

Need a speaker for your next meeting or special event?

When Malcolm Kushner speaks, people take notes. They laugh. They learn.
And they thank you for inviting him.



“Irrepressible.”

– The Wall Street Journal

Give Your Organization the Power of Humor

Whether you're talking to one person or one thousand, humor is a powerful business tool. It grabs attention, creates rapport, builds goodwill and makes your message stand out. It also gives you an edge over competitors. *Anyone* can use humor successfully – once Malcolm shows you how.

Your audience will learn:

- How to use simple humor techniques that let you sparkle without telling jokes
- Where to easily find great material
- How to defuse awkward or embarrassing situations
- The two secrets to not “bombing”
- How to develop personal anecdotes that make a point
- And much, much more

Malcolm considers it a personal goal to make you look good. Call him today.

You'll be glad you did.

Malcolm has addressed many of the world's leading corporations, associations, universities and government organizations. His clients include AT&T, IBM, GE, Chrysler, SONY, Hewlett-Packard, Aetna, Baxter Healthcare, Motorola, PG&E, Intel,

California Bankers Association, National Conference of State Legislatures, Association of Legal Administrators, Stanford University, U.S. Department of Defense, the Smithsonian Institution and the IRS. He has also been a keynote speaker at the Inc. 500 Conference.

Malcolm Kushner

"America's Favorite Humor Consultant"



An Expert Speaker

An internationally acclaimed expert on humor and communications, Malcolm Kushner has entertained and educated audiences around the world. He has been profiled in *Time Magazine*, *The Washington Post*, *The New York Times* and numerous other publications. His hundreds of radio and television appearances include “The Larry King Show”; Voice of America, C-SPAN, CNBC and CNN.

An attorney by training, he has practiced with a major San Francisco law firm and taught communications at the University of Southern California.

In addition, he:

- Co-created the humor exhibit at The Ronald Reagan Presidential Library
- Created the widely quoted annual Cost of Laughing Index
- Authored several well-known books and audiocassettes



Over 100,000 Sold

Main Selection
MacMillan
Business Book
Club

Presidential Humor Tapes
“Highly recommended”
-Library Journal

Making Humor Work for the Business Professional

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Kushner's careful research of each group he addresses ensures a successful program tailored to meet your needs.

"Kushner likes to tailor his talk to the trade of his listeners."

—*Time Magazine*

"I also wanted to thank you for having a good understanding of our business and including this understanding in your presentation. The use of our products in your presentation was hilarious and resulted in wide use by our sales staff."

—*T. J. Trojan, VP, North American Sales, NEC-Mitsubishi Electronics Display*

"You were the Inc. 500 Conference's first non-traditional business speaker and you were great."

—*Margherita Altobelli, Editorial Manager, Inc. Magazine*

"Your seminars broke all our attendance records. Moreover, the evaluations were the highest we have received over the past twenty years."

—*John Dunn, Education Chair, Law Practice Management Section, The State Bar of California*

Popular Presentations

Leading With Laughter®: How U.S. Presidents Use Humor to Relate, Motivate and Communicate - and How You Can Too.

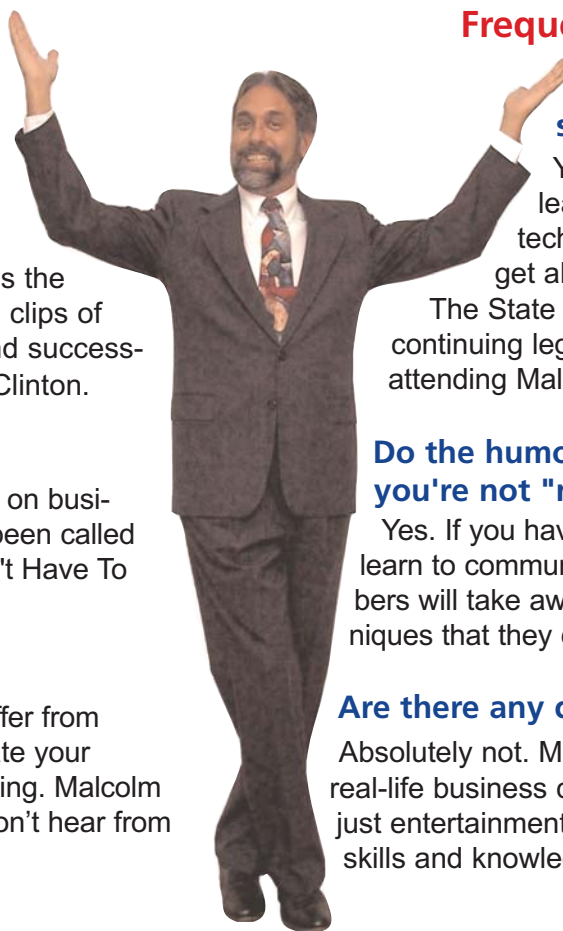
Learn simple techniques for using humor even if you can't tell a joke. Malcolm explains the techniques. Examples come from rare video clips of U.S. presidents using humor intentionally and successfully. Includes Presidents Kennedy through Clinton.

Jest For Success

Learn simple humor techniques. Emphasis is on business examples. (This presentation has also been called Building a Case for Humor; High Tech Doesn't Have To Be Dry Tech; and The Humor Advantage.)

Public Speaking For Dummies

Learn to give a great speech—even if you suffer from stage-fright. Avoid common mistakes, fascinate your audience and make your message mesmerizing. Malcolm shows you how. Lots of tips and tricks you won't hear from anyone else.



Frequently Asked Questions

Will the audience learn something valuable?

Yes. Your attendees will learn powerful, easy-to-apply techniques for using humor to get ahead in business and in life.

The State Bar of California has given continuing legal education credits for attending Malcolm's programs.

Do the humor techniques work if you're not "naturally" funny?

Yes. If you have a sense of humor, you can learn to communicate it. All audience members will take away some ideas and techniques that they can apply immediately.

Are there any clown noses involved?

Absolutely not. Malcolm's techniques enhance real-life business communications. They're not just entertainment. After the laughter fades, the skills and knowledge he imparts remain.

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