

[youtube:www.youtube.com/watch?v=Ah5XMyhbPJlw] **Business Week Turkey Interview following keynote in October 2008 - but sharply relevant over 15 years later.**

## What is 'Happynomics' ?

Happynomics is about the links between wealth and happiness. Everyone wants to be happy – and most advertisers try to persuade us that the secret of happiness is the next thing we will buy. But we know that long lasting happiness usually depends on many deeper things: friendship, strong family relationships, good health, personal fulfilment and so on.

The search for personal happiness is important, and there is a growing amount of new research into Happynomics.

It is hard to be happy if you have many worries about money, too little or too much. In fact great wealth brings many pressures of its own. Once basic needs have been met, happiness does not usually go on rising in direct proportion to personal income.

Happynomics is about the [economics](#) of happiness. Contentment can be measured not only in individuals but also in communities, or indeed across entire nations, looking at a national sense of well-being. On a national level, Happynomics surveys show that happiness is enhanced to varying degrees by wealth, education, peaceful government and trust, but weakened by things like corruption, insecurity and unemployment.

Happiness is a dominant concept in marketing, customer loyalty, product design and workplace motivation.

For example, most employers don't seem to realise that number one or two career priority for many younger executives is work-life balance – more important than a big annual bonus, share options, larger car or better private health care. Gallup research on engagement shows that highly engaged teams are usually more productive, serve customers better, and more willing to change.

It is hard to feel engaged if you are unhappy at work. Unhappiness is a major cause of lost productivity: people take time off work at the least excuse, cannot concentrate, work more slowly. They may be unhappy with work, or with their personal lives – and these emotions connect together. There can also be medical reasons for unhappiness which may require antidepressant treatments, as well as emotional support. In the UK alone the cost of depression to business could be more than \$18bn a year.

Losing a job or retirement can create huge stress and unhappiness – not just from loss of income, but also loss of self-confidence, loss of a team or workplace “family”, loss of routine and daily purpose.

Lower income does not necessarily lead to greater unhappiness – especially if everyone you know is in the same situation, and there is no severe hardship such as threat of losing a home. People adjust, and enjoy simpler lower cost things in life.

*As you know, happiness is very subjective. Isn't it risky to apply a system based on a subjective structure for companies?*

Happynomics is fundamental to every business success and every long term business relationship. For example, all advertising is based on a promise of happiness. This product will make your life easier.

This food tastes wonderful.

This holiday will be a wonderful rest.

This insurance will help you sleep at night.

This mobile device will help you do more work in less time.

It is hard to think how a company that can survive by promising to make people miserable.

All successful businesses want their customers to be happy, suppliers to be happy, workers to be happy. Win, win, win. That means treating people like we would like to be treated ourselves, fairly, with respect, with care and understanding.

We know that the future will not be driven just by technology, innovation, products or clever new services. History shows us that the future will be driven by emotion: by how consumers feel about themselves, their lives, and the products or services they use.

## Articles and Videos on HR and related issues

[From redundancy to new job - 10 steps to transform your career](#)

[Future of Executive Education](#) , better work-place training, more effective seminars, high impact workshops and corporate events. Video to 4,500 executive education / event organisers.

[Secrets of business success](#) - workshop video - the most important HR value in the world

[Leadership ethics](#) - video to senior leadership at European Commission on values, compromise and corruption

[Work-life balance](#) - workplace survival and life-life balance

[How to improve your work-life balance](#) - video of World Women's Day presentation at the EU

[Older workers: impact of raising / abolishing retirement age on workplace, recruitment, employment](#)

[How to be a great leader](#) - video comment - motivating others

[Career development](#) - take hold of your own future

[Does social networking destroy "real" workplace relationships?](#)

[Emotional intelligence - in recruitment and team building](#)

[Virtual teams and virtual working](#) - includes video of keynote presentation

## **Presentations on Human Resources**

[Human Resources](#) - war for talent and related issues in context of global trends. For Global HR team of Unilever.

[How to Manage Yourself - personal and business survival guide.](#) The crisis of purpose in most corporations, where it is all going, why it really matters and what to do about it. The elusive secret of personal happiness. How to increase your personal productivity by up to 50% by using the 80:20 rule - and have more free time. Discovering your personal agenda. How to manage stress and how to listen to what your own body is telling you. How to make great things happen at work, at home and in your wider world.

[Building a Better Business - the key to management,](#) marketing and motivation - and the \$20,000 challenge. Leadership training for Barclays Bank / ABSA bank (South Africa, regional focus, Middle East)

[Leadership in an Uncertain World](#) - European School of Management and Technology. Challenges and opportunities - Six Faces of Global Change and what they mean for your business. Keys to success in downturn and beyond.

[Building a Better Business](#) - how the latest book came into being, and why future success depends on showing how you are building a better world for your customers, workers, suppliers, shareholders and wider community. Presentation for the Transformational Business Network annual conference (TBN).

[Stan Am Rheim Leadership Forum 2008](#) - key global trends and impact on [leadership](#) /

strategy following credit crunch and global economic chaos. Managing uncertainty, reducing risk and maximising opportunity. Credit crunch in broader context of global trends and economy.

[Taking Advantage of Information Capital](#) - Adapt to changing needs of workers and customers: convergence, crowds, clouds, connections, controls - keynote for global media organised by Ricoh.

[Making Things Happen - Welsh Assembly \(Parliament\) presentation](#) for leaders in national and local government, [health](#) authorities, social services and other statutory agencies on [leadership](#), motivation and change management

[Why bother to change a corporation?](#) : Business School MBA elective programme on Strategic Transformation. The crisis of purpose in business today and why most people don't care about your strategy or the future of the corporation. How to persuade people to change. How to connect with the passions people have for a better life. Reasons why people don't change. How to create effective [leadership](#) and ownership of your corporate strategy.