



PROPOSAL HUMOR ON THE FLY:
FUNNY MATERIAL FROM THE SOCAL CHAPTER

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(the most unfunny person you will hear/see today)

WHY HUMOR ON THE FLY

- People are funnier in groups
- Gets your team to bond (laugh at self, situation, or another as a scapegoat for group)
- Tension is dispelled
 - Some sort of endorphin or something is released
- More fun to work with fun/funny people



TYPES OF HUMOR

- <http://ezinearticles.com/?Public-Speaking---7-Types-of-Humor-You-Can-Use&id=2392608>
 - (unexpected, with a straight face, woven into the fabric of the speech)
 - (practice and prepare to make it seem effortless and natural)
- http://library.thinkquest.org/J002267F/types_of_humor.htm
 - Situational Humor
 - Switching
 - Wisecracks
 - Wit (wordplay)
- <http://www.write-out-loud.com/types-of-verbal-humor.html>
 - Absurdity
 - Exclusive Humor
 - Mixed Metaphors



FINDING DILBERT CARTOONS

- Use their website www.Dilbert.com
 - Click on Strips
 - Use date feature if you know what it is
 - Those who register may get a better search engine
- Also, I didn't have a date for one, and did a Google search which resulted in someone's blog having the cartoon I wanted



PROPOSAL HUMOR

○ Proposal/BD Process

- Dilbert Bid Strategies 8/12/07
- Dilbert Bidding War 7/16/08
- Dilbert Faxing 1/10/09
- [Dilbert Strategy Process.docx](#)
- Dilbert works a proposal (several beginning with 1/1/02)
- Dilbert Approval Bricks 2/27/08
- [Dog3.docx](#)



PROPOSAL HUMOR- PROPOSAL/BD PROCESS



Just another over-
worked and
under-loved
proposal worker!

- Finding a bone is a lot easier than chasing a customer.



PROPOSAL HUMOR – INSIDE JOKES

- Proposal Process
 - RFP compliant cartoon
 - <http://www.cartoonstock.com/directory/b/buzzword-compliant.asp>
 - Cutting edge of Technology
 - <http://www.glasbergen.com/?s=cutting+edge>
- Dog Cartoons (next pages)
- Process Improvements
 - Dilbert Six Sigma 10/3/01
 - Dilbert Productivity Tools 8/24/09
 - Dilbert Prioritizing s/20/99
- Customer jokes
 - Isolated a gene
 - Journal of Philanthropy page 41 (no date)
 - Rock-Paper-Scissors
 - Journal of Philanthropy June 4, 2009
 - Dilbert Gov't Requirements 7/7/09
 - Who's the Customer? 2/5/04



PROPOSAL HUMOR- PROPO PROCESS



Pardon me while I slip into a coma.

Total exhaustion zaps away the energy.

**Another proposal?
You have got to be kidding.**

Dog Tired: What're you looking at . . . I just finished a proposal!

Pardon me while I slip into a coma.

I know you will find this hard to believe but, before proposals, I was the third runner up in the 1984 miss tractor tire beauty contest!



PROCESS IMPROVEMENTS

"Empowering Proposal Professionals to master the waves of effectiveness"



PROPOSAL HUMOR

- Job Categories (e.g., Management (many Dilbert cartoons...)) – some cut both ways!
 - Dilbert Consultants 1/5/10
 - Dilbert Engineers 4/13/10
 - Dilbert MBA guy (several beginning with 5/18/09)



PROPOSAL HUMOR

○ Writing Process

- Dilbert –editing and word choice
 - Build a Better Life by Stealing Office Supplies: Dogberts Big Book of Business page 92
- LA Times (next page)
- Dilbert Review Comments 1/16/09
- Dilbert Giving Blood 11/7/94
- Hanging the cowboy with the horse (Gary Larson Far Side, try his **“The PreHistory of The Far Side: A 10th Anniversary Exhibit”**)
- Dog chart (next page)



WRITING PROCESS

After his speech, the governor, accompanied by six children, his entourage and dozens of reporters, climbed out of his pool to pace along his chain-link fence, occasionally standing on his hind legs and tilting his head back.

LA Times

February 28, 1996



WRITING PROCESS



- Contracts said what?
- I can't run these numbers one more time!
- Please, no more changes!
- "I can't believe I wrote the whoooole thing" (throwback to an old commercial, many may be too young to get this one)



PROPOSAL HUMOR

○ Oral Presentations

- Dilbert slide show 8/23/09
- Non-sequitur “How to tell your powerpoint presentation needs work”
- Dog chart

○ Meetings

- Dilbert committee to create a council 10/5/02
- Brainstorm how to have this meeting be over
 - Betsy Streeter 08/11/09





NON-VERBAL COMMUNICATION

What do you mean, this IS my happy face!

Genetics are an **amazing** thing. My mother had this same look of energy and enthusiasm.



PROPOSAL HUMOR

- Food
 - Dilbert eat out of vending machines, wax fruit, social life 10/26/97
 - Dilbert coffee (actually Wally coffee, check the store)
 - [Dog1.docx](#)
- Running gag
 - Captions next page
 - Ruth's photo clip art (next several pages)



PROPOSAL FOOD

Okay, I will agree to pizza again only if we can get half with cat on it.

Why turkey dinners should not be ordered as proposal food.

Doggonit, who made decaf?

I would jump up and down with excitement to meet you, but I ran out of Red Bull.



THE JOB OF THE RED TEAM REVIEWER



BEGIN WITH THE END IN MIND



GEORGE SAYS HE'LL PERSONALLY GET THE DIRECTOR TO SIGN-OFF!



Lessons Learned



RELAX, IT'S RED TEAM



CAPTIONS FOR DOG CARTOON

Name	Caption
Dana Spears	Just another over-worked and under-loved Capture Manager!"
John St. Rock	Why turkey dinners should not be ordered as proposal food.
John St. Rock	For me, I'd prefer something other than a 7:00 am stand-up meeting.
John St. Rock	Oh Ruth, your presentation was so interesting.....NOT !
Jim Costell	What do you mean, this IS my happy face!
Jim Costell	Please, no more changes!
Jim Costell	Ron Scheidecker "after" picture
Jim Costell	I know you will find this hard to believe but, before proposals, I was the third runner up in the 1984 miss tractor tire beauty contest!
Jim Costell	Contracts said what?
Jim Costell	"I can't believe I wrote the whoooooo thing" (throwback to an old commercial, many may be too young to get this one)
Jim Costell	"Please doc, I know there are better ways to take one's temperature" (tasteless but it cracks me up)
Jim Costell	"Okay, I will agree to pizza again only if we can get half with cat on it"
Jim Costell	"Doggonit, who made decaf!"
Jim Costell	"Need I remind you, I DON'T HAVE THUMBS"
Brent Figard	Tavern version of my caption: If you can't eat it or screw it...piss on it and walk away. Presented version should be edited, maybe: If it won't feed you now or is insurmountable...tag it for it for later and walk away.
Brent Figard	
Thomas Webb	I can't run these numbers one more time!
Tom Leech	Wow! I recognize that face. Clearly a proposal manager I once worked with, worn out after a long ordeal getting that proposal out the door, that is, with the 185 changes the customer sent along the way.
Robert Bunnett	Dog Tired: What're you looking at . . . I just finished a proposal!
John Bredehoft	Red team? More like red-eye team...
Anita Wright	Is this your dog?
Anita Wright	Finding a bone is a lot easier than chasing a customer.
Anita Wright	Another proposal? You have got to be kidding.
Anita Wright	Total exhaustion zaps away the energy.
Steve Koger	Pardon me while I slip into a coma. We just finished the "Proposal from Hell."
Steve Koger	I would jump up and down with excitement to meet you, but I ran out of Red Bull.
Steve Koger	Genetics are an amazing thing. My mother also had this same look of energy and enthusiasm.



HUMOR ON THE FLY: REDLINES

- Cartoons we looked at that are easy to change for the proposal bay
- Dilbert Temps 9/3/95
- Fairy Godfather. Mother Goose and Grimm. Mark Peters
- Elderly Woman at Mailbox ordering cheeseburgers (I'll hand out copies at national)
 - Jerry Holbert, Boston Globe, 2008
- Streamline the workforce, Wiley Miller, Non-sequitur,

