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Society for Marketing Professional Services



A WAY TO HAPPINESS

FIND YOUR PURPOSE AND PEACE OF MIND

wearecomet.com/happiness_smeps



FEBRUARY 15-17, 2017
HOTEL CAPTAIN COOK • ANCHORAGE, ALASKA

SETTING THE STAGE

Why now?

Practical exercise: What makes you happy?

Short- and long-term

What is happiness?

Why is it important?



PLEASURE VERSUS HAPPINESS

How happiness relates to pleasure



MEASURING

Can happiness be measured?

Social progress and happiness

GNH: countries of Bhutan + Denmark



REACHING HAPPINESS

Group exchange

Happiness advantage

How can it be achieved?

Putting it into practice



I'M HERE BECAUSE...



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DOWN THE RABBIT HOLE

About 39,000,000 results (0.78 seconds)

hap·pi·ness

/ˈhæpᵻnəs/

noun

the state of being happy.

"she struggled to find happiness in her life"

synonyms: [pleasure](#), [contentment](#), [satisfaction](#), [cheerfulness](#), [merriment](#), [gaiety](#), [joy](#), [joyfulness](#), [joviality](#), [jollity](#), [glee](#), [delight](#), [good spirits](#), [lightheartedness](#), [well-being](#), [enjoyment](#); [More](#)

Translations, word origin, and more definitions

[Feedback](#)

What is Happiness? - Happy Definition - Happify Daily

www.happify.com/hd/what-is-happiness-anyway/ ▼

What is happiness--and what is it not? People have agonized over this question for centuries, but only recently has science begun to weigh in on the debate.

Happiness Definition | Greater Good - Greater Good Science Center

greatergood.berkeley.edu/topic/happiness/definition ▼

Most of us probably don't believe we need a formal definition of happiness; we know it when we feel it, and we often use the term to describe a range of positive emotions, including joy, pride, contentment, and gratitude.

The pursuit of happiness: what is happiness, and how can we make ...

www.newstatesman.com/.../pursuit-happiness-what-happiness-and-how-can-we-make-... ▼

Jul 8, 2015 - If you're a human being, I suspect you want to be happy. What is happiness for you?

Happiness for me is reminiscing about good times with a ...

What is Happiness and How to Be Happy in 7 Steps

howtobehappy.guru/what-is-happiness-and-how-to-be-happy-in-7-steps/ ▼

We can find a lot of different definitions for Happiness, in fact, Happiness can have a different meaning for any of us. If we look for a definition in a dictionary is ...



WHAT MAKES YOU HAPPY? | SHORT-TERM



WHAT MAKES YOU HAPPY? | LONG-TERM



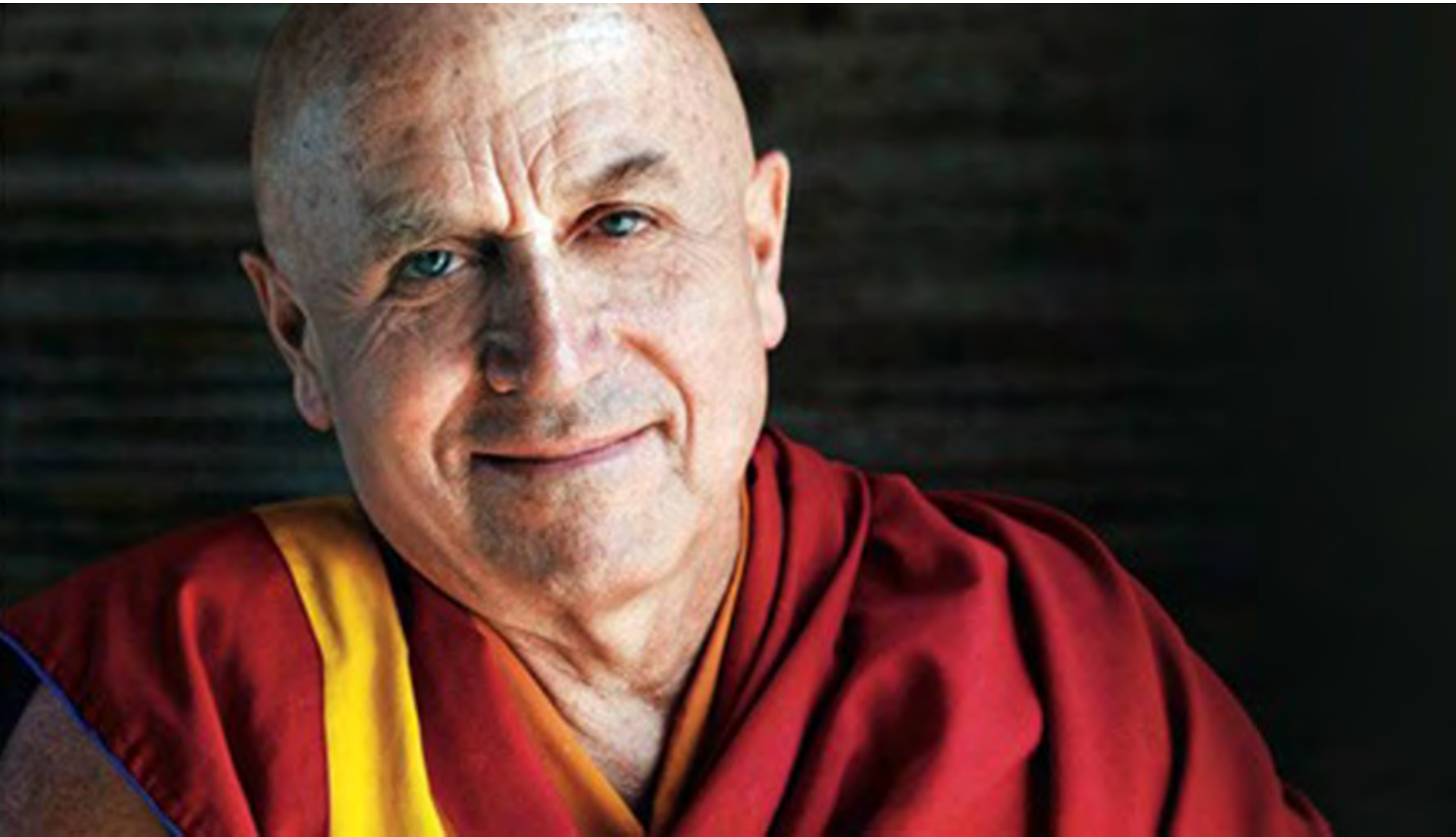
© Franco Banfi/naturepl.com



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Matthieu Ricard | Buddhist Monk | Ph.D. Molecular Genetics



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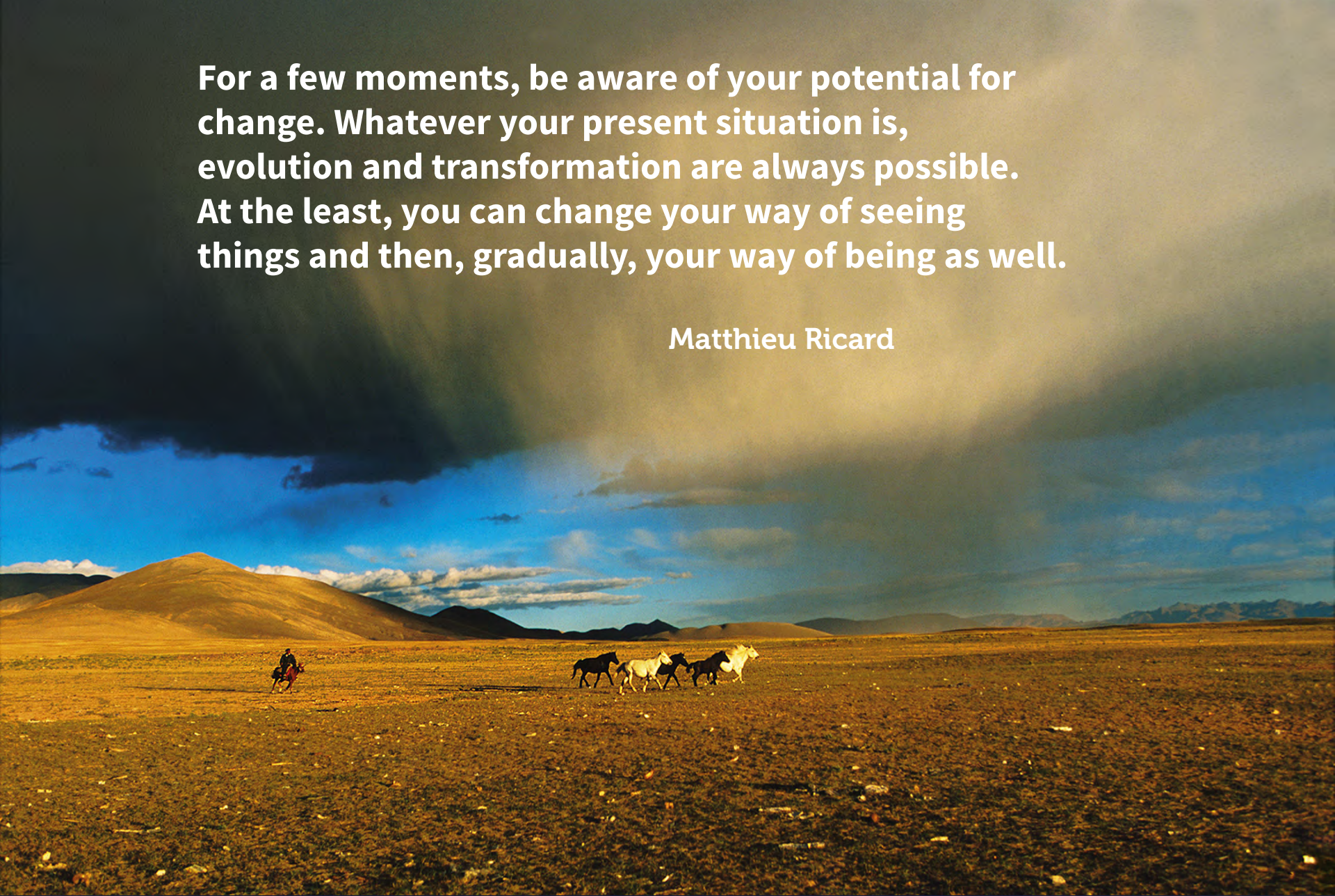
HAPPINESS IS WELL-BEING.

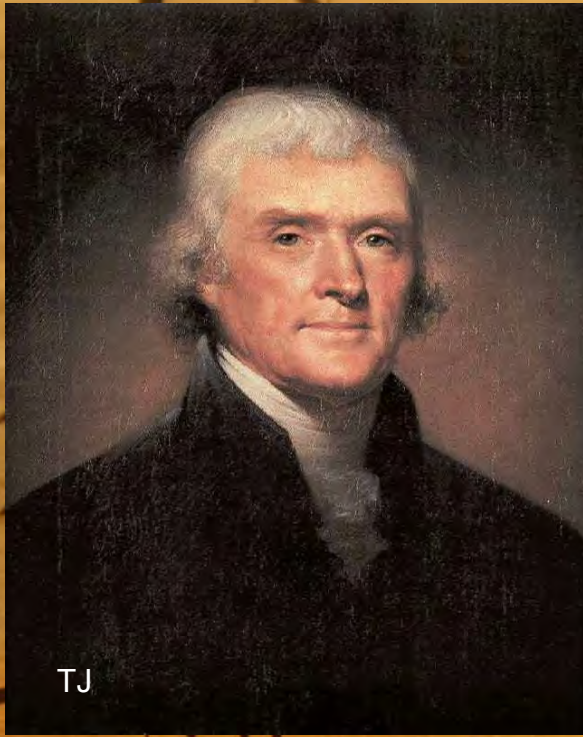
“Let’s say well-being. It is a deep sense of serenity and fulfillment. A state that actually pervades and underlies all emotional states, and all the joys and sorrows that can come one's way. Can we have this kind of well-being while being sad? Why not? Because we are speaking of a different level.”



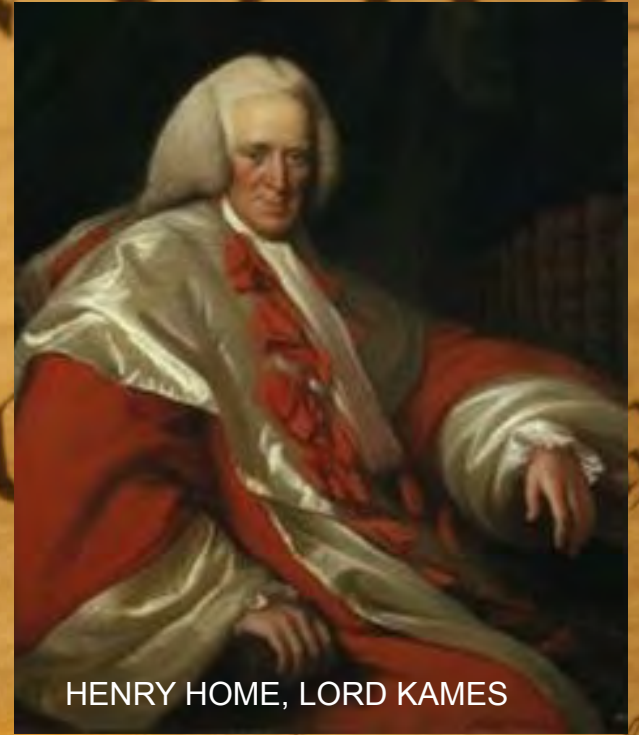
For a few moments, be aware of your potential for change. Whatever your present situation is, evolution and transformation are always possible. At the least, you can change your way of seeing things and then, gradually, your way of being as well.

Matthieu Ricard





TJ



HENRY HOME, LORD KAMES

HAPPINESS IS AS IMPORTANT AS LIBERTY

PLEASURE vs. HAPPINESS





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CAN HAPPINESS BE BOUGHT?



THE MEASUREMENT OF HAPPINESS

1. The simple question: “Are you happy?”
2. Self-evaluation of one’s life on a scale of 1-10
3. A complex framework that includes multiple indicators of happiness.
4. Social Progress Index



SOCIAL PROGRESS IMPERATIVE

Social Progress Index

Basic Human Needs

Nutrition & Basic Med Care

Water & Sanitation

Shelter

Personal Safety

Foundations Of Wellbeing

Access To Basic Knowledge

Access To Info & Comms

Health & Wellness

Ecosystem Sustainability

Opportunity

Personal Rights

Personal Freedom & Choice

Tolerance & Inclusion

Access To Advanced Ed

SOCIAL PROGRESS = THRIVING = HAPPINESS

FIRST

Norway

Progress 88% Thriving 68%

Denmark

Finland

Switzerland

Sweden

New Zealand

Canada

Netherlands

Austria

U.S.

Germany

Costa Rica

Israel

Uruguay

RANKING LOWEST

New Guinea

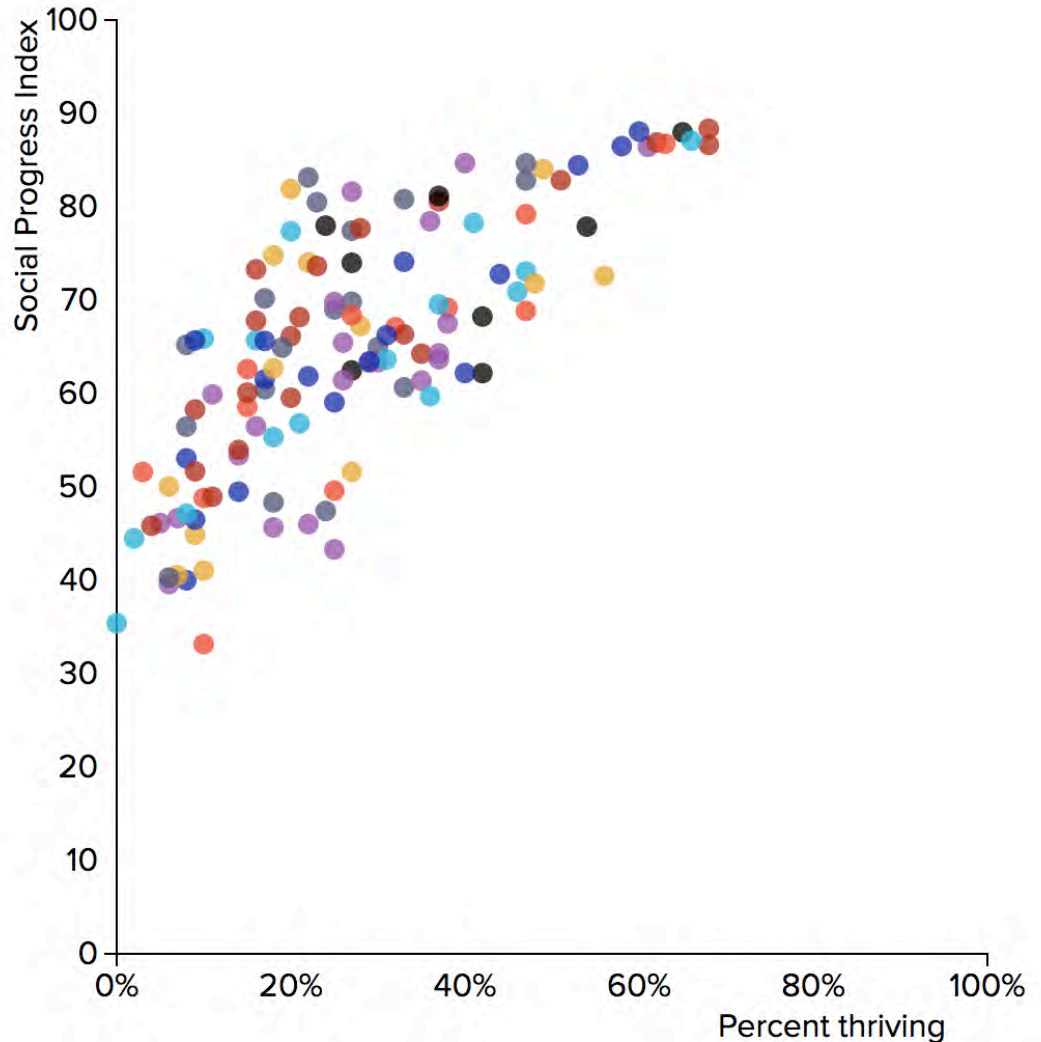
Pakistan

Yemen

Afghanistan

100. Chad

Progress 33% Thriving 10%



Source: Gallup World Poll, Social Progress Imperative



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China

Himalayas

Nepal

Thimpu★ **Bhutan**

India

Bangladesh

India

Bhutan has been ranked the happiest country in Asia, and the eighth Happiest Country in the world to (Business Week). In 2007, Bhutan had the second fastest growing GDP in the world, at the same time as maintaining their environment and cultural identity.

A group of approximately 15 Bhutanese women and children are posed for a photograph in a forest setting. The women are dressed in traditional Bhutanese attire, including colorful patterned jackets (chogors) and long, striped skirts (kiras). Some women are holding children. The children are also wearing traditional clothing. The background shows dense green foliage and trees.

BHUTAN 9 DOMAINS OF HAPPINESS

- 1. Education**
- 2. Health**
- 3. Living Standards**
- 4. Ecology**
- 5. Good Governance**
- 6. Culture**
- 7. Time**
- 8. Use**
- 9. Psychological Well Being**



DENMARK

2016 HAPPIEST COUNTRY

UN Sustainable Development
Solutions Network (SDSN)

BLUE ZONES

Blue Zones are places in the world where people live longer and healthier than anywhere else on earth.

In each blue zone, which are each very different culturally and geographically, it is common for people to live to 90 or 100 years without medication or disability.

- **The Italian island of Sardinia**
- **Okinawa, Japan**
- **Loma Linda, California (the McDonald's has veggie burgers)**
- **Costa Rica's isolated Nicoya Peninsula**
- **Ikaria, an isolated Greek island**

A painting of a landscape. On the left, a large, textured tree trunk in warm brown tones. In the middle ground, a dark, calm body of water reflects the sky. The background features rolling green hills and a line of trees. In the foreground, two shallow, wide bowls sit on a light-colored surface. The bowl on the left is light-colored, while the one on the right is dark. The overall style is impressionistic with visible brushstrokes.

WHAT IS YOUR VISION OF HAPPINESS?



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THE HAPPINESS ADVANTAGE

Shawn Achor: Harvard Study

Better secure jobs

Better keeping jobs

Superior productivity

Less burnout

Less turnover

Greater sales



HOW CAN HAPPINESS BE ACHIEVED AND LASTING?

Develop a sense of identity.

A sense of security: job, money, savings, home, protect family.

Determine your purpose.

Nurture those things that make you happy.

What is your state of mind? Feelings control us. Be conscious.

Antidote to negative emotions: help someone else.



PRACTICE

Get quiet. Meditation, yoga, being in nature, turn off electronics.

Be conscious/present.

Write 3 gratitudes.

Ignore urgent requests. Practice rising above anything that anyone else tries to make you see as urgent.

From your list today, keep your efforts concentrated on what you really want, not what someone else wants for you.

Quit negative people cold turkey. Quit activities that suck.

Eliminate your worthless possessions.

Do something nice for someone and don't tell anyone.

Maintain your integrity.



FINAL THOUGHTS: YOUR PURPOSE

What do you love to do, that you would do even if you don't get paid for it?

What do other people say you're really good at?

What is the one thing you want to experience, or do, or accomplish in your life?



RESOURCES

Ted Talk. [Matthieu Ricard: The Habits of Happiness](#)

- Matthieu Ricard [Website](#), [Facebook](#)

[Social Progress Imperative](#)

Ted Talk by Shawn Achor: [The Happy Secret to Better Work](#)

One World Education. [Bhutan: The World's Happiest Country](#)

Isaiah Hankel. [5 Ways Happy People Ruthlessly Simplify Their Lives](#)

Mark Chernoff. [12 Things Happy People Do Differently](#)

Tedx Talk. [Sam Berns: My Philosophy for a Happy Life](#)

Dalai Lama. Desmond Tutu. [The Book of Joy](#)

Eric Weiner. [The Geography of Bliss](#)

Ted Talk. [Dan Buettner: How to Live to Be 100+](#)

- Website: [Blue Zones](#)



A FINAL THOUGHT

Transformation is possible. Start your day over at anytime.

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