



BERRETT-KOEHLER PUBLISHERS  
A BK LIFE BOOK  
235 Montgomery Street, Suite 650  
San Francisco, CA 94104-2916  
Fax 415.362.2512  
www.bkconnection.com

Tiffany Lee, Publicist  
Phone: 415.743.6477  
Email: tlee@bkpub.com

Leslie Yerkes, author  
Phone: 216.791.7802  
Email: fun@catalystconsulting.net

For Immediate Release

# **Fun Works**

## **Creating Places Where People Love to Work**

### **Second Edition, Updated and Expanded**

#### **By Leslie Yerkes**

Is it possible to have fun...at work? We spend more time at work than at any other single activity in our lives, but most of us feel that we can't—or shouldn't—have fun in the workplace. It's superficial, unprofessional, and counterproductive. It's something that should exist only after work is completed. Or so we *thought*.

In *Fun Works: Creating Places Where People Love to Work*, author Leslie Yerkes disposes of the myth that fun and work are mutually exclusive. While most of us do not know how to integrate the two, there *are* some people who love their jobs, who love to go to work, who get great value out of the experience and put great value into at the work experience at the same time. In fact, organizations can use fun to increase employee and customer retention, motivate individuals and teams, and even improve overall productivity.

Yerkes details precisely how eleven different companies integrate fun into the normal course of business and shows how this translates into improved results across the board. Looking at places like Southwest Airlines, Pike Place Fish, and Prudential, she demonstrates eleven Principles of Fun/Work Fusion and offers thoughtful advice on how to put these principles into practice.

For this revised second edition, Yerkes conducted follow-up interviews with all the companies in the first edition to see how they have managed to maintain a prosperous and fun environment in the face of recession, national tragedy, and natural disaster. She was thrilled to discover that *all* of the original eleven companies have continued to thrive; that not one of them was "done in" by having a culture of "fun and work." If anything, she believes it is the combination of business smarts *and* a positive culture that allowed each company to maintain their position, stay in business, and grow.

Creating places where people love to work is about creating a culture where individuals can freely bring the best of their whole selves to work each day. This book will show you how to do so.

**More...**

*"Sometimes we forget that work is supposed to be fun. Leslie reminds us how to return to the fun we always had in us but maybe forgot, and how to do it in a way that is good for business and good for our own spiritual and financial health."*

– Mark Albion, author of *Making a Life, Making a Living* and *True to Yourself*

*"The first step towards making work fun comes when you make the rather startling revelation that sometimes for some people work really is fun – all by itself – without toys or games or party hats... Fun-wise, work-wise, quality-of-life-wise, this is a very wise book."*

– Bernie DeKoven, author of *Deep Fun* and *CoWorking.com*

*"Yerkes is suffering from a rare form of multiple personality disorder. She is exhibiting behavior patterns of an astute business consultant, a hard-hitting journalist, a sophisticated field researcher, an effective instructional designer, and a creative writer. There's no other explanation for her oxymoronic product that is seriously playful, philosophically practical, and systematically spontaneous. In my expert opinion, her affliction is highly contagious through reading this book."*

– Silvasailam Thiagarajan, PhD, Workshops by Thiagi, Inc.

*"This is a lovely book! Loving, challenging and caring about some of the most important issues in the world-human beings and our ways of living. Leslie Yerkes has this unusual way of describing how work and fun blend together, with both practical examples, theories and personal reflections, that mixes into delicious soup for the soul. I started off reading this book during my summer vacation, not really looking forward to going back to work. Now, when I have read the last sentence, I feel full of trust and hope! Obviously there are a lot of good and also financially healthy ways to infuse fun into the daily ways of working life. Leslie Yerkes shows how to create a meaningful and humane working environment. She lightens my spirit and rekindles my hope."*

– Kerstin Ljunstrom, President and Senior Consultant, KLUAB

*"Leslie Yerkes explodes the myth that work and fun don't mix. In fact, she decimates it!"*

– Dr. Beverly Kaye, President, Career Systems International and coauthor of the bestselling *Love 'Em or Lose 'Em: Getting Good People to Stay*

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**Leslie Yerkes** is president of Catalyst Consulting Group. She is the coauthor of the bestselling book *301 Ways to Have Fun at Work* as well as *Beans* and *They Just Don't Get It!*

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**By Leslie Yerkes**

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