TAKE A MOMENT TO THINK...

WHAT ARE YOUR GOALS IN LIFE
WHAT IS YOUR GOAL IN LIFE?

- Grow a Company
  - Why?
  - Retire Early
    - Why?
  - Spend time with Family

- Get a Great Job
  - Why?
  - Make Money
    - Why?
  - Buy a Home

- Find a Girlfriend/Boyfriend
  - Why?
  - Find a Soulmate
    - Why?
  - Get Married

- Be Healthy
  - Why?
  - Run Faster
    - Why?
  - Run a Marathon

Why?

Happiness
OUR BRAINS ARE **HARDWIRED** TO SEEK **HAPPINESS**.

YEY WE’RE **SUPERBAD** AT PREDICTING WHAT CAN SUSTAIN IT.

- “WHEN I GET ______, I’LL BE HAPPY”
- “WHEN I ACHIEVE ______, I’LL BE HAPPY”
- LOTTERY WINNERS
- TERMINALLY INJURED OR DISABLED
REFLECTION

WHY AM I SO PASSIONATE ABOUT HAPPINESS?

HOW DID I GET HERE
CAN COMPANIES REALLY BE SUCCESSFUL WITH *HAPPINESS* AS A *BUSINESS MODEL*?
“PEOPLE WILL FORGET WHAT YOU SAID, PEOPLE WILL
FORGET WHAT YOU DID, BUT PEOPLE WILL NEVER
FORGET HOW YOU MADE THEM
FEEL.”

— MAYA ANGELOU
“A WOMAN’S DREAM CLOSET...”
#1 PRIORITY?

CULTURE
RESEARCH SHOWS WHAT MAKES LONG-TERM SUSTAINABLE BRANDS

CULTURE AND HIGHER PURPOSE
HOW IS CULTURE #1 PRIORITY?

- HIRING FOR CULTURE
- 5 WEEKS OF TRAINING
- $4000 OFFER TO QUIT
- ZAPPOS CULTURE BOOK
THE CULTURE BOOK
WHAT IS IT?

COMPLETELY UNEDITED
EXCEPT FOR TYPOS AND SPELLING

SNAPSHOT OF CULTURE EVERY YEAR – WHAT’S GOOD, WHAT DO WE NEED TO IMPROVE

STARTED AS CULTURE BOOK, NOW THE BRAND BOOK TOO
JAPAN AND BRAZIL LOVE ZAPPOS EVEN THOUGH ZAPPOS DOESN’T SHIP THERE

FOR A COPY, JUST EMAIL ME JENN@DELIVERINGHAPPINESS.COM
EVER WONDER IF ANYONE READS CORE VALUES ON THE BOARDROOM PLAQUE (LET ALONE LIVE BY THEM)?
CORE VALUES AT ZAPPOS

1. Deliver WOW Through Service
2. Embrace and Drive Change
3. Create Fun and a Little Weirdness
4. Be Adventurous, Creative, and Open-Minded
5. Pursue Growth and Learning
6. Build Open and Honest Relationships With Communication
7. Build a Positive Team and Family Spirit
8. Do More with Less
9. Be Passionate and Determined
10. Be Humble
CULTURE AND CUSTOMER SERVICE
$2B* COMPANY
1999 – TODAY

NOV ‘09 AMAZON ACQUIRES ZAPPOS
$1.2 BILLION**

*GROSS MERCHANDISE SALES
**SHARE VALUE AT THE TIME OF CLOSING
BEST WORKPLACES

VS. S&P 500

100 Best Workplaces in USA: Reset Annually

GREAT PLACE TO WORK/
FORTUNE MAGAZINE, 2010
87% employees in the world disengaged

$500B lost in productivity (U.S. alone)

GALLUP 2012
AN EXPERIMENT IN HAPPINESS AS A BUSINESS MODEL

LESSONS LEARNED:
1. COMMITMENT
2. CORE VALUES
3. TRANSPARENCY
4. VISION
5. RELATIONSHIPS
6. THE RIGHT TEAM

AND CAN THEY BE APPLIED TO YOU?
1. COMMITMENT

DO YOU WANT TO BUILD A LONG-TERM, SUSTAINABLE BRAND?

ARE YOU WILLING TO COMMIT FINANCES, RESOURCES, AND TIME TO IT?

HOW LONG WILL IT BE A PRIORITY?
2. DEFINE YOUR CORE VALUES

IT’S HARD.
START EARLY.

WHAT ARE YOUR - COMPANY’S - PERSONAL CORE VALUES?
DO THEY ALIGN?

1. BE TRUE
TO YOUR (WEIRD) SELF.
2. THINK, SAY AND DO IN HARMONY AND IN CONSIDERATION OF OTHERS
3. COMMUNICATE WITH HONESTY AND RESPECT
4. HAVE FUN THINK FULL
5. INSPIRE & BE INSPIRED
6. BE HUMBLE BE GRATEFUL
7. BUILD COMMUNITY AND MEANINGFUL RELATIONSHIPS
8. KEEP HOME + HEART OPEN & ALIGNED
9. DO MORE WITH LESS BE CREATIVE AND ADVENTUROUS
10. CREATE CHANGE IN THE WORLD MORE THAN YOU EVER THOUGHT POSSIBLE

BE LIKE MACGYVER & BRUCE LEE
FLUID LIKE
3. COMMIT TO
TRANSPARENCY

BE REAL. BE YOURSELF.

WHEN PEOPLE ARE, THERE’S LESS TO FEAR.

(WHILE SAVING TIME, EFFORT AND ANXIETY)

WORK | LIFE INTEGRATION
4. VISION

FOR EMPLOYEES

WHAT’S THE LARGER VISION AND GREATER PURPOSE IN THEIR WORK BEYOND MONEY OR PROFITS?

FOR ENTREPRENEURS

WHAT WOULD YOU BE PASSIONATE ABOUT DOING IF YOU DIDN’T FEAR FAILURE AND DIDN’T MAKE ANY MONEY FOR 10 YEARS?
5. BUILD MEANINGFUL RELATIONSHIPS

IT’S NOT ABOUT NETWORKING. IT’S ABOUT CONNECTEDNESS.

IF YOU’RE INTERESTED, YOU DON’T HAVE TO TRY TO BE INTERESTING.

“IF THE PERSON YOU’RE TALKING TO ISN’T LISTENING, BE PATIENT. MAYBE HE HAS A SMALL PIECE OF FLUFF IN HIS EAR.”
6. BUILD THE RIGHT TEAM

HIRE SLOWLY.
FIRE QUICKLY.

HIRE/FIRE BASED ON VALUES.
WHAT DOES THE SCIENCE OF HAPPINESS HAVE TO TELL US?

SOME DATA AND FRAMEWORKS LEARNED ALONG THE WAY…
TOP 5 I WISH’ES IN LIFE

#1 ...THE COURAGE TO LIVE TRUE TO MYSELF, NOT THE LIFE OF WHAT OTHERS EXPECTED

I WISH I HAD...

...NOT WORKED SO HARD

...THE COURAGE TO EXPRESS MY FEELINGS.

...LET MYSELF BE HAPPIER

...STAYED IN TOUCH WITH FRIENDS

- BRONNIE WARE

TOP 5 REGRETS OF DYING
HAPPINESS FRAMEWORK 1

LEVERS OF HAPPINESS

- Perceived Control
- Perceived Progress
- Connectedness
- Vision | Meaning
  (Being part of something bigger than yourself)
HAPPINESS FRAMEWORK 3
3 TYPES OF HAPPINESS

Pleasure
ROCK STAR
Chasing the next high

MIHÁLY
CSÍKSZENTMIHÁLYI
HAPPINESS FRAMEWORK 4
THE PARALLELS OF A GREAT BUSINESS AND HAPPINESS

PURPOSE
PASSION

HAPPINESS
BUSINESS

PLEASURE
PROFITS $
IF RESEARCH SHOWS

VISION
MEANING
HIGHER PURPOSE

LEADS TO HAPPINESS…

HOW DOES THAT APPLY TO YOU AND YOUR COMPANY?
FIRST...
THERE WAS A BOOK
550,000+ COPIES SOLD
20 LANGUAGES/COUNTRIES

2010 BEST OF LISTS
NPR MARKETPLACE
INC. MAGAZINE
NEW YORK POST
READWRITEWEB
AMAZON CUSTOMER FAVORITE

#1 BESTSELLER LISTS
NYTIMES
WSJ
AMAZON
BARNES & NOBLE
BORDERS

WHOA.
I CAN BE A CMP!
INSPIRE
AND
Be
INSPIRED
www.DELIVERINGHAPPINESSBUS.com
THEN,

THE BUS TOUR…
THEN THERE WAS A BUS TOUR

FIRST...THERE WAS A BOOK
WE HEARD FROM AROUND THE WORLD

NO MATTER WHAT

- BACKGROUND
- CULTURE
- IDEAS
- JOB

UNIFIED
BY THE SAME VISION

HAPPINESS
NOW...THE MOVEMENT

TO SPREAD AND INSPIRE HAPPINESS IN THE WORLD

SCIENTIFIC SENSE
BUSINESS SENSE
HUMAN SENSE
“ЛЮДИ ЗАБУДУТ, ЧТО ВЫ СКАЗАЛИ, МОГУТ ЗАБЫТЬ, ЧТО ВЫ СДЕЛАЛИ, НО ОНИ НИКОГДА НЕ ЗАБУДУТ, ЧТО ВЫ ЗАСТАВИЛИ ИХ ПОЧУВСТВОВАТЬ.”
— МАЙЯ АНЖЕЛУ
HAPPIER COMPANIES

HAPPINESSATWORKSURVEY.COM
TIPPING POINT OF HAPPINESS

BETTER RETENTION

SICK LEAVE 66%
BURNOUT 125%
TURNOVER 51%

MORE ENGAGEMENT

SALES 37%
PRODUCTIVITY 31%
CREATIVITY 300%
PROFITS 22-33%
HAPPIER EMPLOYEES = HAPPIER CUSTOMERS = SUCCESSFUL COMPANIES & MEANINGFUL LIVES

51% TURNOVER

22% PROFITABILITY

7.5 YEARS HEALTHIER & LONGER LIFE

HARVARD BUSINESS REVIEW JAN-FEB 2012
PURSUING HAPPINESS, LYUBOMIRSKY ET AL
GALLUP 2013
HAPPINESS...DELIVERED.

39% MONTHLY SALES

92% UNPLANNED ABSENCE
HOW? ONE PCC AT A TIME.

3100 Cities
110 Countries
(AND COUNTING!)
HOW CAN WE HELP?

FOR:
- QUESTIONS
- CULTURE BOOK
- COPY OF THE PRESENTATION

JENN@DELIVERINGHAPPINESS.COM

JOIN THE MOVEMENT

DELIVERINGHAPPINESS.COM
FACEBOOK.COM/DELIVERINGHAPPINESS
TWITTER | @DHMOVEMENT | @DHMOVEMENTCEO
IMAGINE…

BE TRUE TO OUR WEIRD SELVES
IMAGINE...

BE TRUE TO OUR WEIRD SELVES

LIVE OUR VALUES, PASSIONS AND PURPOSE
IMAGINE…

BE TRUE TO OUR WEIRD SELVES

LIVE OUR VALUES, PASSIONS AND PURPOSE

PRIORITIZE FOR LASTING, SUSTAINABLE HAPPINESS
THEN DO.

Create change in the world more than we ever thought possible... with happiness.

THANK YOU!