

COMPLIMENTS OF  
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Here

# R<sub>x</sub>: humor therapy



The Hard Truth  
Delivered with a Smile

Jerry Hocutt

# SAVE YOUR JOB, SAVE YOUR BUSINESS

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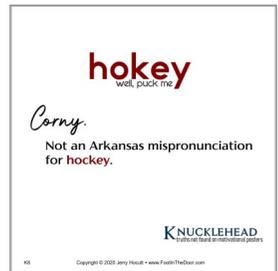
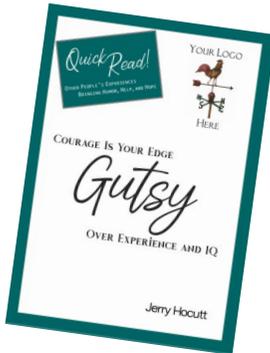
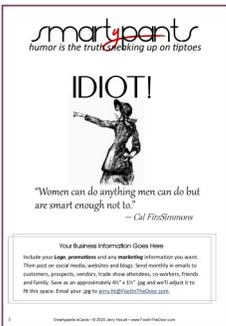
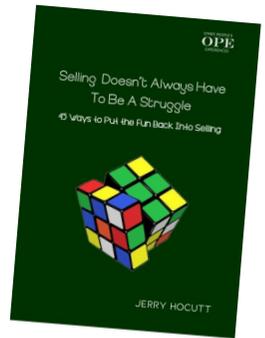
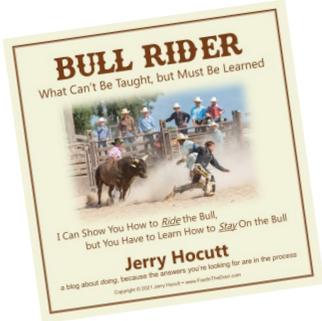
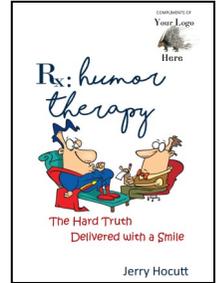


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# R<sub>x</sub>: humor therapy



The Hard Truth  
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*For Pete's sake people,  
what's wrong with you?*

Kathleen Parker, Washington Post

# Bend Over



A tax audit is like a colonoscopy of your books. Except with a real colonoscopy you get drugs and pictures.



# Coming Through!

Yoga is what it takes to get from the airplane's window seat to the aisle in order to hit the lavatory.

# concept, *n.*

An idea sometimes hard to grasp.  
Like women and shoes.



Sometimes the  
concept is easy to  
grasp. Like men and  
beer.

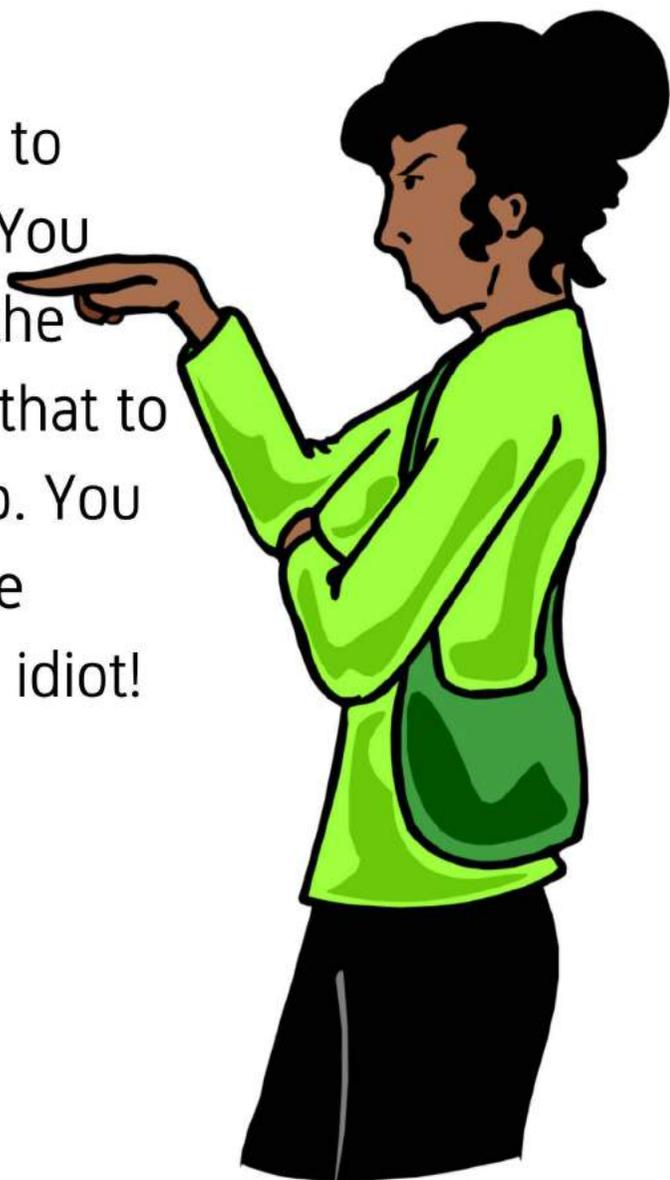
# A Promise Is a Promise

A down payment is the hook of commitment to ensure you follow through to complete the deal. The engagement ring.



# Double-Double Dare

A challenge to manhood. “You don’t have the guts to say that to her.” You do. You say it. You’re history. You idiot!



# ***A WING AND A PRAYER***



*The first and last items  
on the pilot's checklist.*

# THE JOYS OF FLYING



## **BAGGAGE CHECK, N.**

Where you hastily remove three pounds of clothes from your suitcase to get in under the limit.

## **BAGGAGE CLAIM, N.**

Where departing passengers are directed to go to place wagers on whose showed up.



# Oh... Just Forget It!

**confuse, v.t.** What you do to others when you don't know what you're talking about. "What was I saying? I forgot what I was talking about."

**confused, adj.** The look on the other person's face when she realizes you don't know what you're talking about.

**confusion, n.** A mess you can't get out of because you didn't know what you were talking about. "Crap!"



# Twitter



A neurological disorder. “She’s all a-twitter.”

# candidly

An attempt to appear honest and forthright while trying to keep a straight face.



“Candidly, I didn’t do anything wrong” means “Well, it didn’t seem wrong to me anyway.”

Sh-h-h



Blackmail is when two people know the same secret, and one of them will pay to keep it that way.

# AN OFFICE ON EVERY CORNER!

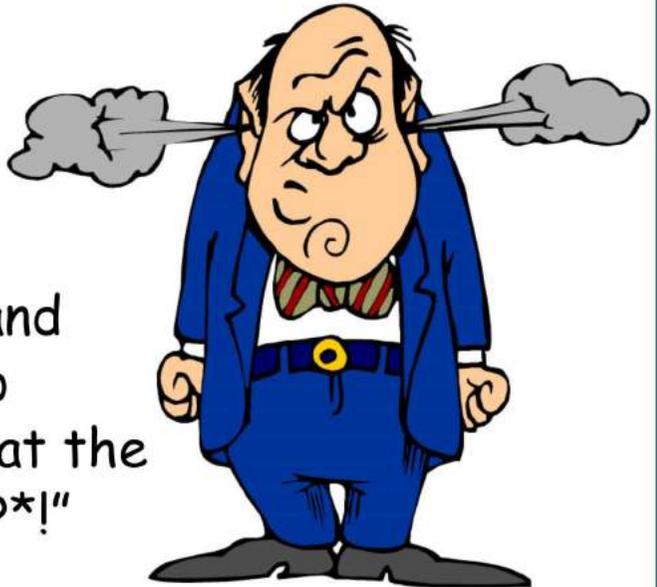
Starbucks is rent-free office space for home-based businesses. Also, they're off-site HR job interview locations for



parties who don't want to be found out what they're up to. They're the best holding areas for businesspeople early for appointments.

# BOSSPEAK!

Bosses set  
**PRIORITIES:**  
"Do it now!"



They understand  
when things go  
**WRONG:** "What the  
hell happened?\*"!

Bosses are **COMPASSIONATE:** "I  
don't give a damn!" (Notice how  
bosses always speak in exclamation  
points?!!!)

# Business Plan



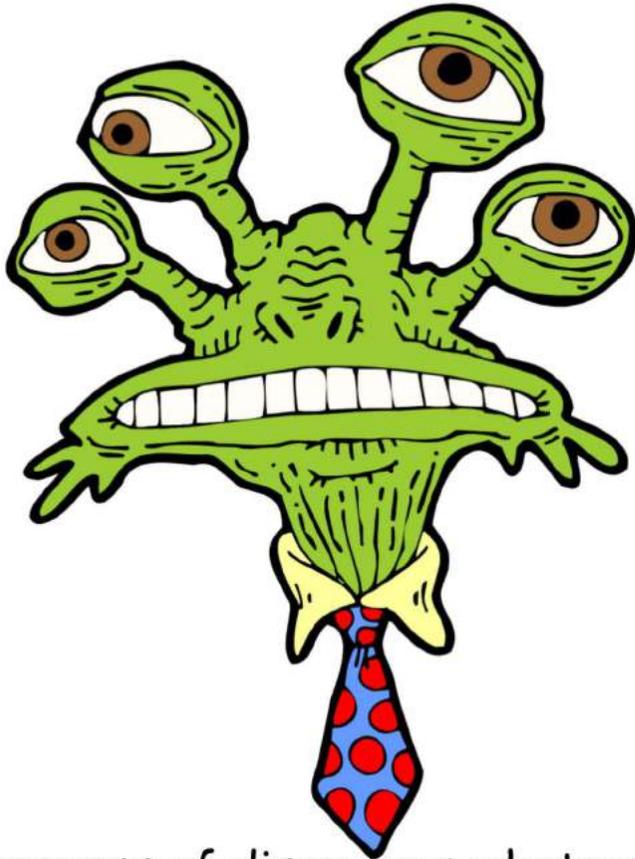
## marketing, *v.*

The seductress of sales. The smell of grilled onions and burgers coming through the deliciously smoky haze on the fair's midway.

## market, *v.*

To showcase and advertise goods and services in glitzy, revealing and tantalizing ways in hopes of finding buyers. Police call it pimping.

# Due Diligence



It's the process of discovery: what you **know**, what you **don't know**, and what you're **looking for**. "What is that! Where did it come from? How big is it? Are those teeth? Is it poisonous? Will it bite? Catch it and get it out of here!"



## Wanna' Know What I Think?

A focus group is a random group of people selected to tell you what they **honestly** think of your new service, product or idea. Much like a class reunion except you know the people there and you **don't honestly care** what they think.

# Crap! Now What?

If the crisis is manufactured, you're in Congress. If it's real, you're in business. The



crisis not only exposes the problem but sets its own deadline for solving it.

# CORPORATE

## headquarters



The company's Vatican. Where all the C-level executives meet in secret enclaves to establish policies, procedures and strategies.



The white smoke doesn't mean they've picked a new leader. It only means one of them didn't know how to use the microwave for the popcorn.

# disappointment



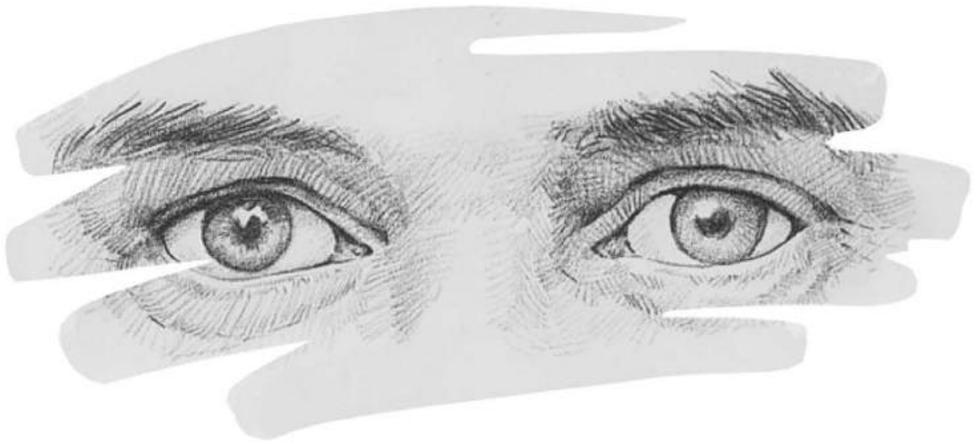
Getting what you **expected**,  
but not what you **wanted**.

Don't **Drag** Me



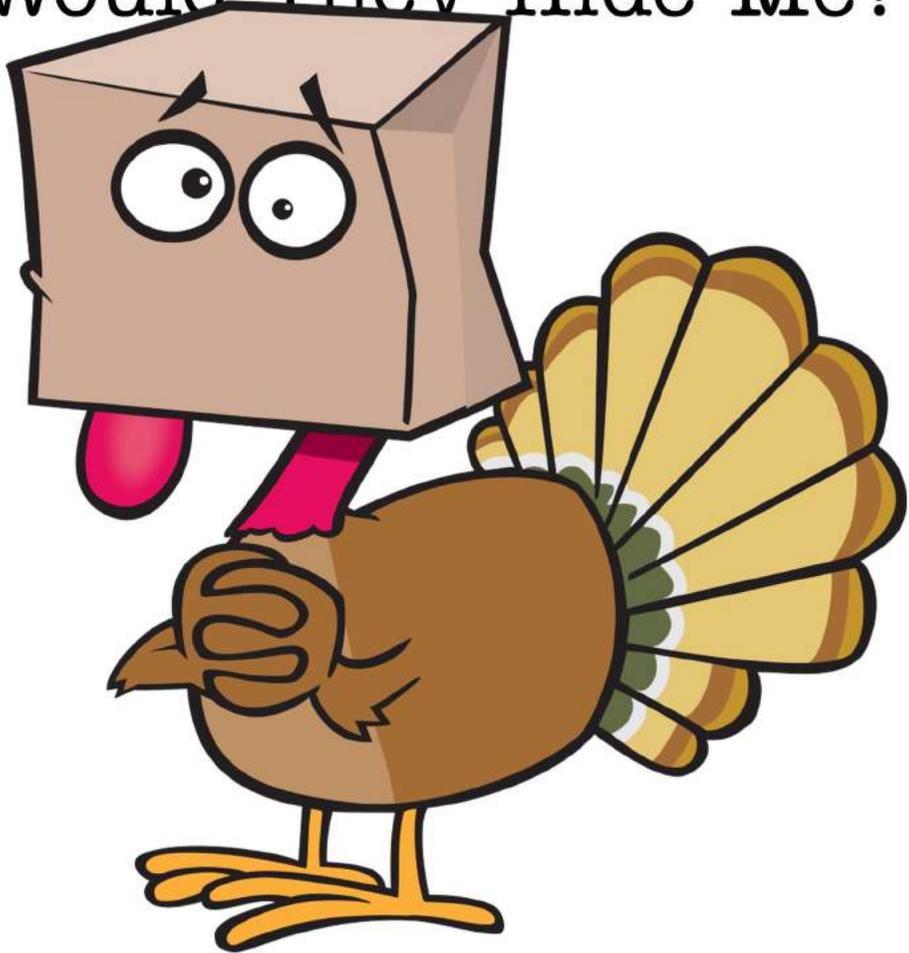
into Your **Stupid**

ego



*The personality's cataract.*

# Would They Hide Me?



If your email subject line doesn't raise enough curiosity for people to look, change it!

et tu?



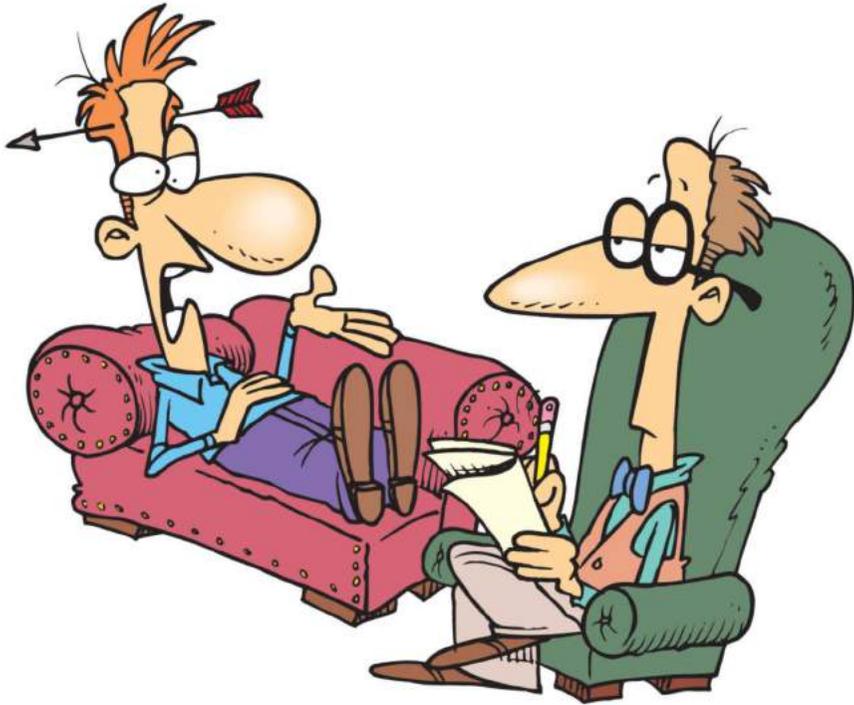
A two-faced friend is one who congratulates you with a slap on the back with a knife.

# Good Luck!



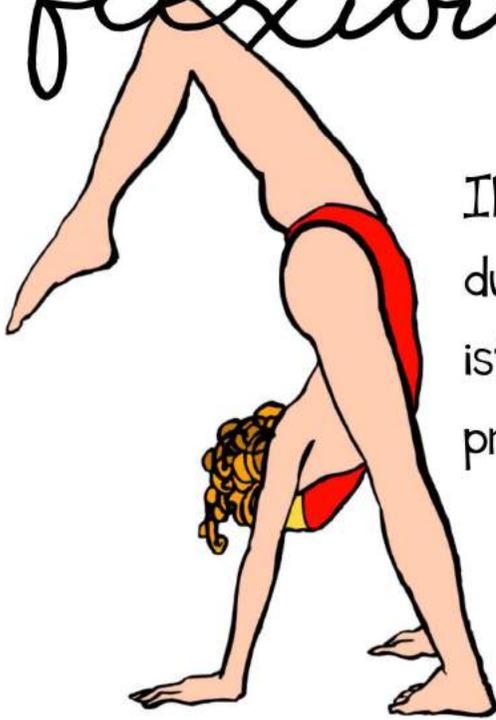
Encouragement given to others when the odds are stacked against them. Two words first-time parents hear from the hospital staff as they're leaving with their newborn.

# Want My Advice?



Honestly, no one wants your feedback. If they get it, and agree, that means they'll have to change. And no one likes to change. So, please, just keep it to yourself.

# flexibility, *noun*



Illustrated by Cirque du Soleil contortionists who can make a pretzel jealous.

How much you have determines how well the negotiations go. "How much flexibility do you have?" he asked, after making the first offer. "None," she replied.

# HOPE



*FIFO when starting a risky new venture.*

# funpiphany

a moment in which you suddenly see or understand something in a new or very clear way when using fun, puns or humor



## HOLY COW!



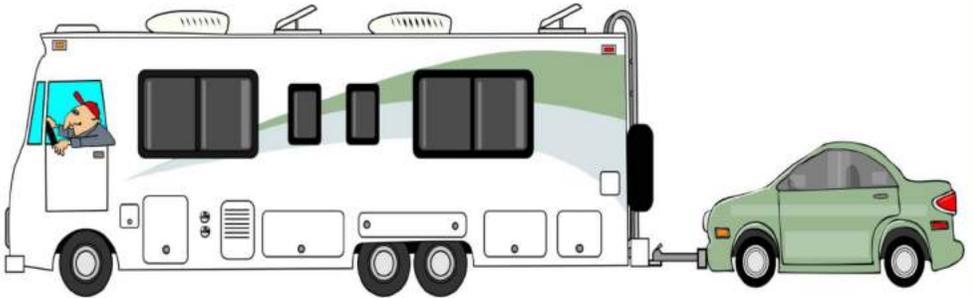
If ***FYI*** is in the subject line in your boss's email it means, "Get this taken care of now!" ***FYI*** in your friend's voicemail means, "Here's some juicy gossip you'll love." ***FYI*** in your college kid's text message means, "The doctors think the medicines should clear this up."

# good enough



After recovering from the shock of seeing the recent college tuition hikes, what you tell your new high school grad about his education.

# ***HAPPY CAMPERS!***



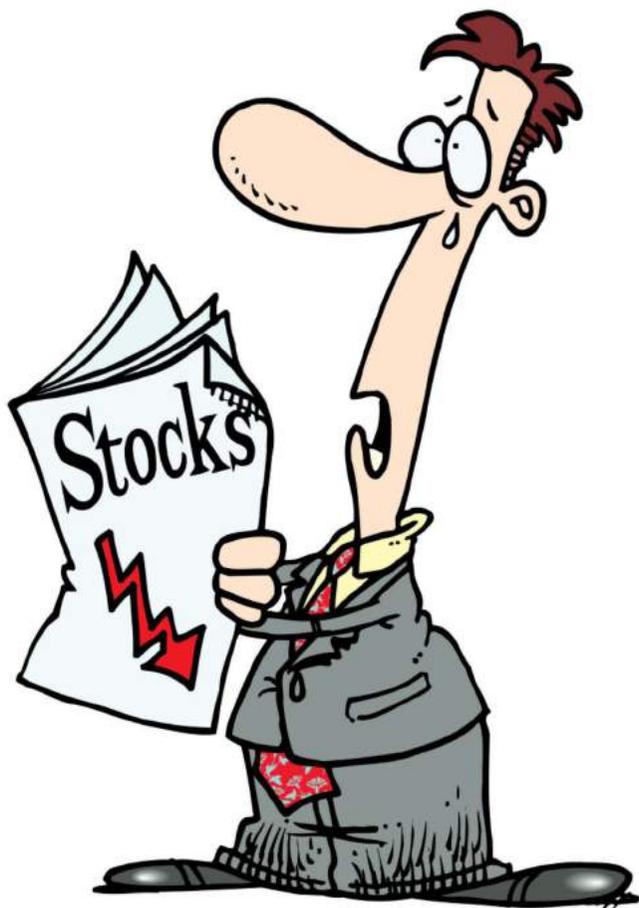
***IT'S THAT COUPLE YOU SAW CHECKING IN AT THE RITZ WHO HAD THEIR BUS-SIZE RV AND TOWED PORSCHE BEING PARKED BY THE VALET BEFORE HEADING TO THEIR SUITE OVERLOOKING THE OCEAN.***

# gut check



***INSTINCT'S ALARM BELL. A QUEASY FEELING IN THE PIT OF THE STOMACH, USUALLY RIGHT. WHAT FISHERMEN DO WHEN CLEANING THEIR CATCH.***

# H E A D L I N E S

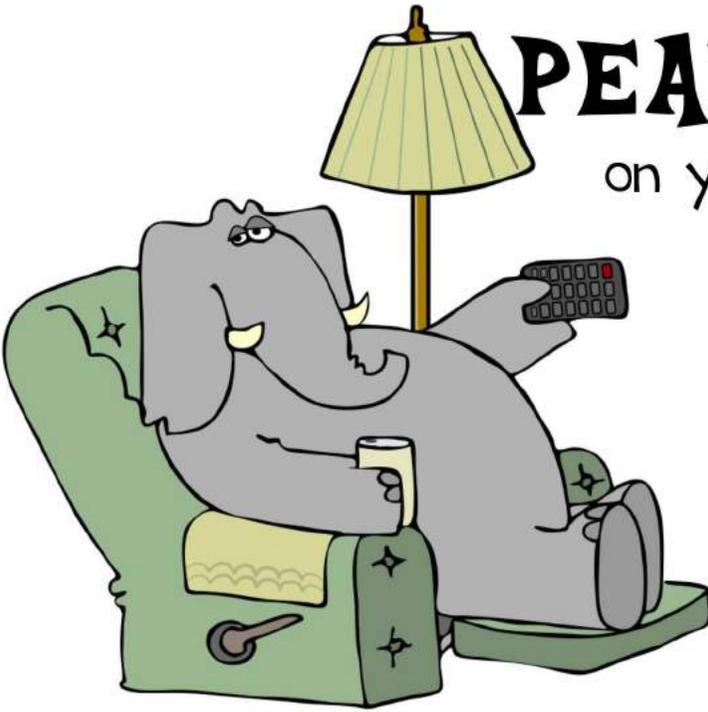


Short stories—really short!  
The hardest things to write.

is that the smell of

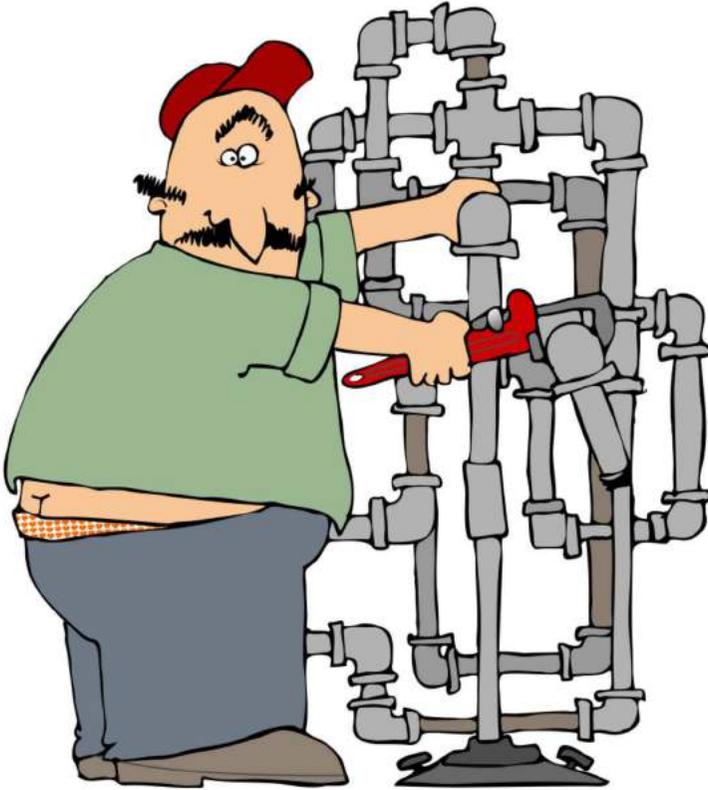
**PEANUTS**

on your breath?



The elephant in the room is refusing to see the truth, while diverting your attention to more appealing matters. It's like standing on the bathroom scales as you're eating your Klondike bar.

# I Don't See It



The “It Factor” is something someone has without knowing they have it or how they got it; something that everyone else sees but they don't. Much like a plumber's crack.

# Here's Some Advice



Your mouth too often speaks before  
your brain has fully downloaded.

# It's Who You Are



Integrity is a character witness.

"Here's  
the thing..."



**uh-oh**

# Wipe That Stupid Grin Off Your Face

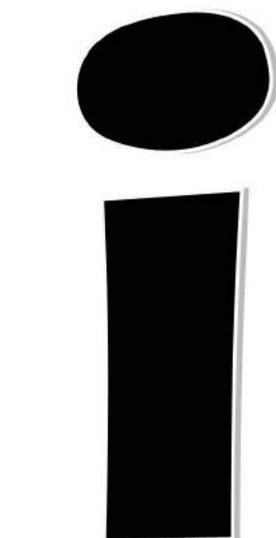


Honesty is the truth that can hurt.  
Husband to wife: "I accidentally put  
your jeans on by mistake. And they  
fit perfectly!"

# How to Avoid the Longest Line



Find the clerk not talking to the customers about the weather and how their day is going. The surlier the faster.



**was wrong !**



Wha..? Wow! That's a first.  
What women **dream** men will  
someday say. Not happening.

# humor



The **TRUTH** sneaking  
up on tiptoes.

# 4 Levels of Competence



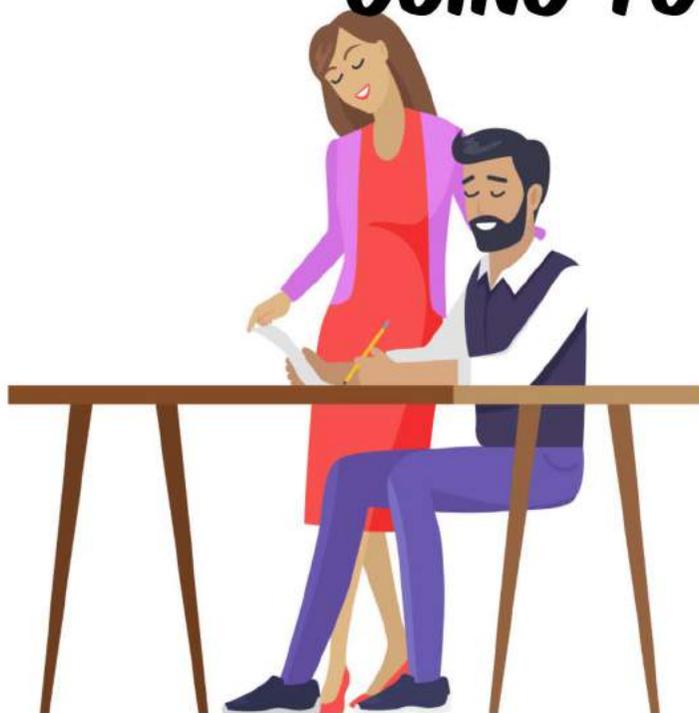
**unconsciously competent,**  
*adj.* The highest level of competence. No conscious thought required.

**consciously incompetent,**  
*adj.* The second-lowest level of competence. You're stupid and you know it. Why the *Dummies* and *Idiots* books are so popular.

**consciously competent,** *adj.*  
The second-highest level of competence. You're good, but still have to think about it.

**unconsciously incompetent,**  
*adj.* The lowest level of competence. You're stupid and you don't know it. It's when someone asks you to name the ten Supreme Court justices and you actually come up with ten names.

# HERE'S WHAT YOU'RE GOING TO DO



*An INFLUENCER is not the decision maker, but one who tells the decision maker what to decide (wife, partner, executive assistant).*

# *I Was Here Just a Minute Ago*



Like your keys, you're not lost.  
You just don't know where you  
are.

# Kumbaya

A song of infinite verses and of togetherness sang around the campfire or around the coffeemaker at work.



More of a sing-song prayer that “we’ll get our act together before it’s too late” kind of togetherness.

# Men Don't Get It



When a woman is telling her problem to a man, she's not looking for solution. She just wants him to listen.

# Women Don't Get It



**Get to the point. Be precise. Men take words literally. They talk to relate facts, unlike women who talk to build relationships.**

# Let's Talk

What teens don't want to do with parents. What parents don't want to do with their parents. The circle is complete.



# Life's Biggest Mystery



**WHY CAN'T I DO WHAT I KNOW HOW TO  
DO WHEN IT NEEDS TO BE DONE?**

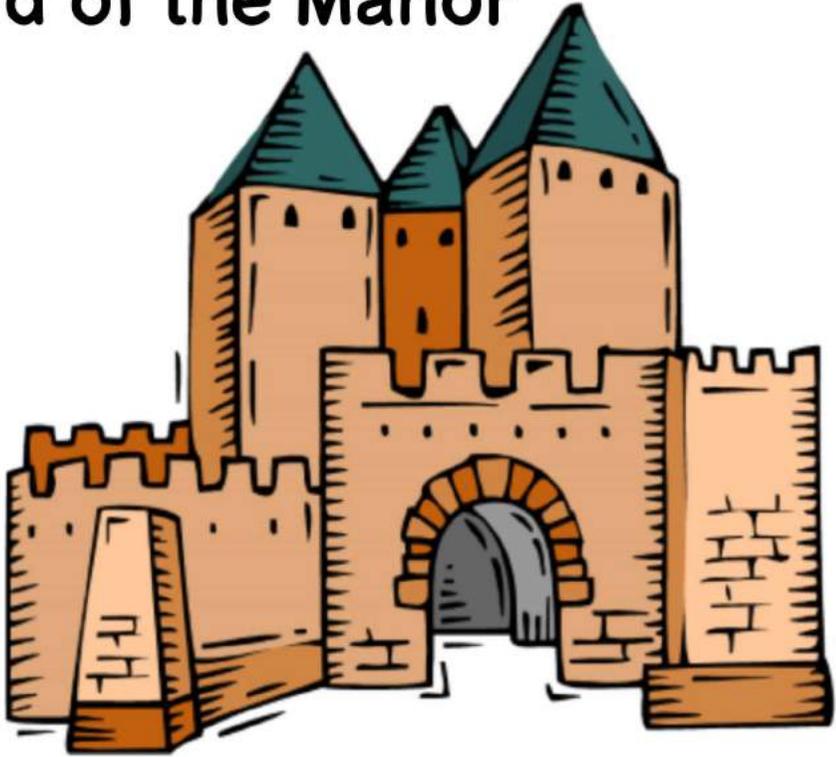
# lowest bidder

Provider of an inferior product who throws in a moving religious experience, gratis.



What you think about as you watch the plane's frozen wings flap up and down as it screams down the ice-covered concrete at 150 m.p.h. More prayers are said on takeoffs and landings each day than in every church in a year.

# Lord of the Manor



**Departments** are like fiefdoms within a company ruled over by their own lords who are always at war with each other for budget dollars, power and control. Think of the **extended family** getting together for the holidays and you get the picture.

**CRAZIES** out there  
there are a lot of



Thanks to **social media**  
for **exposing** them!

# Low **Mileage**, **Hardly Used**



POLITICAL ADS ARE FAST REPLACING AUTOMOBILE ADS SINCE POLITICIANS CAN NOW BE BOUGHT AND SOLD YEAR-ROUND WHILE HAVING MULTIPLE OWNERS.

# Pains Me to Say...



Spoken by someone who isn't—and won't be—in the same amount of pain as the listener is about to be.

*no disrespect*



**A PRE-APOLOGY BEFORE  
THE AFFRONT COMMENCES.**

Go Ahead.  
Hold Your Breath.



“No” is a final decision not in your favor.  
It doesn’t mean “Maybe. Why don’t you  
try again?”

# NO SOLICITORS!



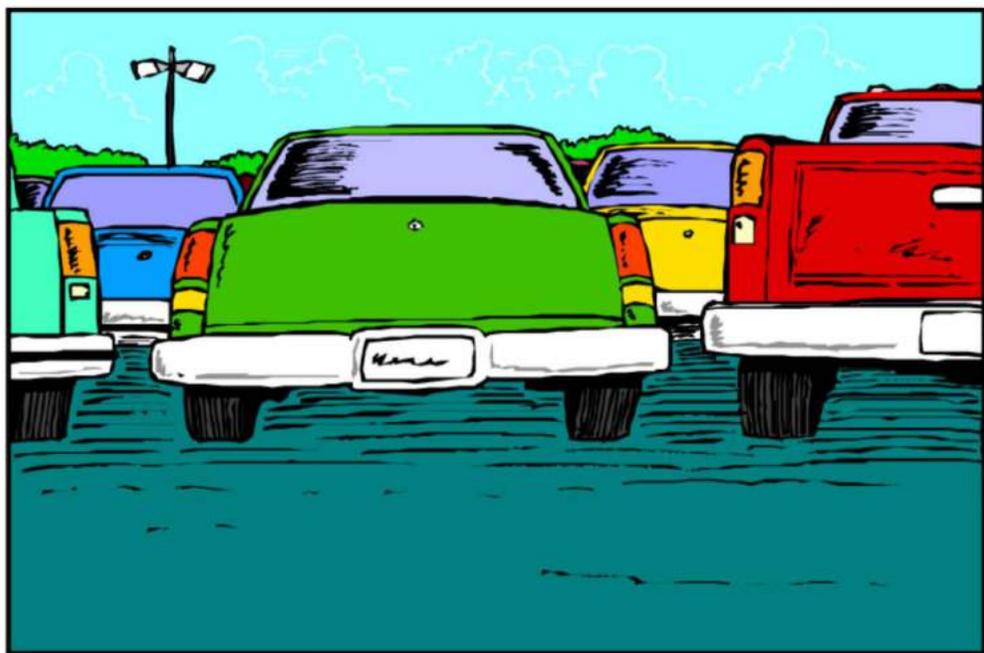
Sign on office doors warning sales-people not to enter or suffer the consequences. The last thing you remember seeing when waking up in the emergency room.

*between*  
Read<sup>^</sup> the Lines



To see what's not there. To hear what's not said. To understand without knowing.

# Self-fulfilling Prophecy



Not finding that **parking space** close-up front like you knew you **wouldn't**. As you're halfway down the aisle you see in the **rearview mirror** a car pulling out where you just passed, and another car pulling in (the driver of which found the parking space close-up front like she thought she would).

# Now Boarding

from the back of the plane forward



An airplane is the second inconvenience at the end of the first—the TSA grab and grope line. The only difference between an airplane and a cattle truck is that the cattle don't have to pay.

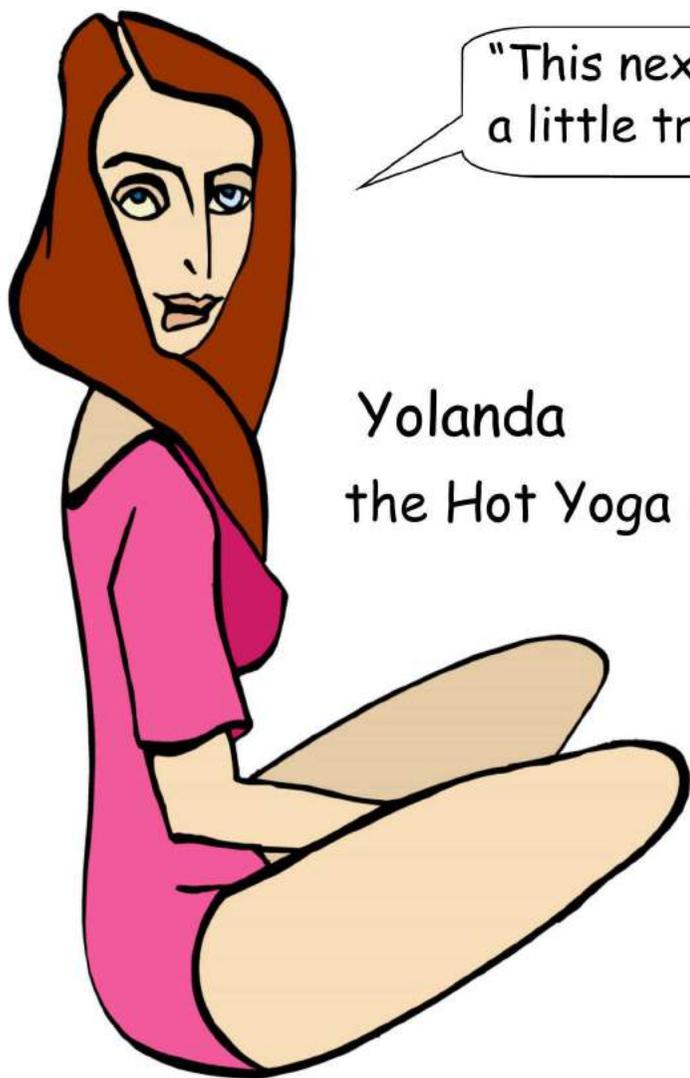
the **NSA** is the least of your worries!



When it comes to social media, are you sure there's not something more productive and **meaningful** you should be doing with your life?

People use it to create **envy** among friends, post pictures of the foods they eat, and to be used as a **weapon** by HR to deny them a job. Can't be confirmed, but all your messages are read by the incarcerated in prisons **trolling** for online dates. Please post **glamour shot**.

# Famous Last Words



"This next pose is a little tricky."

Yolanda  
the Hot Yoga instructor

# *Pretend Listening*

**ASKING QUESTIONS  
WHILE PRETENDING  
TO LISTEN. BUT THE  
QUESTIONS ARE  
DESIGNED TO LEAD  
YOU TO THE  
CONCLUSIONS THE  
QUESTIONER WANTS.  
LIKE THREE-CARD  
MONTE.**





## **Is That Your Hand in My Pocket?**

Ethics is not even a speed bump between lobbyists and politicians.

# Not to Worry



*probably, adv.*  
Doubtful; highly unlikely. "We'll probably complete the remodeling in a couple of weeks," said the contractor.

*probably not, adv.*  
Likely. "This won't get me in trouble, will it?" he asked. "Probably not," she replied with a wink and a smile.



**PROTOTYPES** are original,  
**EXPERIMENTAL BETA TEST MODELS**  
to work out all the kinks before production of  
multiple models.



Note to self: She's our first. And from the way things are going, she'll be our last.

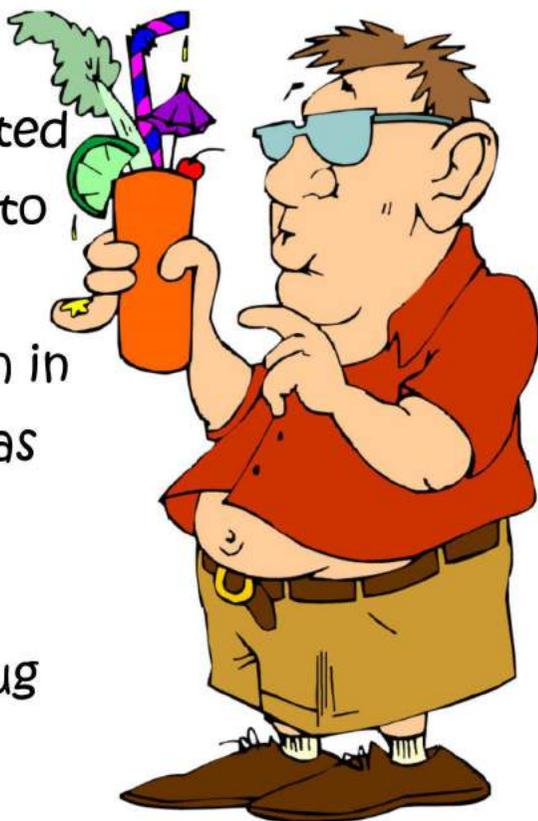
# Isn't It Still Illegal?



A great example of the “bait and switch” is the résumé.

# Show 'n Tell

The first pick-up line was accidentally originated in bars by an auto parts salesman from Pittsburgh in 1935 when he was making his first cold call: "Hey! Wanna see my lug nuts?"



# the Value of Mistakes



A skill is what you acquire from  
correcting your mistakes.

# stall



**TO DELAY MAKING A DECISION BECAUSE YOU'RE HOPING SOMETHING WILL HAPPEN IN YOUR FAVOR TO MAKE THE DECISION EASIER. IT WON'T AND IT WON'T.**

# truthfully

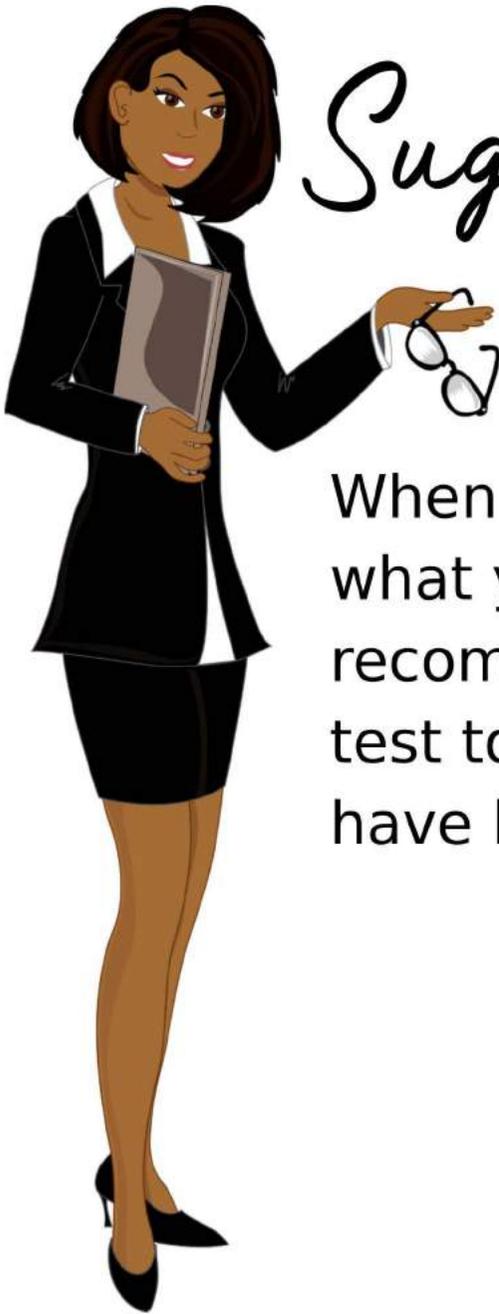


If followed by a question mark the speaker is asking if you'd rather hear a better—albeit, still dishonest—version. “Truthfully?”

*strip search, n.*



TSA job description. No plane is allowed to leave the gate until all passengers have been publicly humiliated. Pole dancing discouraged except in the lounge area.



# Suggestions?

When the boss asks what you would recommend, it's a test to see what you have learned.



we have  
to test your  
**sobriety**

**If you have to read this sentence  
at least three times before you  
find the the mistake that is in it I  
need your keys.**

# tip jar, *n.*

Customer subsidized wages. Money jar next to the cash register to make customers feel guilty that they're not chipping in to the employees' pension plan. Instead of giving tips, half the patrons think the owners should be paying the workers



higher wages. The other half think this is a good idea and return to their offices and put tip jars on their desks for doing the work they're paid to do anyway.



Toastmasters

Uh.

**Ah.**

Umm.

*(Inside joke.)*



## Where's My ROI?

A yacht is the hedge-fund manager's bonus paid for with the ROI the investors didn't get. Some are named after candy: "Sucker!" Some are named after secret friends: "The Other Woman". Some are just plain honest: "Stolen".



# Can't Wait!

Tomorrow is where hope  
lives.

# Trust Your Gut



It's a test of what you believe,  
rather than what you know.

# What's Your Habit?



There are three kinds of habits: GOOD, BAD and NASTY. Unless you count a nun's habit. So that makes four.

# Wheeler Dealer



A tough negotiator who can mold compromises in her favor because she has something on you that you want to keep secret. It's your daughter wanting those flashy new soccer shoes in exchange

for not telling dad about your new designer handbag.



(He'll never notice the shoes or the purse. He's a man.)

# YOUR CLOTHES **ARE** THE **MESSAGE**



How you dress affects your attitude and how others react to you. Wear an orange jumpsuit to the mall with D.O.C. stenciled on the back and see the reactions you get.

# Famous Last Words



**"I kissed my ass good-bye."**

**Contortionists always have  
an amazing finale**

