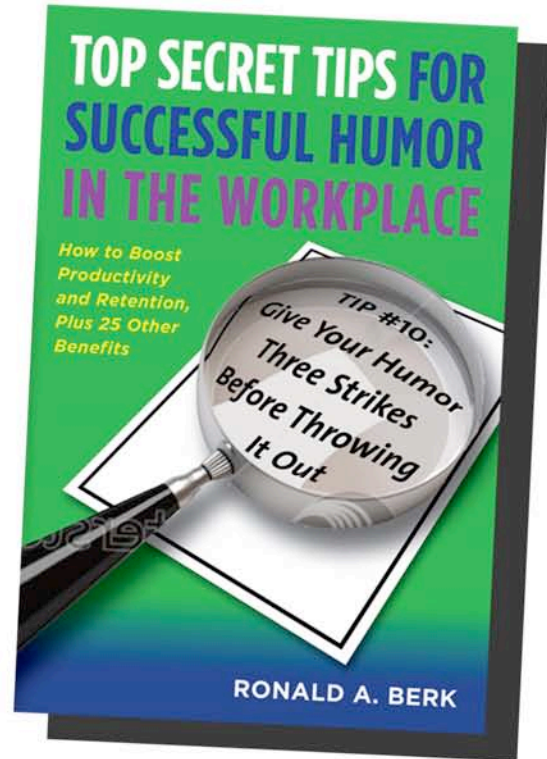


# Dr. Ron Berk

Author/Editor of 13 Books and Speaker in 40 States and 13 Countries!

Bring humor into 2010 with Ron's  
NEW BOOK!



"Top 5% of speakers on the international scene!"

"Ron has been a keynoter and regular featured presenter at the annual Lilly Conference on College Teaching for over a decade. We invite him back every year by popular demand, where he consistently presents to standing room only audiences."

Gregg Wentzell, Assistant to the University Director, Center for the Enhancement of Learning & Teaching, MIAMI UNIVERSITY

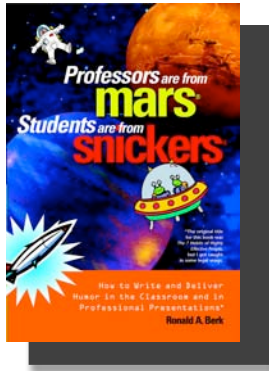
"Ron Berk's keynotes and workshops at our conferences have been widely acclaimed. He has educated, enthralled, and entertained audiences of up to 2,000 participants. He is the only speaker we have invited again and again to contribute to our conferences. He must be included in the top 5% of speakers on the international scene."

Professor Ronald M. Harden, General Secretary, Association for Medical Education in Europe, University of Dundee, SCOTLAND

# Topics for keynotes and workshops:

## HUMOR AND MULTIMEDIA AS PRESENTATION/TRAINING TOOLS ACROSS GENERATIONS

(Ron's signature keynote)



This Inter**Net Generation** of newbie employees (aka “digital natives”) eschew “talking head,” lecture, book-based training methods and the **Boomer Generation** (aka “digital immigrants”) of veterans will fall asleep just listening to a talk.. How can we transform these traditional methods into a format with which all generations will connect?

The Net Geners are **super-savvy with technology** and are **experiential, participatory, visual, kinesthetic learners** who crave interaction with others. Their world evolves around music, movies, music videos, PC and video games, and TV programs. They function at “**twitch**” speed. In contrast, the Boomers are learning the technology on the fly and may be operating at “**glitch**” speed.

We need to leverage these multimedia sources as teaching tools in a learner-centered environment. This presentation will illustrate **how to use music, movie clips, parodies of TV programs, games, and humor as systematic teaching strategies.**

They can activate the students’ prior knowledge of the cultural elements in *their world* to generate motivation, interest, and attention to learn new material from the *trainer’s world*. They draw on the theories of **multiple intelligences by Gardner and Goleman**, tapping 4–6 intelligences and a variety of learning styles, so **EVERY person can learn on virtually ANY topic**. This approach can **increase individual success and retention** dramatically.

These strategies are based on research from neuropsychology, education, commercial advertising, humor, music, and communications. The results of 80+ studies over the last half-century will be reviewed. Whether you’re a newbie or veteran, you will find new ideas to apply to your content to **connect with your audience** and bring what it may perceive as **dead, boring content to life**. As the lyrics to the hit song from *Aladdin* tell us, we are entering “A Whole New World.”

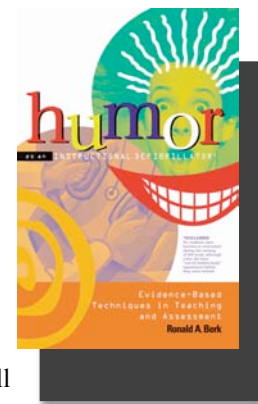
## HUMOR AS A CORPORATE DEFIBRILLATOR: HOW TO CREATE A “FUN” WORKPLACE

(Popular keynote or workshop)

Grab those paddles. Charge 300. Clear! “Ouch!” Now how do you feel? “Great!” Humor used as a systematic tool in the workplace can bring managers, employees, ad campaigns, and Websites to life. Humor can **turn ordinary products into extraordinary ones** you will never forget. You will determine your **Corporate Humor Quotient (CHQ)**. Since some employees have the motivation of a bran muffin, we need to find creative techniques to light their fires, engage their emotions, and focus their minds and eyeballs on performing their best. The characteristics of your work environment are critical to facilitate that performance. You will complete the **Corporate Professionalism Scale (CPS)** to take stock of your core values and whether they are practiced in your workplace. You will identify any discrepancies.

There are more than 100 research studies over last half century on the corporate and individual benefits of humor in the workplace. The results indicate that humor can **increase productivity, morale, trust, and retention; decrease absenteeism; and increase personal success and communication**. To attain these outcomes, **10 major categories of humor**, divided into low-, moderate-, and high-risk categories, **are described through verbal examples, music, video clips, and your participation**. They include integrating humor into online and print communications, meetings, presentations, training, wedding invitations, and parking tickets.

More than **60 humor techniques** are presented, such as **twisted proverbs, cartoons, multiple-choice items, top-10 lists, anecdotes, and skits/dramatizations with music (TV, movie, and Broadway parodies)**. Whether you’re a newbie or veteran, you will find new humor ideas to apply to your business. They can radically change your work life as you now know it. You will have so much “fun” at work, you’ll never leave.



## DO YOUR ISSUES HAVE ISSUES? STRESSED IS JUST DESSERTS SPELLED BACKWARDS!

(Popular keynote)

As a newbie or veteran, do you ever experience stress? “Nope!” You’re kidding. “Yup.” There seem to be **multiple stressors in the corporate world**, such as work load, long hours, personnel issues, relational problems, generational issues, nonstop deadlines, office management, travel demands, downsizing and financial cutbacks, a quadrillion meetings, an endless barrage of tasks, and a frantic pace. You will pinpoint your specific professional and personal stressors. Although the major ones cannot be eliminated, you have choices in how you respond to them.

**Among the many “standard” techniques recommended in the research for managing or reducing stress, you will identify the five most effective.** However, the simplest solution is (Are you ready? Isn’t this exciting?): Thorazine<sup>®</sup>. Kidding. Short of controlled substances, consider: **humor and laughter**. You will assess your own use of humor in stressful situations on the **Coping Humor Scale**.

Nearly 50 years of research on the psychological and physiological effects of humor and laughter on stress reduction and stress hormones will be summarized and then applied to your life. **Several systematic humor strategies will be described that you can use daily to cope with your stressors.** You will walk out of this session with concrete methods to “deal” with whatever or whoever is driving you nuts!!!

## HOW TO RESUSCITATE DEAD POWERPOINT<sup>®</sup> PRESENTATIONS

(Popular workshop)

Typical PowerPoint<sup>®</sup> presentation “lecture” slides are similar to projected book pages on a wall, but with fewer words. You can then either read that material to your audience and induce a coma or amplify upon those words to give them some life.

There are 3 other strategies you might want to consider: (1) **edit content and structure** unmercifully; (2) **add visual images** to illustrate content; and (3) **add music, sound effects, transitions, and animation** to the slides. First, view your slides through the eye sockets of your audience. How much content is enough and how can it be structured efficiently on each slide? Second, find imaginative ways to visually present the material with pictures, cartoons, graphics, and other images. Finally, music, sound, and animation can effectively resuscitate dead PowerPoint<sup>®</sup> words. Those words won’t know what hit them. They’ll be as surprised as you. Your audience will definitely appreciate those moving musical titles, text, background music, etc.

This session will take you **step by step through Sony Sound Forge Audio Studio 8 software to extract a music clip from any CD or file, convert it to wav format, and insert it into your PowerPoint<sup>®</sup> slides.** Several clips will be **synched with a variety of animation options for titles, lists, text, and slide transitions.** That music will **jumpstart your PowerPoint<sup>®</sup> presentations** and transform your current slides into a production beyond your wildest imagination.

## DETERMINING YOUR UNIQUE PURPOSE IN A BUSINESS CAREER

(Popular keynote)

Whether you are a graduate student thinking about a business career or a senior manager still **searching for just the right “position,”** this keynote will provide a perspective to help you answer your career questions. **If you’re on a quest to spear that corporate windmill, your dream may not be as impossible as it now appears.**

The process of determining **your unique purpose** begins with a **self-assessment**. Pinpoint your attributes beyond the knowledge and skills necessary to execute your job, including your special gifts and talents, imagination and creativity, and passion. Next, you have to conduct a **career assessment**. How can you use all of your attributes in one job position? Why did you pick a position on the corporate ladder? Scrutinize your motivation.

Six suggestions are given to guide these decisions, including: use **your imagination** to separate you from the rest of the pack; put **your whole heart** into everything you do; and **be resilient** and persevere in spite of setbacks. **Music, videos, and humor will be integrated into the presentation** to illustrate these ideas. The key elements in making a commitment to a business career are described in an uplifting, inspirational, and motivational finale. Ultimately, you will be able to determine the **degree of match between your attributes and the job characteristics.**

FOR ADDITIONAL TOPICS AND ABSTRACTS, SEE [www.ronberk.com](http://www.ronberk.com).

# Ronald A. Berk, PhD

## Speaker • Educator • Author • Humorist



Ronald A. Berk is Professor Emeritus of Biostatistics and Measurement and former Assistant Dean for Teaching at The Johns Hopkins University. He experienced the challenge of using humor in a “super-serious” work environment for 30 years. He has published 140 articles and 13 books, three of which are on humor. He has given hundreds of keynotes and workshops on humor in the workplace, multimedia in training, stress management, and career direction at institutions and conferences in 40 states and 13 countries, including Canada, Czech Republic, Germany, Italy, The Netherlands, Norway, Portugal, Scotland (UK), Serbia, Sweden, Taiwan, and United Arab Emirates (UAE). [www.ronberk.com](http://www.ronberk.com) [rberk@son.jhmi.edu](mailto:rberk@son.jhmi.edu)

### RAVE REVIEWS:

*“Ron is a speaker who will inspire, entertain, and convince even mathematicians that humor works as a tool for learning.”*

**Laura L. B. Border, Director, Graduate Teacher Program, UNIVERSITY OF COLORADO at Boulder**

*“Ron Berk delivers a superb presentation! The quality of the content, coupled with his unique delivery, allows participants to view strategies in new ways. He provides a fresh perspective that allows for levity and humor in the all too serious world of academia.”*

**Jeannette Molina, Director, Dual-Degree Programs, ESOL, SUNY-Geneseo**

*“We laughed until we cried, jumped up and danced--and it's all on film! We liked him so much, we asked him back for our meeting this year.”*

**Sharon B. Buchbinder, Professor and Chair, Dept. of Health Science, TOWSON UNIVERSITY**

*“Dr. Berk was a sensational speaker at our conference. His obvious zest for communication, great sense of humor, and genuine dedication to the students place him unequivocally in the Premier League of Great Teachers.”*

**George Carruthers, Dean, Faculty of Medicine & Health Sciences, UNITED ARAB EMIRATES UNIVERSITY**

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