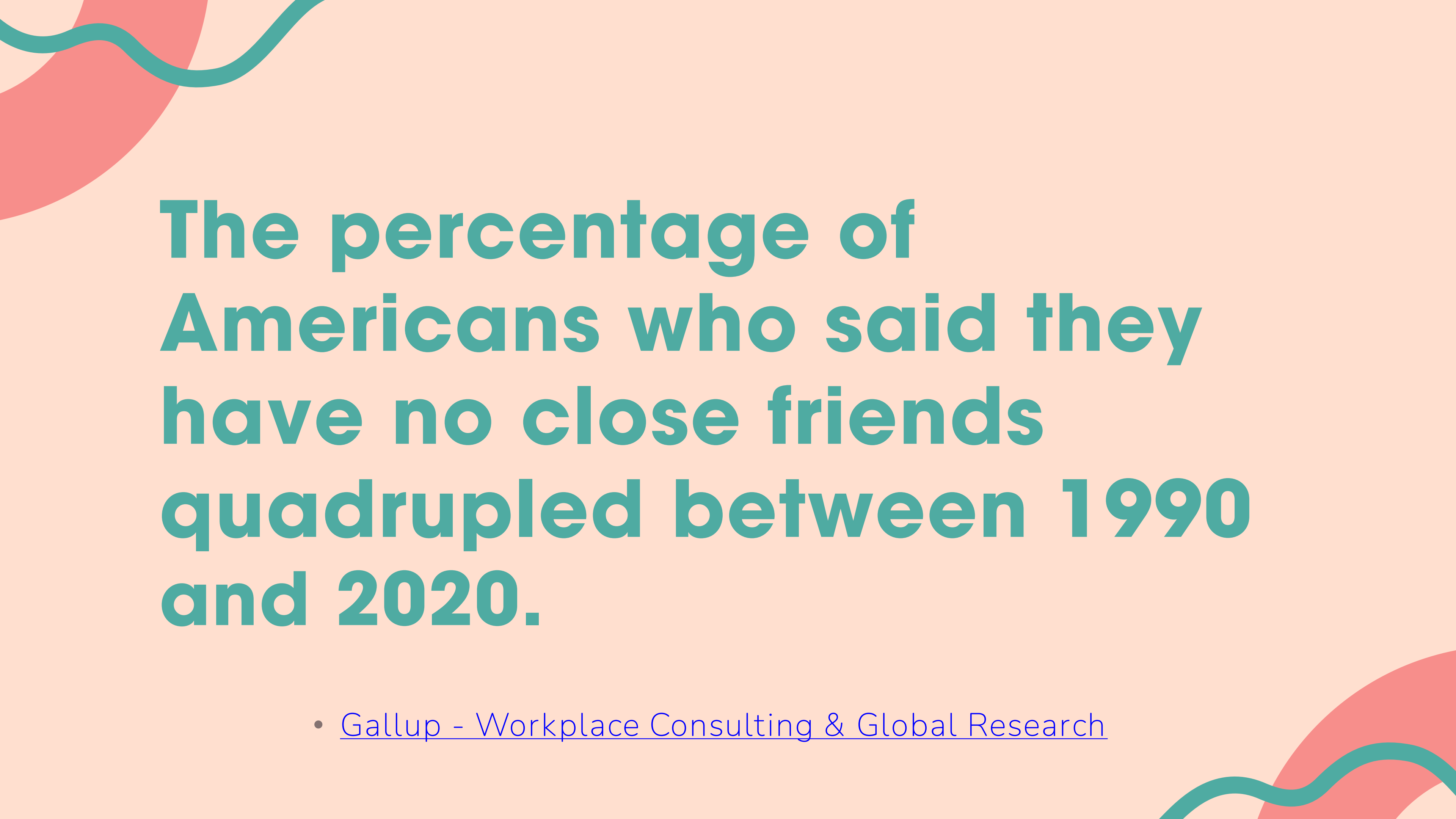
Victor Borge





Two-Thirds of Workers Feel Disconnected from Colleagues

Research shows that employees who have lower levels of connection with their co-workers have a stronger intention to quit.



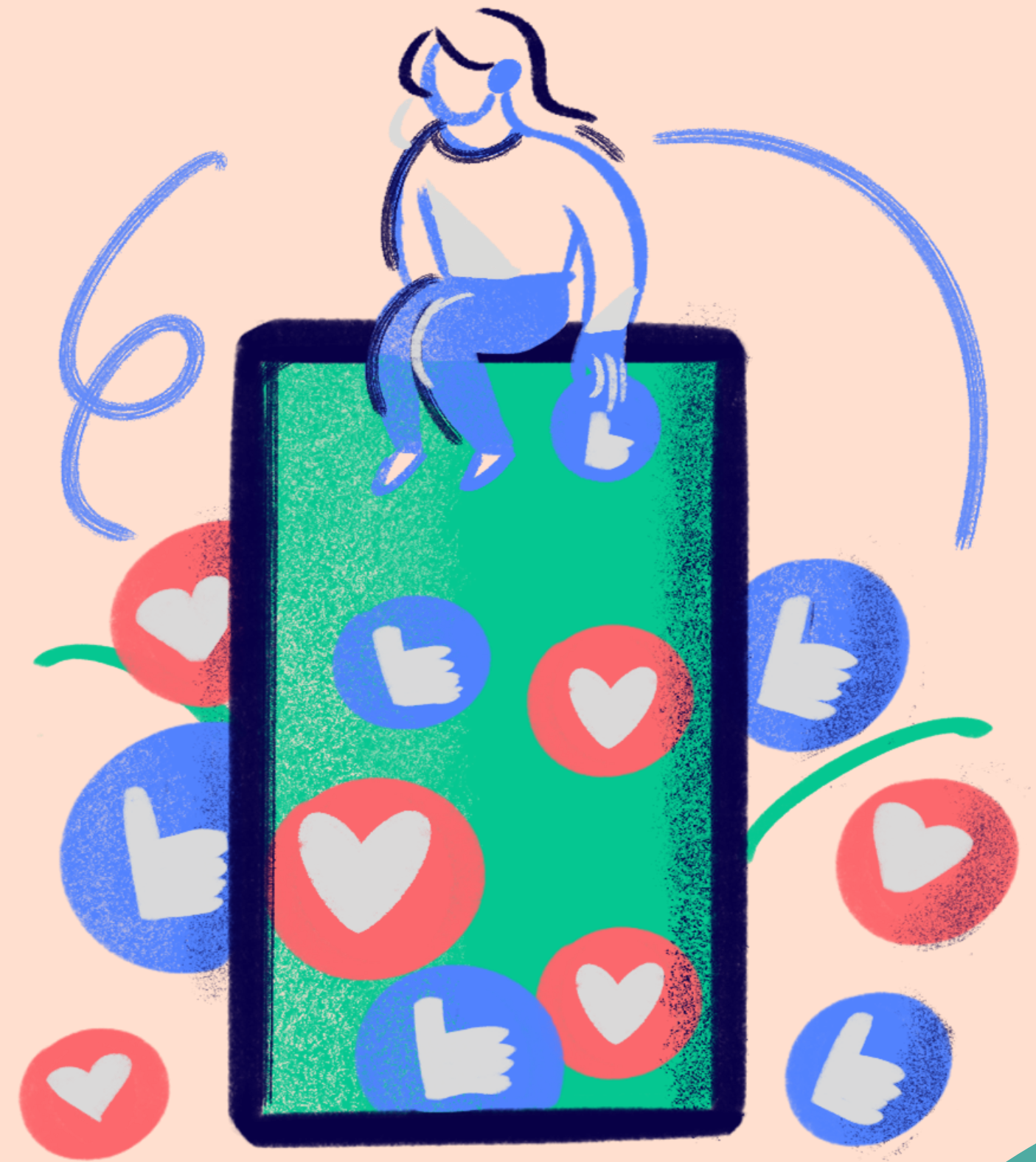
**The percentage of
Americans who said they
have no close friends
quadrupled between 1990
and 2020.**

- [Gallup - Workplace Consulting & Global Research](#)

HOW DO YOU CONNECT AT WORK?

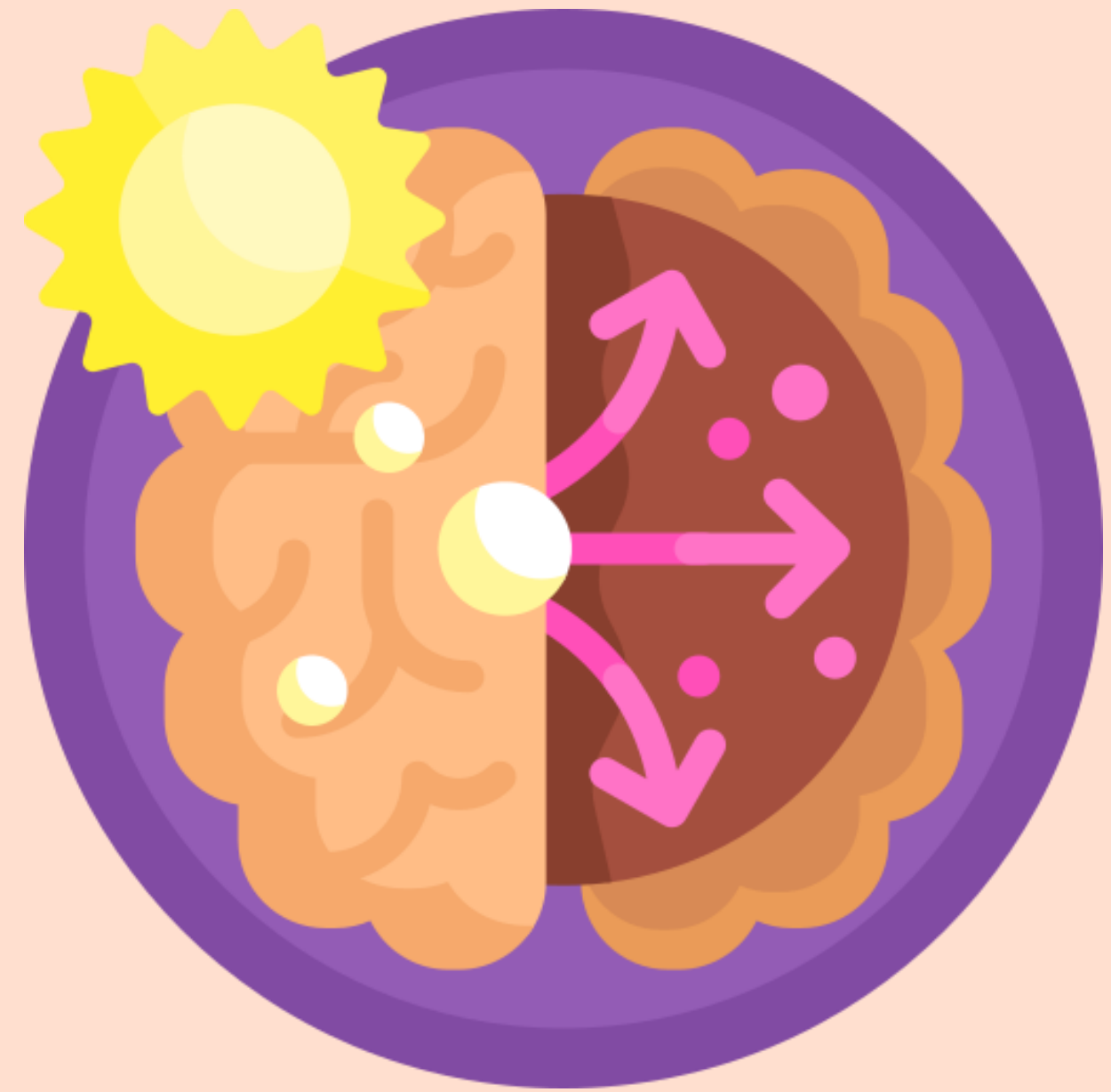
- **Do you eat lunch at your desk so you don't have to find somewhere to sit in the lunchroom?**
- **Do you walk out of meetings staring at your phone to avoid small talk?**
 - **Do you always say : "Hello" ?**

Social Media



- **Endorphins**

Endorphins are special proteins that work like messengers in your brain.



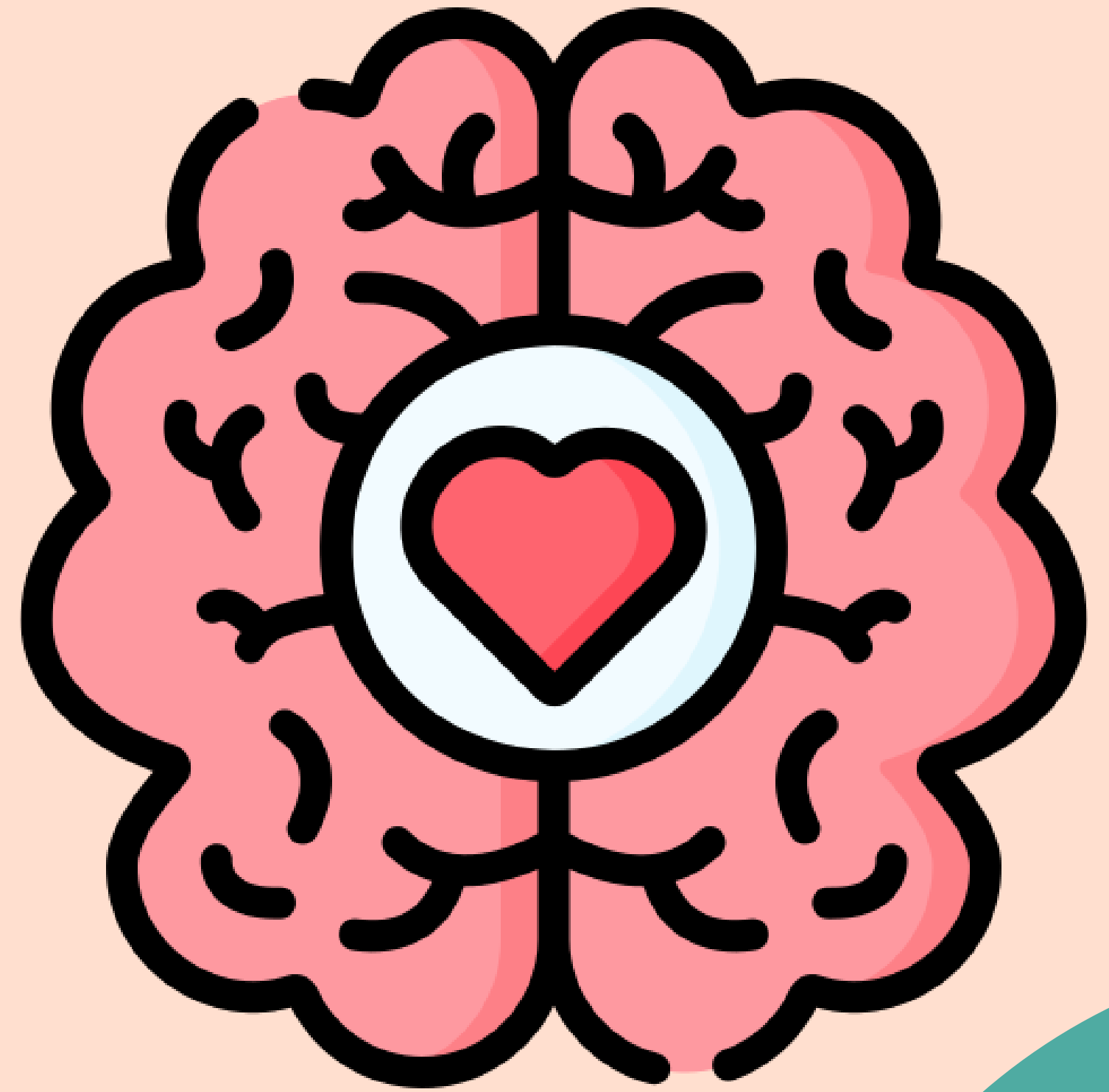
- **Oxytocin**

Oxytocin is a powerful hormone that acts as a neurotransmitter in the brain.



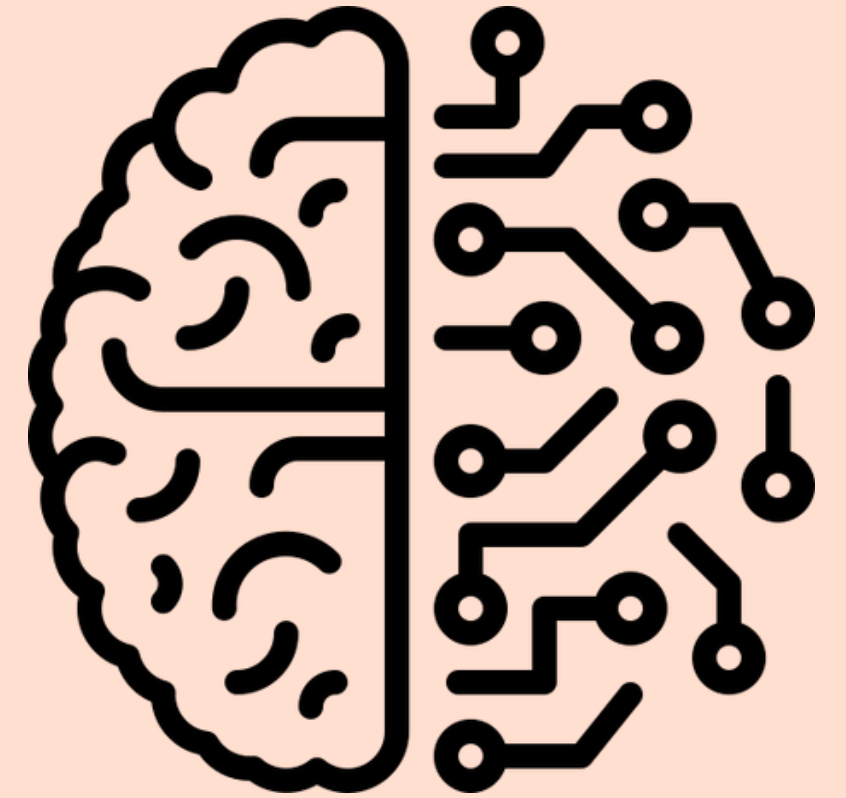
- **Dopamine**

which is the “feel good ”hormone



- **Mirror**

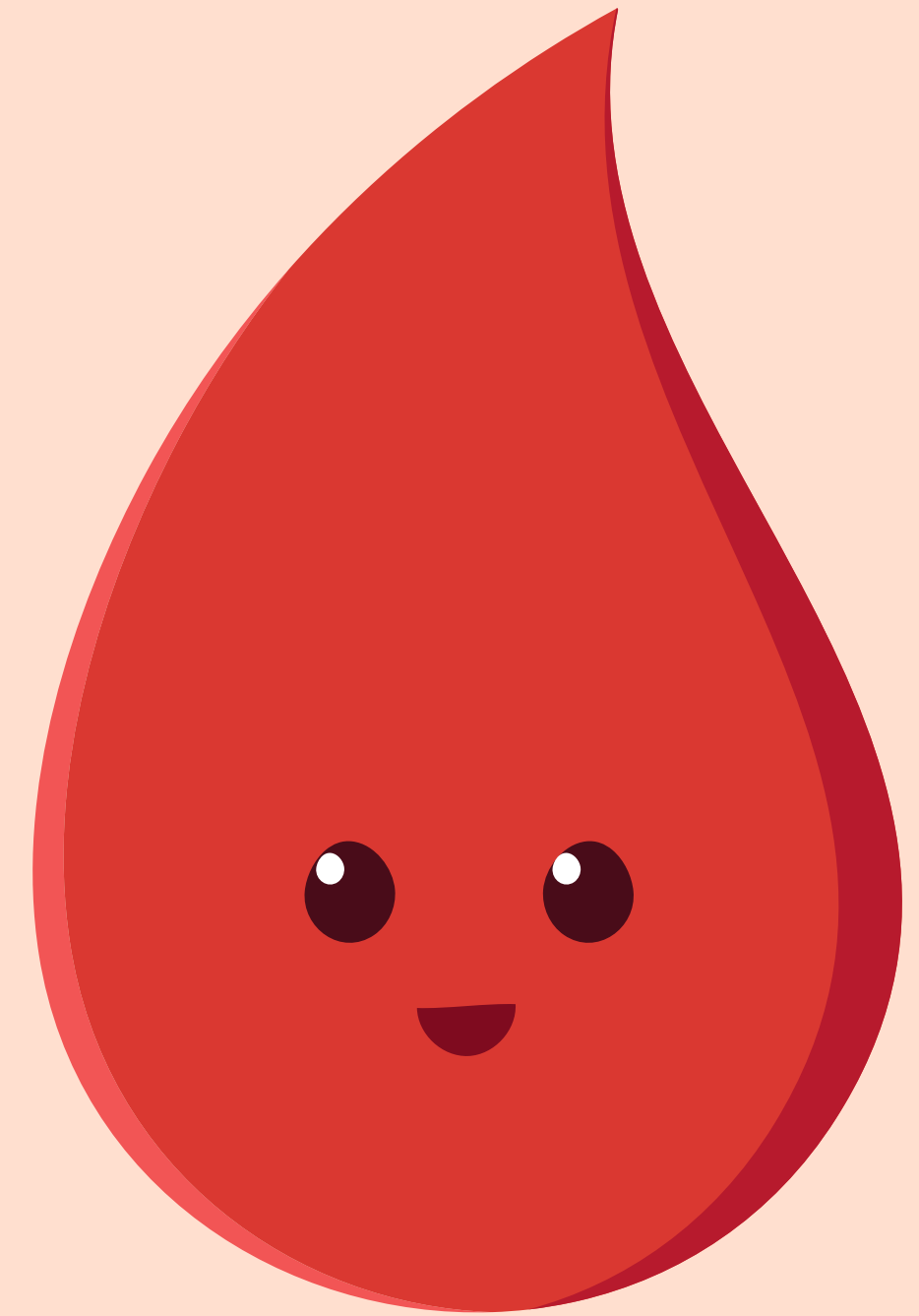
Neurons



A mirror neuron is a neuron that fires both when an animal/human acts and when the animal/human observes the same action performed by another

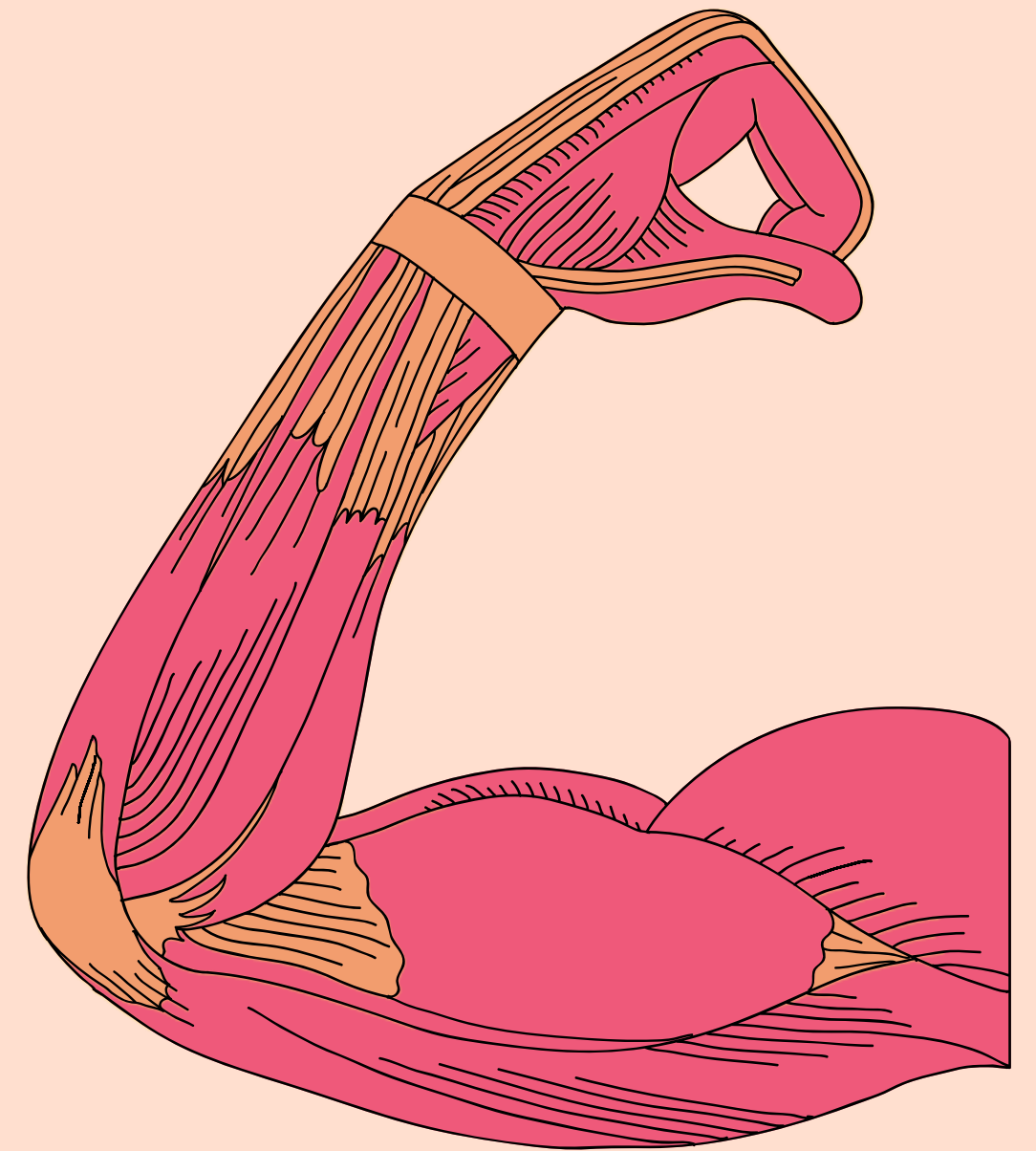
Improved Circulation

- Laughter has been found to improve blood flow and circulation, This helps your immune system work well by making sure immune cells and helpful substances get where they're needed during infections or inflammation.



Muscle Relaxation

- When you laugh, it helps relax your muscles and relieve tension. This is important because if your muscles stay tense for a long time, it can mess up your immune system and cause inflammation.



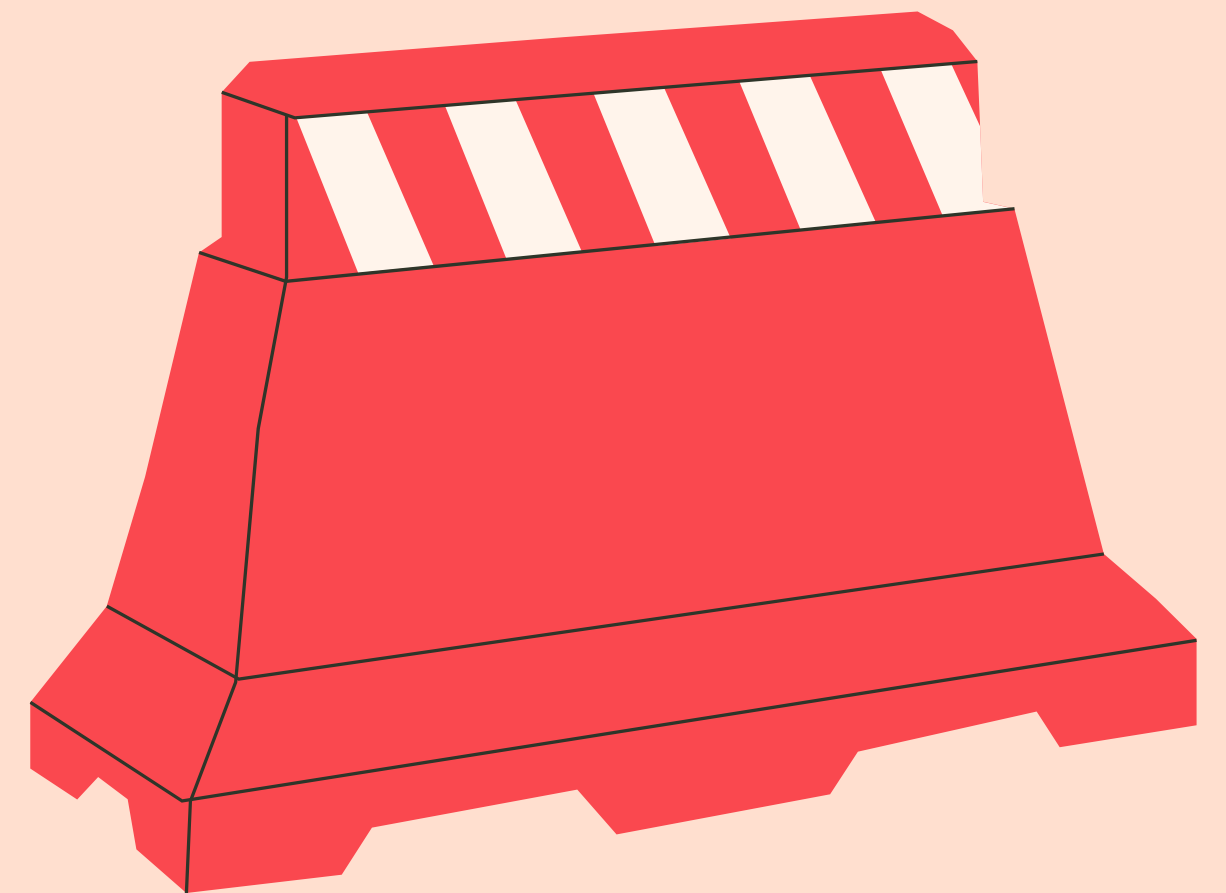
SHARED EXPERIENCE

When people share laughter, they're sharing a positive emotional experience. This shared emotion creates a sense of camaraderie and mutual understanding, strengthening the bond between individuals.



BREAKING DOWN BARRIERS

Laughter can break down social barriers and defuse tension. When people laugh together, they're often more open, relaxed, and receptive to each other, allowing for deeper and more authentic interactions. Laughter doesn't care about your social or economical status, the color of your skin or the language you speak



ENHANCED EMPATHY

Sharing laughter can enhance empathy by signaling to others that we understand and appreciate their perspective or sense of humor. This shared understanding fosters empathy and strengthens interpersonal connections.



CREATING MEMORIES

Laughter often accompanies memorable moments and experiences. When people share laughter in these situations, it enhances the emotional significance of the moment and creates lasting memories that contribute to the depth of their connection.



LAUGHTER FOSTERS CREATIVITY

When we laugh we stimulate a part of our brain called the anterior cingulate cortex (ACC) which is what turns the hahaha into the a-ha!!!





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