

READING FOR WELL-BEING COMMUNITY BOOK CLUB KIT

Humor, Seriously: Why Humor Is a Secret Weapon in Business and Life (and how anyone can harness it. Even you.) by Jennifer Aaker and Naomi Bagdonas (2020, published by Currency) - May 2025

DISCUSSION QUESTIONS

- 1) Have you tried any of the strategies in the book?
- 2) Do you feel funnier?
- 3) What strategies have worked for you?
- 4) Has increased “funniness” had a positive impact on your well-being?

READING TIP

To maintain motivation to read, try to set goals - such as completing a book by a certain time, or by working on improving your reading speed!



SUMMER RECIPE Mint-Cucumber Tomato Sandwiches

I jazzed up the quintessential teatime cucumber sandwich to suit my family's tastes. This was my absolute go-to sandwich last summer when I was pregnant. It hit all the right spots! —Namrata Telugu, Terre Haute, Indiana

Learn how to make them here:

<https://www.tasteofhome.com/recipes/mint-cucumber-tomato-sandwiches/>

WELL-BEING TIP

Make sure to get enough sleep! Sleep is crucial to promoting your physical and mental health. Specifically, it can help by regulating your metabolism, and helping you think clearly! Don't skip out on a good night's sleep.

ADDITIONAL RESOURCES

Hagan, E. (2022). *The mental health benefits of reading*. Psychology today.
<https://www.psychologytoday.com/ca/blog/the-art-effect/202203/the-mental-health-benefits-reading>

Worley S. L. (2018). The extraordinary importance of sleep: The detrimental effects of inadequate sleep on health and public safety drive an explosion of sleep research. *P & T: A Peer-Reviewed Journal For Formulary Management*, 43(12), 758–763.

Why Is Sleep Important? (2022). NHLBI, NIH. [https://www.nhlbi.nih.gov/health/sleep/why-sleep-important#:~:text=During%20sleep%2C%20your%20body%20is,long%2Dterm\)%20health%20problems.](https://www.nhlbi.nih.gov/health/sleep/why-sleep-important#:~:text=During%20sleep%2C%20your%20body%20is,long%2Dterm)%20health%20problems.)

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Humor is serious business. Jennifer Aaker and Naomi Bagdonas reveal a surprising truth: working professionals have fallen off the Humor Cliff.

Research shows that humor is one of the most powerful tools for realizing serious performance. It boosts competence and confidence, strengthens relationships, unlocks creativity, and helps us stay resilient during tough times. Plus, it wards off the dreaded “resting boss face.”

Jennifer and Naomi teach the popular course “Humor: Serious Business” at Stanford’s Graduate School of Business. In *Humor, Seriously*, they draw on insights from behavioral scientists, world-class comedians, and inspiring business leaders to show how humor works and—more importantly—how transformative it can be.

Discover how humor not only transforms the way you do business but also the way you live your life. Interested? Intrigued? Obsessed? Dive into *Humor, Seriously* and start your ascent back up the humor cliff.



[Naomi Bagdonas, Jennifer Aaker](#)

