

Leading With Happiness

Alexander Kjerulf





The fundamental goal of a
business leader should be to
increase happiness in the world.

Leaders who don't do that
are doing it wrong.

The Social Responsibility of Business is to
Increase its Profits

Milton Friedman
The New York Times Magazine
September 13, 1970.

“There is one and only one social responsibility of business – to use its resources and engage in activities designed to **increase its profits** so long as it stays within the rules of the game.”

“The business of
business is
business.”

“The business of
business is
happiness.”



K.E. Løgstrup

“You never deal with another person without holding a portion of their life in your hands.

It may be very little, a passing mood, an enthusiasm you cause to grow or wither, a revulsion you deepen or alleviate.

But it can also be a terrifying amount, so that it is up to you whether the other person's life succeeds or not.”

- K.E. Løgstrup

Good leaders create happiness for:

Themselves

Employees

Customers

The community/world



Happiness for
the leader herself
or himself



“Most people assume my business success, and the wealth that comes with it, have brought me happiness. But they haven’t; in fact it’s the reverse. I am successful, wealthy and connected because I am happy.”

Be happy...
and show it



Success



Happiness

Happiness



Success

Don't overwork



Practice gratitude





Work for a purpose
bigger than yourself



Job Career Calling





- 1: Internal motivation
- 2: Instrumental motivation
- 3: Both together



Happiness for
employees

“What makes an effective business is the same thing that makes an effective orchestra: People who want to be there, who give everything they have, who are having a wonderful time doing it, whose eyes are shining, who are giving out energy to people around them.”

- Ben Zander





Free fruit
Office gym
Fancy office design
Employee of the month
Office parties
Bonus schemes
Competitions
Teambuildings
Wellness programs
Massages
Laundry/dry cleaning
Legal counselling
Health insurance
Free breakfasts
Christmas presents
Stop smoking programs
Weight loss programs
Nap pods
Free drinks/coffee

Results Relationships



The leader of the
future is awesome
at building
relationships

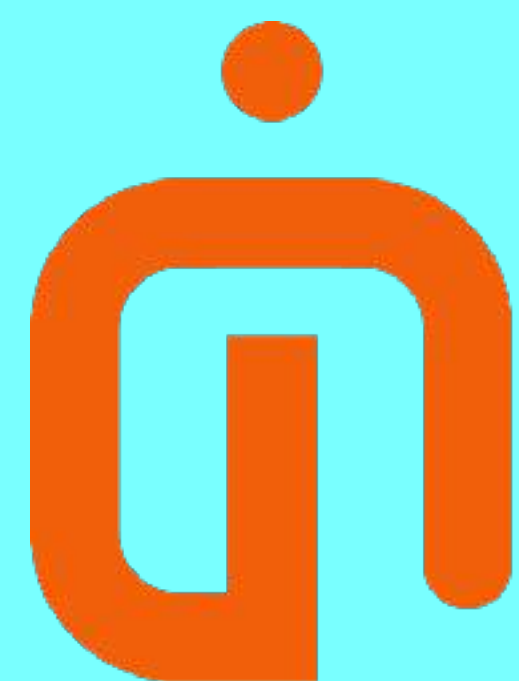
Praise and recognition





AVENGERS

2013



nextjump



Make your
customers
happy



When it rains the
price of umbrellas
goes ___?

Umbrella

GRÖSSBY

blue/yellow

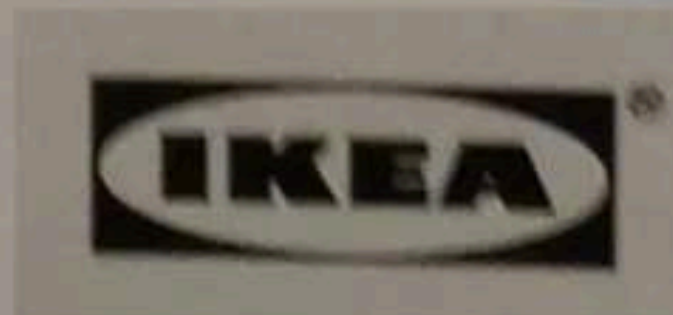


\$ 4⁹⁹



Rainy day
special

\$ 2⁵⁰



Forget customer
satisfaction - measure
and focus on customer
happiness



★ PRET A MANGER ★

freshly prepared ★ good ★ natural food



“Do you feel that the Zappos family member you interacted with genuinely cares about you and your reason for contacting us?” [Yes or No]



Hello Daphne,

You are what makes our company extraordinary!!! I am so glad I was able to help you with your order today. I hope your new high heels are serving you well. I am sure you looked amazing at your sister's wedding. I wanted to personally say a big THANK YOU for being our customer!!

Isabella ☺

Do the right thing for the
customer





**MIDDELFART
SPAREKASSE**

Make the
community/world
happy

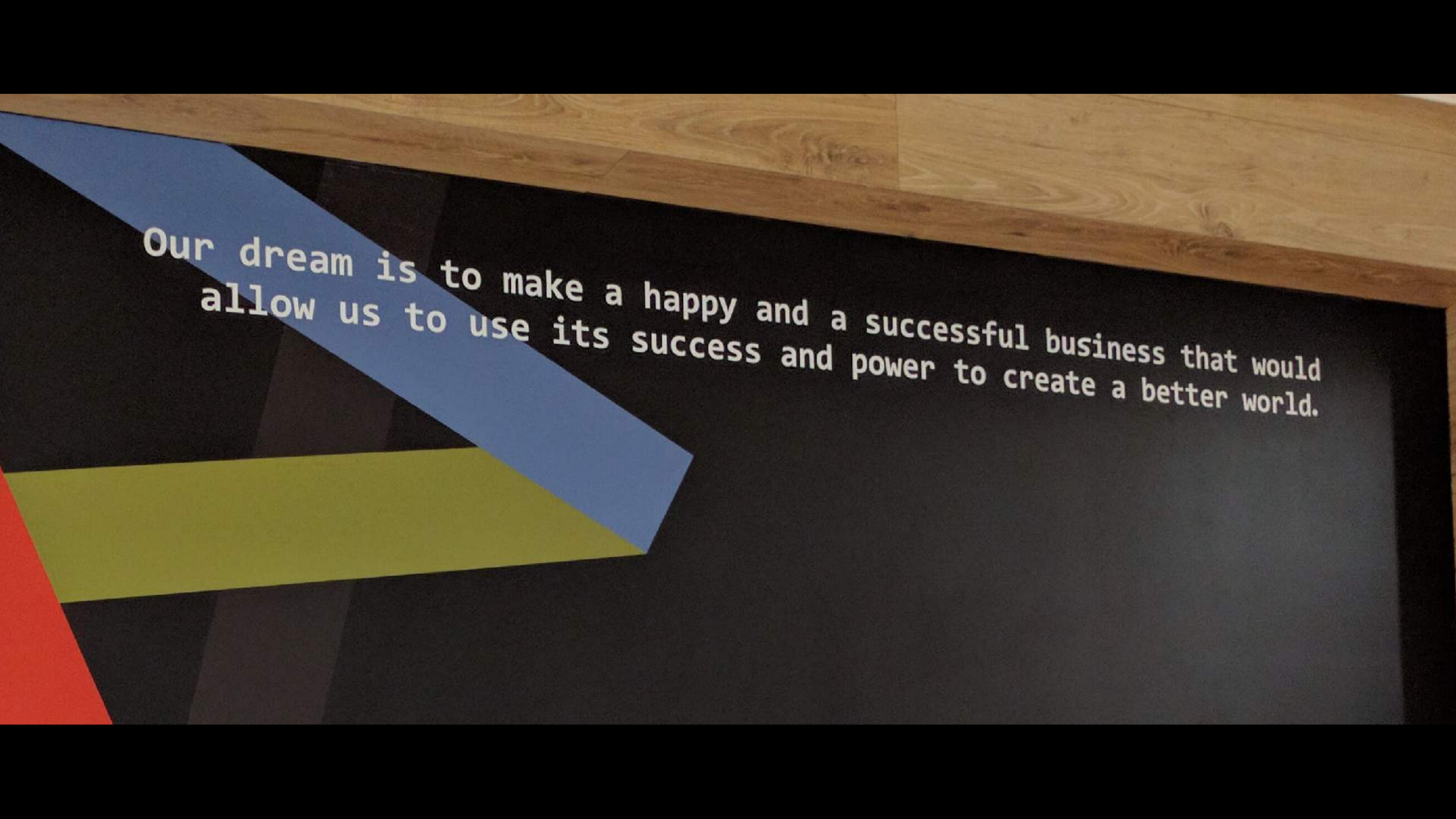


Have a purpose
that's bigger than
you or your
company



London
Business
School

Our **Vision** is to be
the pre-eminent
global business school.

A wooden shelf is positioned at the top of the frame. Below it, a blackboard features a large blue arrow pointing downwards and to the right, and a green arrow pointing downwards and to the left. A red shape is partially visible at the bottom left corner. The text is written in a white, monospaced font on the blackboard.

Our dream is to make a happy and a successful business that would
allow us to use its success and power to create a better world.

A good purpose is
ultimately about
happiness



Happiness is the
ultimate “why”

Make your suppliers
happy





Ben & Jerry's operates on a three-part mission that aims to create linked prosperity for everyone that's connected to our business: suppliers, employees, farmers, franchisees, customers, and neighbors alike.

Make your
shareholders happy





Happy companies
make more money

Advantages of happy workplaces

Higher productivity

More creativity and innovation

Better sales

Lower employee turnover

Attract the best talent

Lower absenteeism

Higher growth

Higher stock price

Higher profits

Higher customer loyalty

Higher discretionary effort from employees



Business schools are stuck in the past
Power does bad things to people
Miserable leaders spread misery

Good leaders create happiness for:

Themselves

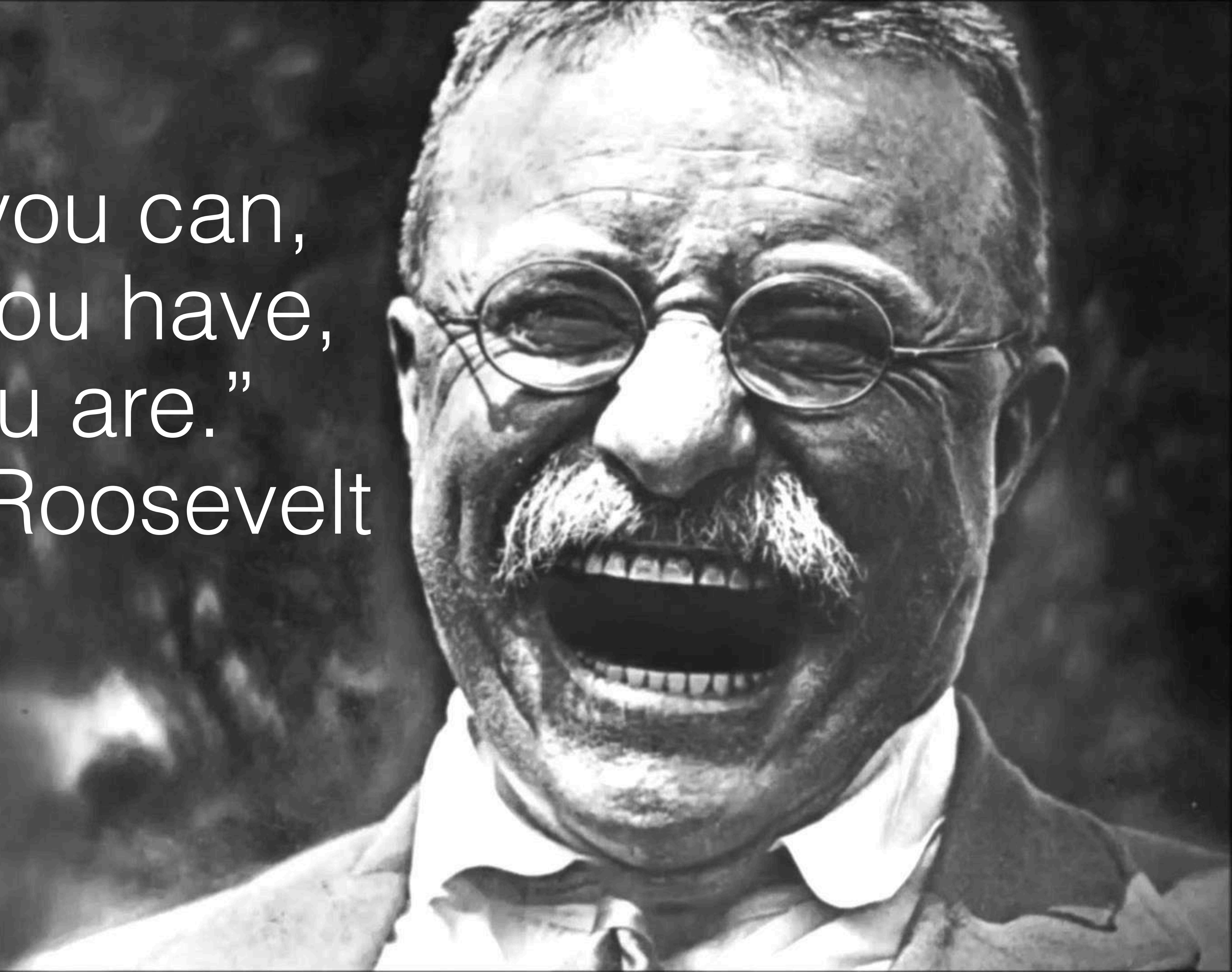
Employees

Customers

The community/world



“Do what you can,
with what you have,
where you are.”
- Theodore Roosevelt



Can leaders learn this?

MARCH 31
IS INTERNATIONAL
QUIT YOUR
CRAPPY JOB DAY



www.InternationalQuitYourCrappyJobDay.com



Garry Ridge
CEO WD-40 Company
**Build a Happy
Billion-Dollar Business**



Rich Sheridan
CEO, author
**Create a Joyful
Workplace**



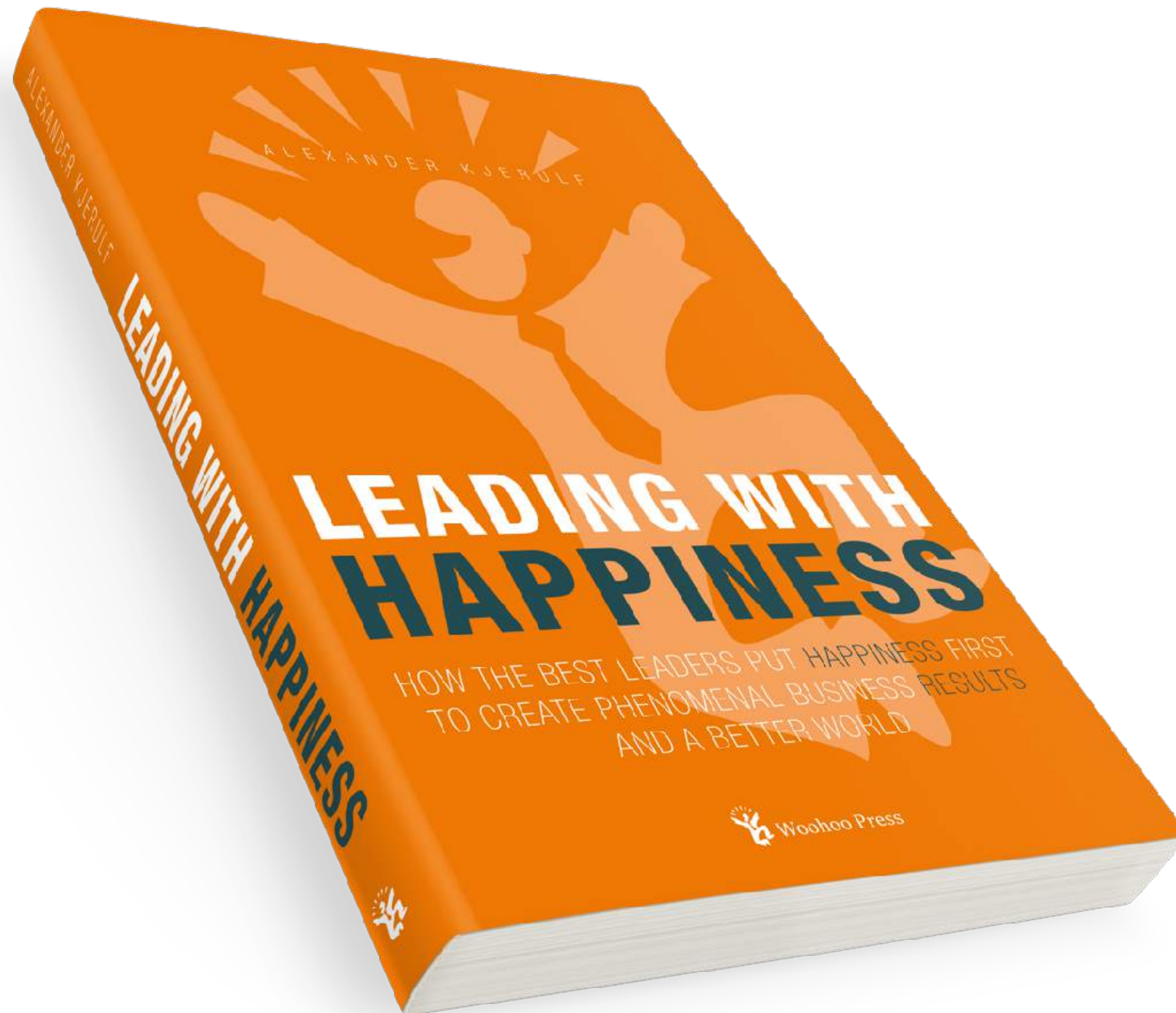
Emiliana Simon-
Thomas, Ph.D.
**The Science of
Happiness at Work**



Mikael Kamber
news anchor
**Conference
Moderator**



**INTERNATIONAL
CONFERENCE ON
HAPPINESS
AT WORK**
**MAY 17+18 2018
COPENHAGEN**



www.leadingwithhappiness.com



Thank

you!