

FOREWORD BY
**LINDA
RUTHERFORD,**
CAO AND CCO,
SOUTHWEST AIRLINES

THE



ROI

OF * * *



HOW LAUGHTER BREAKS
DOWN WALLS, DRIVES
COMPELLING STORYTELLING,
AND CREATES A HEALTHY
WORKPLACE

LOL



STEVE CODY *and* **CLAYTON FLETCHER**

A PDF COMPANION TO THE AUDIOBOOK

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Steve's Office Full of Balls

DM

Danielle Montana 3 months ago

Ruder Finn Group • News and Information Antonio DeSoto, our star!!!! <https://www.youtube.com/watch?v=nlvcLz9jys>

MD

Marissa Dunn 3 months ago

Antonio DeSoto you're a natural!

RM

Rita McNeil 3 months ago

Time to roll out the red carpet for him, yet again

MO

Maggie O'Neill 3 months ago

Do they know he charges mode./SAG rates Has Peri approved his contract? 😊

AD

Antonio DeSoto 3 months ago

Might be time for me to lawyer up, I haven't seen a dime from RF yet 🙄

BH

Brianna Havraniak 3 months ago

Antonio DeSoto make sure you're getting royalties from that profound intellectual property

KC

Kerri Callaghan 3 months ago

Antonio DeSoto thank me and Caroline Mooney for your claim to fame

AD

Antonio DeSoto 3 months ago

Tara do Keri, Caroline or Peppercomm have any claim to a % of my royalties? Is there anything in the handbook on that?

TL

Tara Lillien 3 months ago

You were terrific. Way to represent.

Chat About Antonio Stealing the Show



Kerri's Corner

SELF-ASSESSMENT

- Am I able to laugh at myself?
 - Always
 - Never
 - Depends on if the Mets are mathematically eliminated from playoff contention yet
- Am I open to constructive criticism?
 - Always
 - Never
 - Only if it's of someone else and not me
- Do I see the humor in everyday life?
 - Always
 - Never
 - Depends on whether I've been sideswiped by a bus
- Am I a team player?
 - Always
 - Never
 - Actually, there is an *i* in team

- Does your CEO display empathetic leadership?
 Always
 Never
 Depends on how his stock options are doing
- Does your CEO include every layer of the organization in decision-making?
 Always
 Never
 Yes, but only six months after the decision's been made
- Does your CEO surround herself with the best and brightest minds?
 Always
 Never
 Well, I work here, don't I?
- Does your CEO embrace innovative thinking?
 Always
 Never
 Only in regard to that new addition on his beach house
- Is your CEO purpose driven?
 Always
 Never
 He gets driven to the office every day in a limo.
 Does that count?

- Does your organization really feel like a family?
 - Always
 - Never
 - A dysfunctional one, sure!
- Is your organization set in its ways?
 - Always
 - Never
 - Our CFO uses an abacus
- Does your organization's culture embrace diversity, equity, and inclusion?
 - Always
 - Never
 - Insert the word *begrudgingly* and you got us
- Does your organization's storytelling resonate with stakeholders?
 - Always
 - Never
 - The only resonance around here is the boss's MRI

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STEVE CODY

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