

# Sue Jameson

Professional Speaker

Joy Activist & Laughter Coach

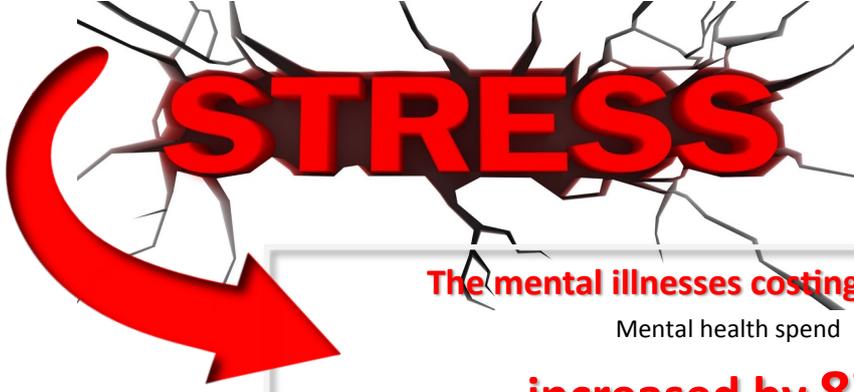


## CORPORATE PROFILE

Sue is an accomplished Professional Speaker, Joy Activist and Laughter Coach and has studied laughter, joy and happiness for over twenty years. Sue has addressed thousands of people, building motivation and inspiring small and large groups with her Dynamic Living Programme (DLP), which introduces the transforming power of joy and laughter - especially as an antidote to stress.

*“With billions lost to the economy through stress, and both physical and mental illness, it makes good business sense to make use of the DLP in your organisation and through it, you can be laughing all the way to the bank.” Sue Jameson*

She speaks and presents joy and laughter workshops, stress-busting sessions, and training in leading corporations, hospitals, colleges, schools, churches and other organisations, and has worked in South Africa, Zimbabwe, Mozambique and Swaziland. Sue has featured on TV, and has also produced and presented a radio show called ‘The JoyRide’. She is founder of the JOYburg city transformation initiative and the Joy Revolution.



# STRESS

**Stressed SA economy leaves workers depressed**  
timeslive.co.za

**Sick leave costs SA billions**  
Since 2000 the economy has lost **lost R55.2bn+** in real terms due to sickness.  
fin24.co.za

Chronic stress is linked to the six leading causes of death: heart disease, cancer, lung ailments, accidents, cirrhosis of the liver and suicide.  
**75%+** of all physician office visits are for stress-related ailments and complaints.  
American Psychological Association

**The mental illnesses costing SA billions**  
Mental health spend **increased by 87%** over the past five years (from 2011 to 2016)... reaching R2bn in 2016.  
**Dr Jonathan Broomberg, Discovery Health CEO**  
(The figures) reflect mental healthcare spending by those who can afford private medical aid. We know... that the prevalence of mental illness is much higher among poorer populations, who have the least access to mental healthcare and cannot afford medical aid.  
**Professor Crick Lund, Director of the Centre for Public Mental Health**  
A more proactive approach for managing mental illness in the workplace is a strategic imperative for South African employers.  
**Dr Ali Hamdulay, GM Policy Unit, Metropolitan Health**  
fin24.co.za

**Stress is recognized by many as the # 1 proxy killer!**

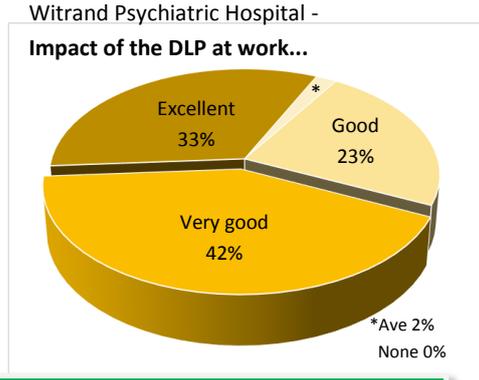
## HELP IS AT HAND with the... *Dynamic* Living Programme introducing the Transforming Power of Joy and Laughter



### THE ANTIDOTE TO STRESS!

A really good belly laugh almost instantaneously reduces levels of stress hormones. Laughing will lift your mood, reduce stress, make you healthier, help you bond with people and activate the empathy systems in your brain.  
Dr Caroline Leaf, Cognitive Neuroscientist

If you think work is no laughing matter, the joke's on you. Serious science reveals the remarkable power of fun and humour in building a productive, engaged and loyal workforce... and a more successful you.  
Adrian Gostick & Scott Christopher, The Levity Effect



**Happiness makes you healthier, fuels success and increases longevity.**

A decade of research proves that happiness raises nearly every business and educational outcome: raising sales by 37%, productivity by 31%, and accuracy on tasks by 19%, as well as a myriad of health and quality of life improvements.  
Harvard Business Review - Shawn Achor, The Happiness Advantage



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## DLP Overview

With stress being the No 1 killer in the world, the Dynamic Living Programme is unique and out-the-box as a stress busting and stress management tool. It comprises a combination of features including the Science of Stress and Laughter, Aerobic Laughter Sessions, Happiness, and Foundations for Joy, and thoroughly equips participants with a variety of tools to deal with stress, combat depression, prevent burnout, build happiness levels and improve their overall quality of life.

**Happiness is increasingly considered the proper measure of social progress and the goal of public policy.**

World Happiness Report 2017

**Laughter really is good medicine. It reduces stress, relieves pain, lowers blood pressure and boosts the immune system. It puts people at ease and can lower the tension level in your relationships. Frequent laughter may even reduce your risk for heart disease.**

Craig Hassed MBBS FRACGP, Associate Professor, Monash University

## Introduction

**More than 80% of biological diseases are incurable in the medical field, and, according to the World Health Organisation no advancement has been made in mental healthcare in the past 30 years.**

Dr Michelle Strydom

Clearly a new approach is required! Years of research has resulted in the development of this psycho support programme, which introduces the remarkable, transforming power of joy and laughter, especially in the management of stress and the development of vital, life-enhancing skills.

DLP training, or a workshop or presentation, is usually started with a few questions...

- **“Do you believe that laughter is good medicine?”** Invariably all agree.
- **“Do you laugh enough for it to be good medicine?”** Very few will say they do.
- **“Have you been stressed before?”** Naturally, agreement is unanimously a resounding ‘YES’!
- **“Who currently has pain in their bodies?”** No matter the size of the audience, it is common that over 50% will respond in the affirmative! Shocking. This would imply that more than half of the workforce is less productive and efficient than it should be.

The good news is that, after a session of aerobic laughter exercises, most will have experienced pain relief, with many often being completely pain free - and they will all be feeling more alert, lighter and happier.

One particular testimonial concerns Johanna Ramodike, the Principal of Siphethu Full Service School. After the session, she was raising her arm sideways to her head. On enquiry, she said that she was unable to do that, and was scheduled for surgery on her shoulder! She was pain free and had full mobility in her arm. She cancelled the planned surgery and more than 18 months later, she is still pain free. Isn't it time that we get back-to-basics, and teach people to start taking their medicine?

**If you doubt levity is good for business, consider this: lighthearted leaders earn more on average than their more dour peers; entertaining workplaces breed more loyal employees and happier customers; and employees who are considered humorous are vastly more likely to get promoted – especially to senior positions.**

Adrian Gostick and Scott Christopher - The Levity Effect

# The Dangers of Stress

From a personal, corporate and national point of view, stress is very costly and very dangerous. Stress has reached epidemic proportions in our country and people in all areas of society are under threat. This is a critical situation, with individuals and family structures breaking down, our country on a knife's edge, and a volcano brewing under the surface. It is vital that steps are taken to address and overcome this killer.

Stress is also one of the greatest obstacles that stands in the way of good governance and service delivery. In South Africa, millions of Rands are lost every year in terms of reduced productivity, increased absenteeism, and cost of treatment, not to mention the devastating loss of human potential - all as a result of stress. Something can and must be done to address this.

Stress plays an important role in controlling the psycho-neuro-immunological players of the body. Thus it is behind the initiation, exacerbation and maintenance of most killer diseases. These include heart disease, hypertension, diabetes, cancer, mental illnesses etc. Stress is known as a proxy disease because most often than not, stress as the real cause of the illness, is undetected on the cellular level!

**A more proactive approach for managing mental illness in the workplace  
is a strategic imperative for South African employers.**

Dr Ali Hamdulay, GM Policy Unit, Metropolitan Health

# The Dynamic Living Programme

The DLP is the perfect vehicle to 'call out the gold' that is the extraordinary potential in individuals, organisations, cities, nations and continents. It offers any organisation dynamic training and equipping that will have significant benefit, both individually - for every level of management and every employee of the organisation - and corporately.

The DLP is designed as an intervention that will equip and empower, and greatly impact management and staff, by introducing and demonstrating the transforming power of joy and laughter as a tool to combat stress and live well. The knock on benefit will impact their families and the community too.

Laughter truly is the best medicine, the quickest way to increase your joy and happiness levels - and is actually the antidote to stress. In a nutshell - the chemistry of unmanaged stress poisons our bodies, affecting every area of life. Laughter literally, proven scientifically, almost instantaneously reduces levels of stress hormones. No jokes... laughter can transform lives, business, our nation, and the world!

**The human race has one really effective weapon, and that is laughter.  
Against the assault of laughter nothing can stand.**

Mark Twain

# DLP Delivery

The DLP can be used for conferences, seminars, wellness days, stress busting sessions, team building, training, dinners and many other events. Presentations are usually 30-90 minutes in length, workshops are between 2-4 hours long, and training takes place over 1-2 days.

Sue Jameson personally presents the workshops and training, but if she is unable to avoid an occasional conflict in her schedule, a suitable member of her extended team will substitute where necessary.

Training and workshops take place on site and are designed according to client needs. Follow up sessions are recommended.

## Benefits and Expected Outcomes

Extensive research has been done on the benefits of laughter, both in the workplace and for personal health, and it is a key element in this transformational process. The result of the DLP will be happier, healthier and more productive staff members, who are able to effectively manage stress.

The DLP will...

- support and improve team building and wellness initiatives
- encourage efficiency and productivity
- enhance motivation and communication skills
- improve leadership skills
- cultivate innovation and creativity
- develop problem solving skills
- increase attention span in trainings
- reduce absenteeism
- create a positive work environment

In addition to the above, there are significant personal health benefits for the staff, and these will also benefit their families and the community. Studies worldwide have proven the benefits of laughter to the individual. These include...

- exercising of the cardiovascular system
- strengthening of the immune system
- reduction of cholesterol and blood sugar
- building of stress resistance
- controlling of blood pressure
- easing of abdominal disorders
- release of endorphins, which elevate mood and are a natural pain killer

**A decade of research proves that happiness raises nearly every business and educational outcome: raising sales by 37%, productivity by 31%, and accuracy on tasks by 19%, as well as a myriad of health and quality of life improvements.**

Harvard Business Review - Shawn Achor, The Happiness Advantage

## Innovative Organisations

These are some of the organisations that have used the DLP to bring transformation to their staff...

Redefine	Constitutional Court	SA Principals Association
BBD	PSG	Allianz
Nedbank	Southern Sun	Standard Bank
ICAS	Sasfin Bank	Auto and General
Spar	Deloitte	Rand Merchant Bank
Bankmed	NMG	Murray and Roberts
Auditor General	World Vision	Jenna Clifford
Hannover Re	Tower Bridge	Tupperware
Sportron	Eskom	Sasol
Witrand Psychiatric Hospital	Coca Cola Beverages SA	University of Pretoria
Schools and Colleges	Retirement Homes	Churches and Charities

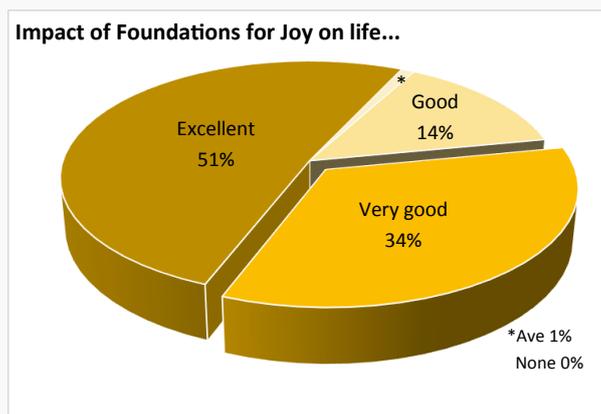
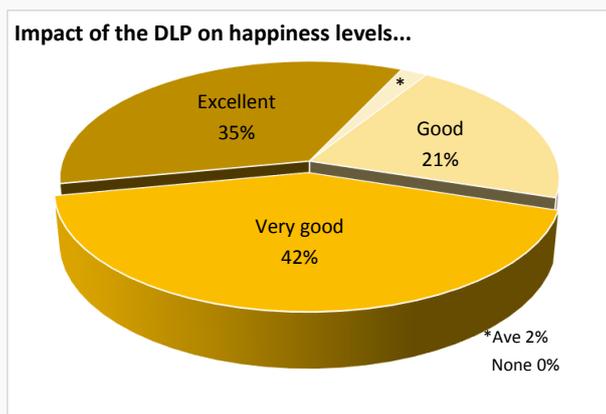
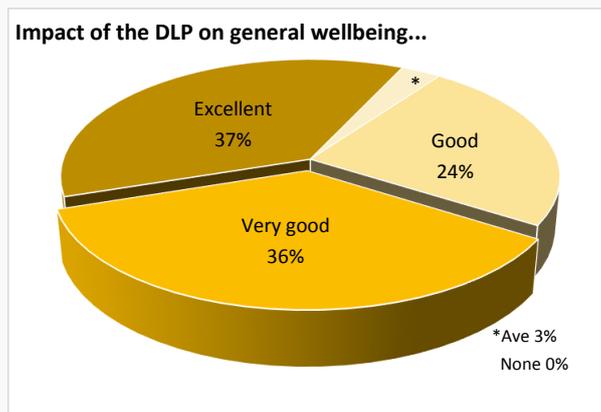
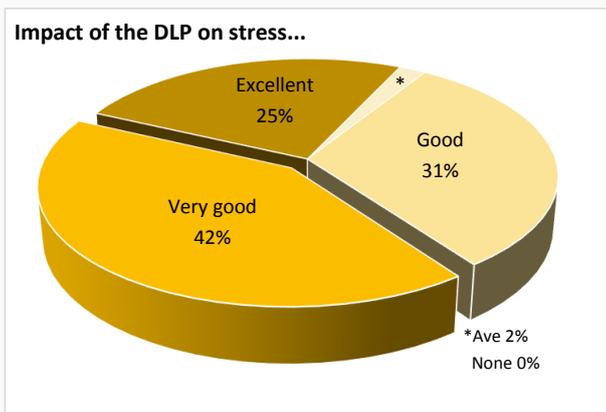
## Conclusion

This unique Dynamic Living Programme will introduce critically important life and stress management skills to the management and staff of any organisation, and the ripple effect of the programme will directly impact, in a very real way, productivity, efficiency and morale in the organisation.

# Training: Witrand Psychiatric Hospital

A project for staff at the Witrand Psychiatric Hospital, using the DLP, resulted in significant improvements for both workers, the organisation and patients. The programme was shown to dramatically reduce stress, anxiety, depression, and burnout, to boost happiness, and to significantly increase productivity and quality of work among some of the most highly stressed people in South Africa.

The graphs below illustrate the responses from staff who were monitored before and 50 days after initial training...



**Everyone knows that if you work hard, you will be more successful in life, and if you are more successful, then you'll be happy, right? Recent discoveries in the field of positive psychology shows that this formula is actually backward: happiness fuels success, not the other way round.**

The Happiness Advantage - Shawn Achor

# Testimonials

Sue Jameson was the final speaker at our annual conference. From the time that Sue took the mic, she exuded joy, warmth and changed the atmosphere of the room. She provided just the right tone to end the conference and apart from teaching us how to laugh even when nothing is funny, she also equipped all delegates to use this new skill in our daily lives long after the conference. Even after Sue finished for the evening, there was still a tangible spirit of joy in the air. She was a highlight of our conference and I have only received positive feedback from the delegates. I can highly recommend Sue Jameson as a keynote speaker.

**Daniele Gradwell, Executive Director - Africa Cares for Life**



Sue Jameson has done workshops for a number of our clients, in various centres in South Africa. These include Avbob, Redefine, BBD and PSG. It was reported that 80% of the staff at PSG attended the session, many indicating that it was their favourite event of the day. We have had incredible feedback from our clients. Some of our clients and their employees enjoyed the sessions so much so that they asked her back into the office and also asked to have her attend all their branches nationwide with great success.

We can highly recommend Sue - her work ethic is impeccable and she is very professional, reliable and an absolute expert in her field. She really does spread joy across South Africa and according to us she is the No 1 in the field of laughter therapy and stress release.

**Tiana Conradie, Director - Headspace-Events**



Sue Jameson has motivated and taught three different workshops for myself over the last four years. Her presentations have left the teams inspired and eager to embrace the spirit of happiness. I highly recommend her services and I will definitely make use of her services in the near future.

**Debbie de Wet, Brand Manager - Eau Thermale Avène Skin Care**



Sue Jameson is highly professional. Trainings are well prepared and structured, and she has the ability to control groups with ease no matter the situation. Managers have learnt how much practicing of her skills has brought change in their lives, much happier in their family lives and at work. She corrected morale in the problematic departments where morale was low. (The programme) had great therapeutic benefits for both staff and patients.

**Mrs N L Mocwaledi-Senyane, CEO - Witrand Psychiatric Hospital**



Sue Jameson presented a staff development session to the staff members of Benoni Junior School. Not only was her Laughter Therapy Session highly informative, broadening our knowledge on the effects of stress and how to combat stress, it was moreover highly entertaining and a wonderful team building and destressing exercise for the entire staff. She also equipped teachers with techniques to apply in their classrooms to the benefit of their learners' physical and emotional well-being, as well as improve scholastic results.

It was a fun filled afternoon, filled with much laughter, practical destressing techniques, team building, building of relationships and equipping with knowledge. Sue's programme can be highly recommended to make a difference in schools, building staff morale and positively impact learners.

**Estelle van Aardt, Deputy Principal - Benoni Junior School**



Sue Jameson, has collaborated with the Partners for Possibility Programme over the past two years, and has run successful team building exercises in certain schools on the programme. These have taken the form of "Laughter Therapy" workshops, which have been extremely well received and very effective in the schools. The workshops have assisted the schools in finding ways to reduce tension and stress levels, improve staff and learner morale, create deeper bonding between staff and learners, and create and maintain positive classroom environments.

In addition to running the workshops in schools, Sue has also spoken at one of our School Leadership Forums on the power which laughter has to reduce stress, release endorphins, and enhance coping skills. She was invited to speak at the 2017 Bafundisa SAPA (South African Principal's Association) conference on the same topic, where she was very well received.

**Jansie Rautenbach, COO - Partners for Possibility**



*This training has had the most impact and value of anything I have done in 20 years in this job! Participant Comment*