



Leading With Laughter®

How U.S. Presidents Use Humor
to Relate, Motivate and
Communicate
And How You Can Too!



As seen at
The Smithsonian
Institution

Featuring Malcolm Kushner, “America’s Favorite Humor Consultant”

THE PROGRAM

Humor is a powerful communication tool. It gains attention, creates rapport and makes your message more memorable.

Rare National Archives footage allows you to:

- Watch **Ronald Reagan** defuse a tough question with humor.
- Hear **Richard Nixon** create rapport with laughter.
- Watch **George Bush** demonstrate simple humor techniques.
- Watch **Jimmy Carter** score points poking fun at himself.
- Watch **Gerald Ford** get a 28 second laugh – on purpose!

YOU’LL LEARN

- the secret of not “bombing”
 - simple types of non-joke humor
 - how to avoid the two biggest mistakes
 - how to turn your sense of humor into a powerful asset
- And lots, lots more.

THE SPEAKER

Malcolm Kushner is an internationally acclaimed expert on humor and communication. A co-creator of the humor exhibit at The Ronald Reagan Presidential Library, he is also the author of *The Light Touch: How to Use Humor for Business Success* and *Public Speaking For Dummies*.

His radio and TV appearances include “The Larry King Show,” Voice of America, C-SPAN, CNBC and CNN. And he has been profiled in *Time Magazine*, *The Washington Post* and *The New York Times*. *The Wall Street Journal* has called him “Irrepressible.”

MORE INFO

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