

HAVE you heard the one about the Liverpool company teaching people to laugh to improve performance at work?

It may sound like funny business, but laughter is a serious earner for Laughology, a Hanover Street-based humour consultancy.

Estimates claim more than 6m working days are lost every year due to stress, much of it work-related, which has led organisations to look at innovative methods to improve their employees well-being.

Around 70 people from the business, social and health care sectors from across the region attended the company's official launch at Liverpool's Hope Street Hotel last night to see hear how humour can boost productivity.

Stand-up comic and Laughology director Stephanie Davies said: "When you have a situation in your life, you react to it.

What Laughology does is build a humour structure that is unique to you and builds on what we do naturally anyway, the natural comedy mechanism.

"Humour helps shape outlook.

"It allows us to detach emotionally from a situation and instead focus on solutions. It can help us to live the present moment and not be distracted by the negative."