

How Business Is The Key To Making The World A Happier Place

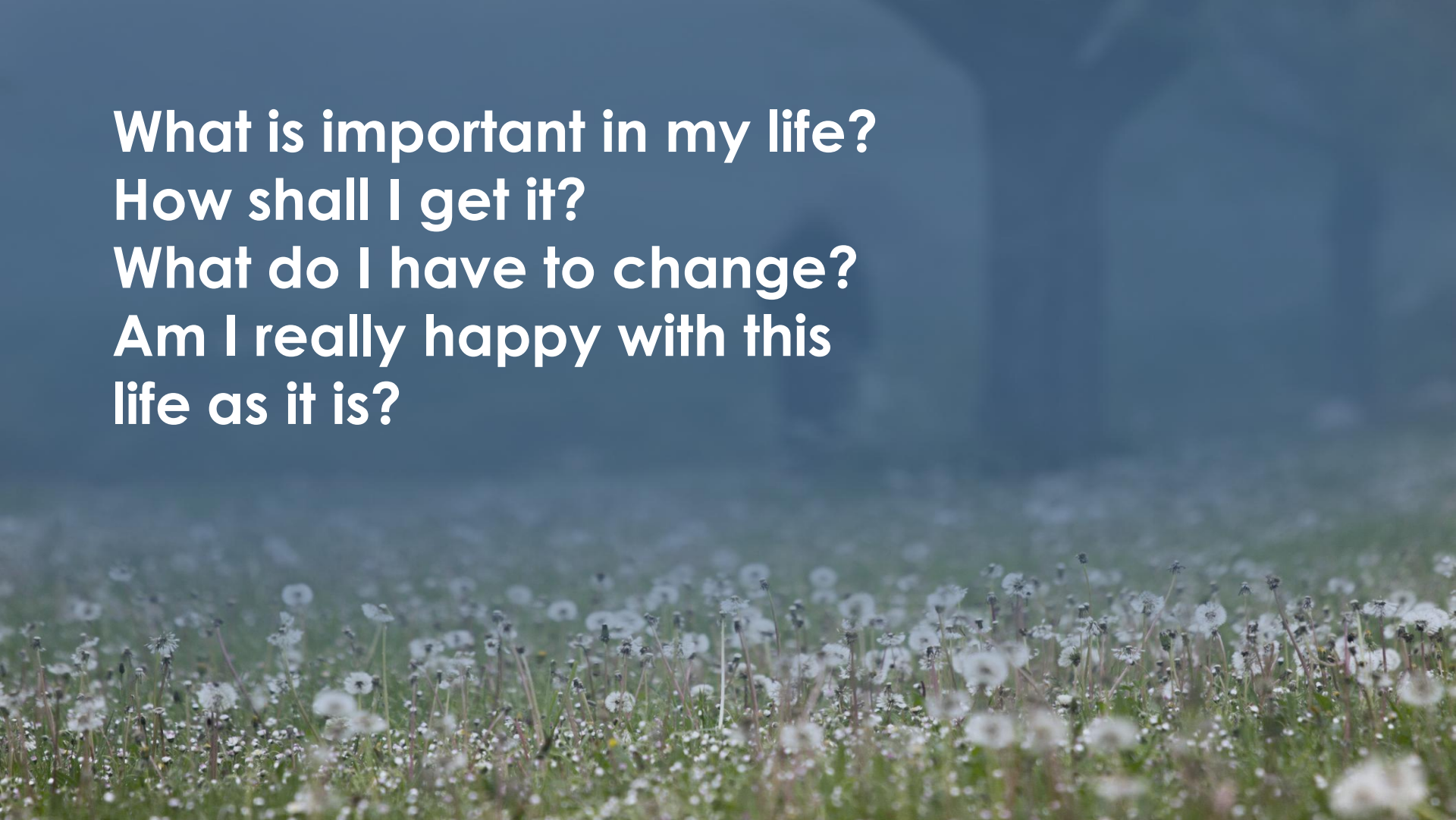
Evan Sutter

evan@hapzly.com

 @evsutter





The image features a field of dandelions in the foreground, with many of them in seed. The background is a soft, out-of-focus blue-grey color, which appears to be a close-up of a person's face, possibly a woman, looking downwards. The overall mood is contemplative and serene.

What is important in my life?
How shall I get it?
What do I have to change?
Am I really happy with this
life as it is?

“The trick is not to run away from our suffering”

Thich Nhat Hanh



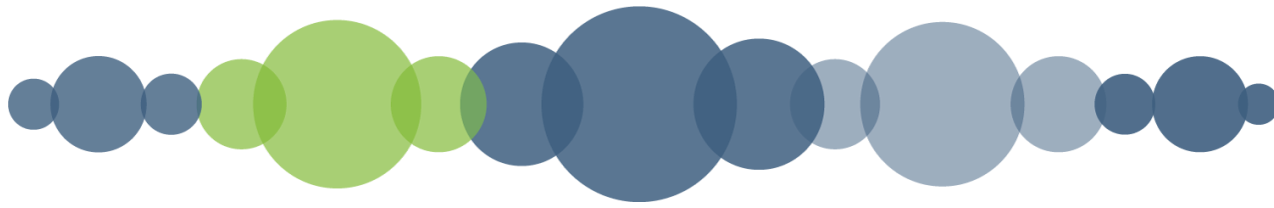


“Knowing yourself is the beginning of all wisdom”
Aristotle









Accreditation



The Happiness Score



Happy Business
Highlighted

Marketing
Special Offers
Events
Loyalty Program
Find a 'Happy Business'
'Yelp Style' Review
Networking
Awards
Jobs
Marketplace



Consultancy, business
performance and
improvement, Investing.



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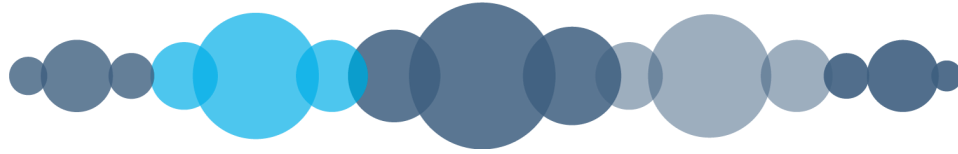
“If you want to be happy, be”
Leo Tolstoy



Defining Happiness

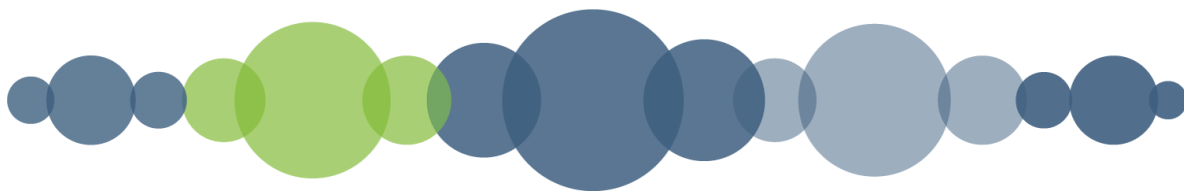


Photo: Simon Williams



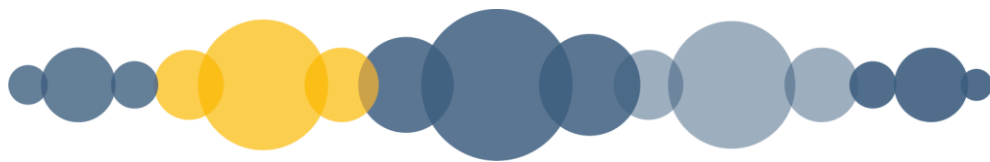
An individual can split their daily life into 3 parts:

- Work
- Leisure
- Needs



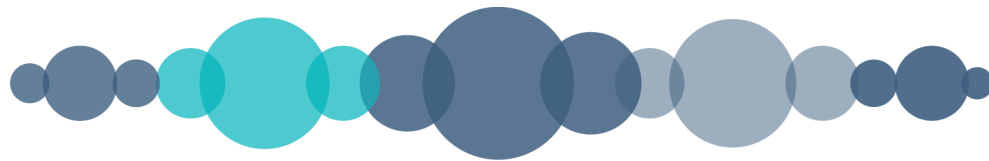
Three-dimensions of well-being

- Cognitive
- Affective
- Eudaimonic



The Timelines

- A short-term **Hedonic** happiness
- A long-term **Eudaimonic** happiness



In order to achieve happiness, an individual needs:

- **Decent work**
- Command over material resources
- **Personal freedom of actions**
- A good governance
- **Social trust within their community**
- To cultivate mindfulness and virtue
- **Regular positive emotions in the day**
- Deep meaning and purpose

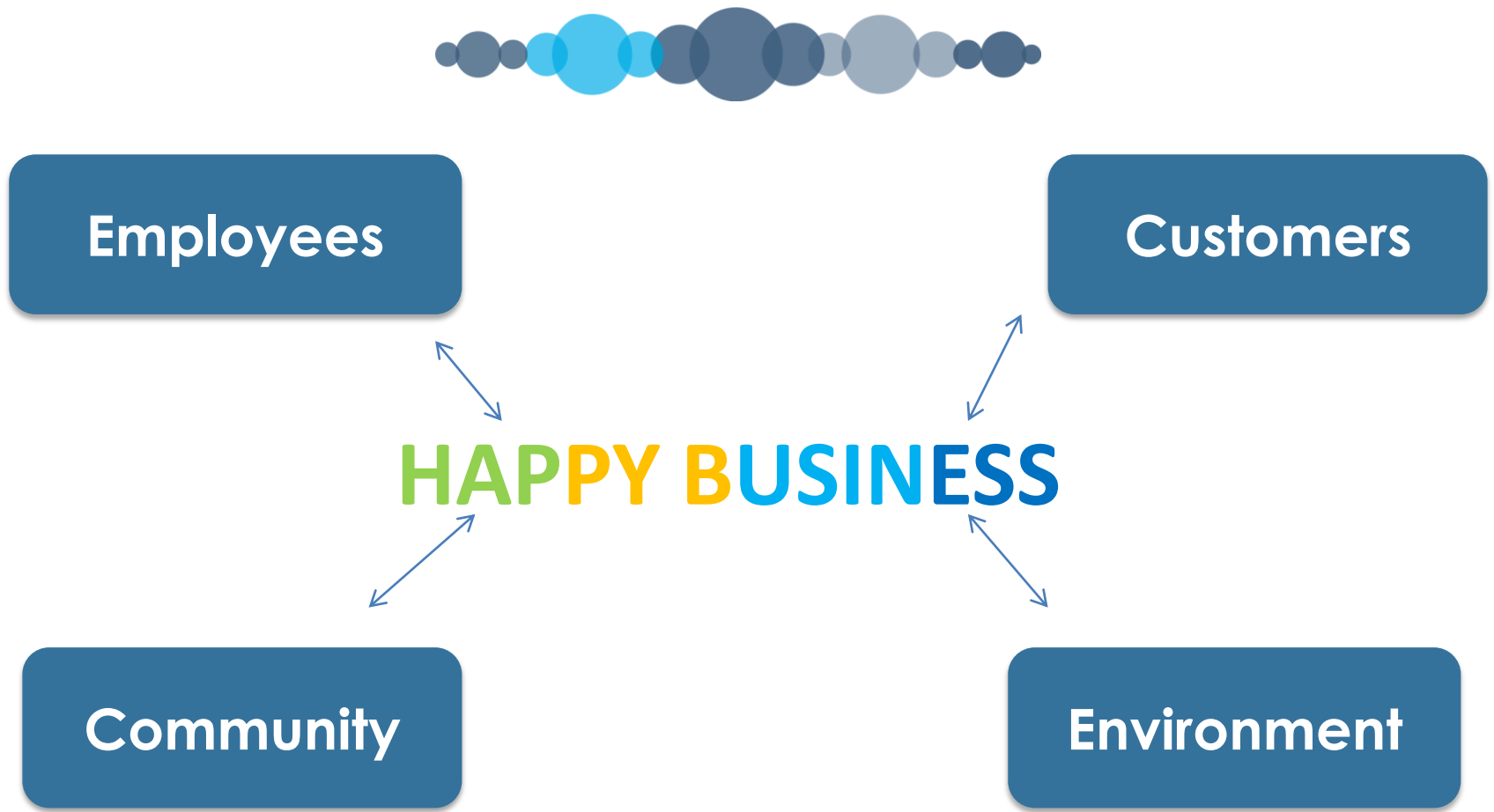
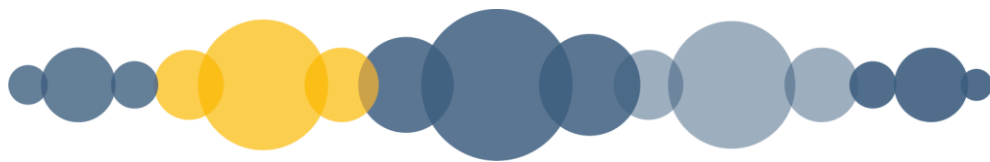
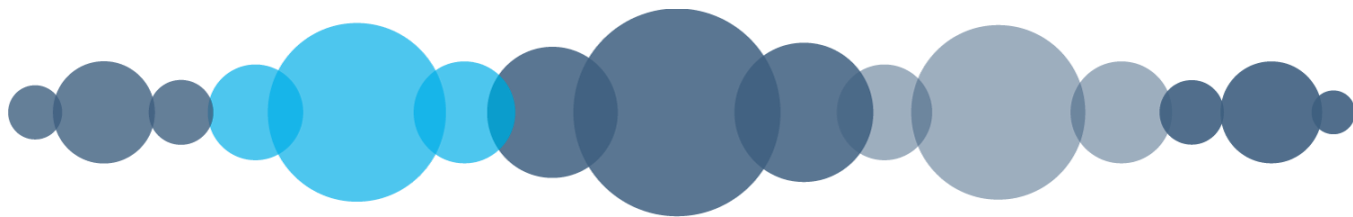


Figure 1. The Four Stakeholders



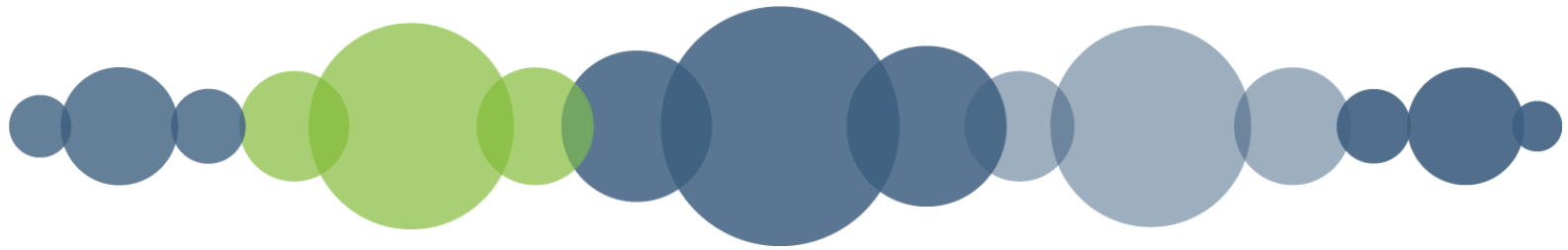
The well-being of employees takes the following concerns into account:

- Time use
- Living standards
- Development
- Workplace
- Health
- Financials



A business operates benevolently:

- Good Governance
- Cultural Diversity and Resilience
- Community Vitality
- Ecological and Social Responsibilities



A business as a provider of goods and services, brings happiness as:

- It generates positive emotions
- It empowers the customer
- It spreads positivity, compassion etc.

1 NO POVERTY



2 ZERO HUNGER



3 GOOD HEALTH & WELL-BEING



4 QUALITY EDUCATION



5 GENDER EQUALITY



6 CLEAN WATER & SANITATION



7 AFFORDABLE & CLEAN ENERGY



8 DECENT WORK & ECONOMIC GROWTH



9 INDUSTRY, INNOVATION & INFRASTRUCTURE



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES & COMMUNITIES



12 RESPONSIBLE CONSUMPTION & PRODUCTION



13 CLIMATE ACTION



14 LIFE BELOW WATER



15 LIFE ON LAND



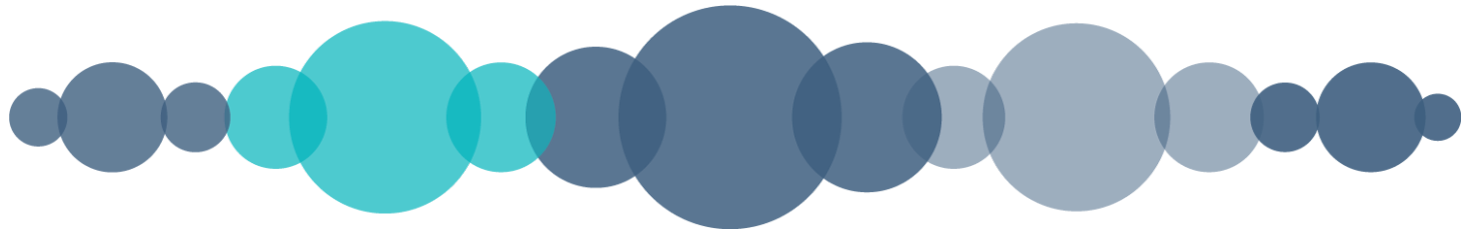
16 PEACE, JUSTICE & STRONG INSTITUTIONS



17 PARTNERSHIPS FOR THE GOALS



**SUSTAINABLE
DEVELOPMENT
GOALS**



The Happiness Score & Accreditation

- Internal well being
- Benevolent operations
- Impact on happiness



“We are all responsible for our
thoughts, words and actions...
for our choices... for our world and
the world our little ones inherit...
what are we offering them?”

evan@hapzly.com





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