

DELIVERING 
happiness™

KSF JAARCONGRES 2013
UTRECHT, THE NETHERLANDS
5 NOVEMBER 2013

JENN LIM
CEO & CHIEF HAPPINESS OFFICER

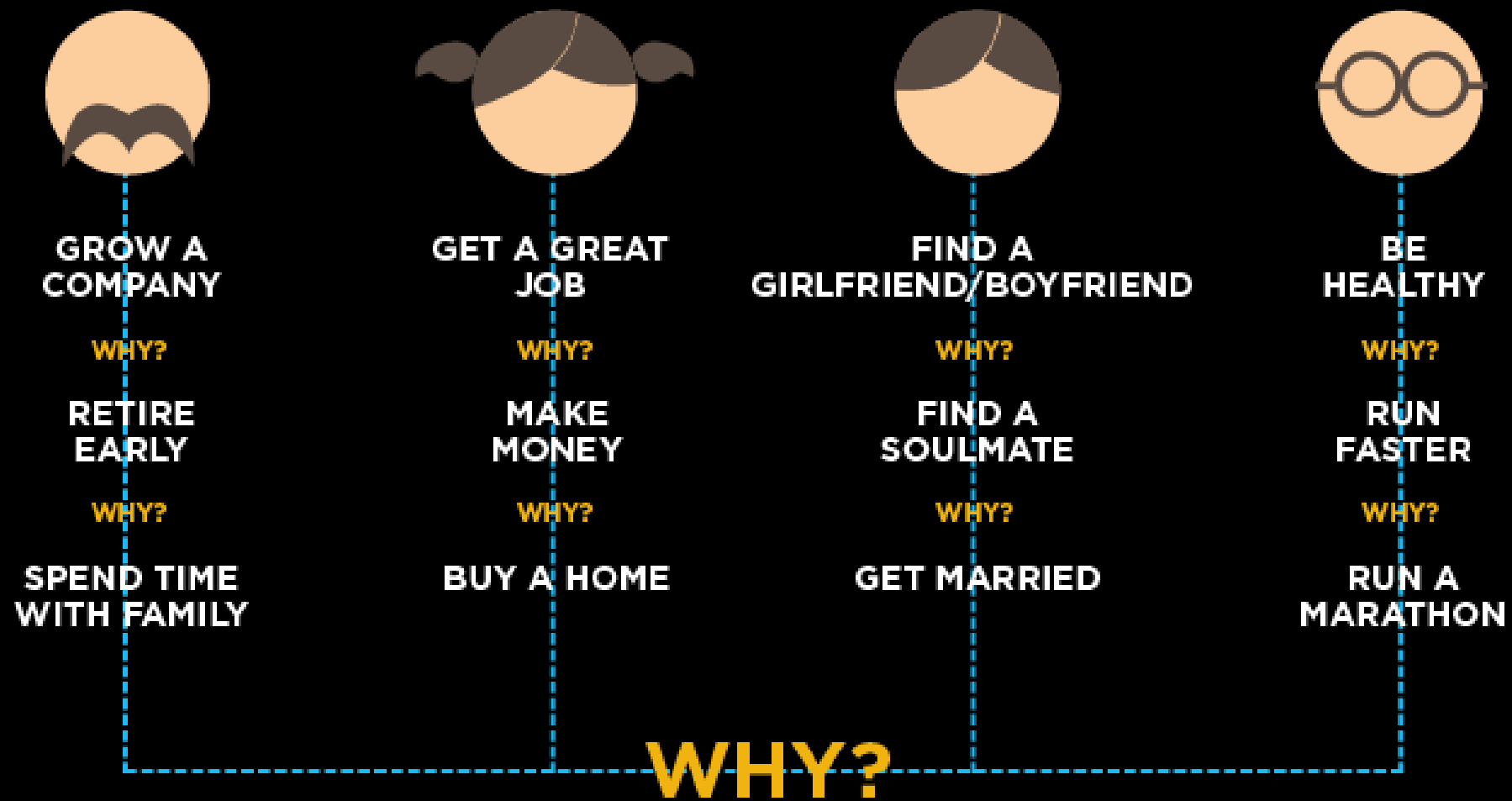


TAKE A MOMENT TO THINK...

WHAT ARE
YOUR GOALS
IN LIFE



WHAT IS YOUR GOAL IN LIFE?



HAPPINESS 😊

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

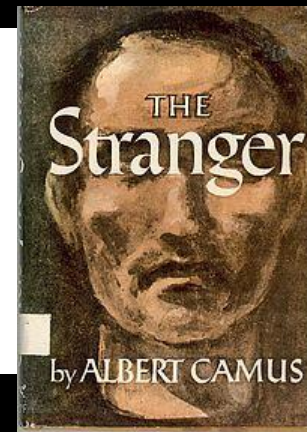
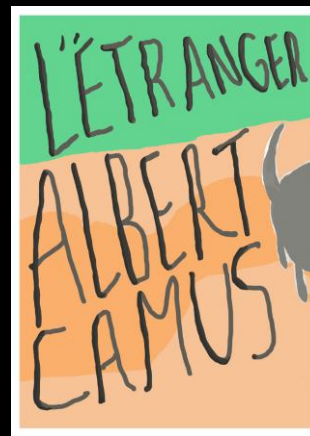
YET WE'RE
SUPERBAD AT
PREDICTING
WHAT CAN SUSTAIN
IT.



- “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



HAPPINESS



GO BEARS!



INTERNET CONSULTANT

OH @#\$%



MT. KILI



GREEN FIELD Explored and Prioritized



ZAPPOS CONSULTANT



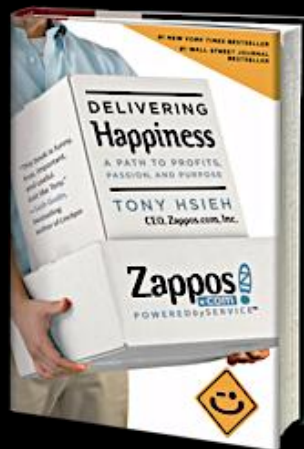
LAYOFF LOSER LOSS



ROCK BOTTOM REAL LOSS

TIME

CAN COMPANIES
REALLY BE
SUCCESSFUL WITH
HAPPINESS AS A
BUSINESS MODEL?



A photograph of a Zappos building at dusk. The sky is a mix of purple, blue, and orange, with a faint rainbow visible. The building has the Zappos logo on its facade. A tall light pole is visible in the foreground.

“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...”

ZAPPOS
KENTUCKY WAREHOUSE



EXPECTATIONS
EXPERIENCE
EMOTIONS
STORIES
CULTURE

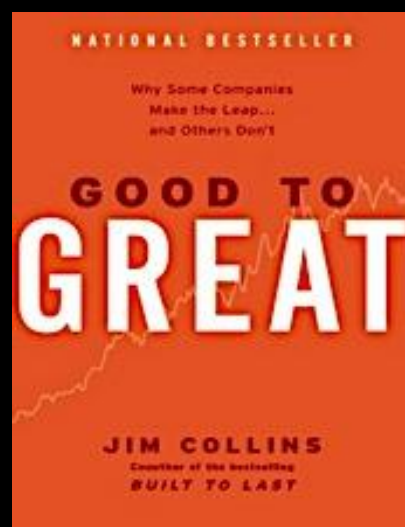
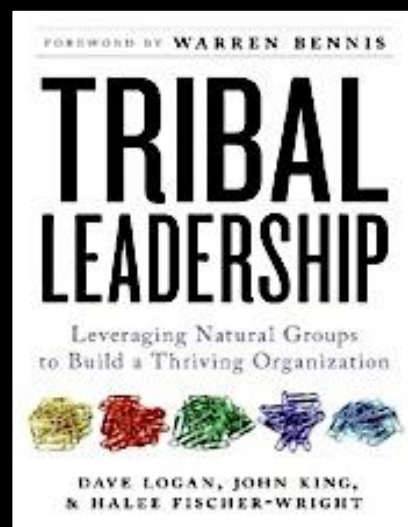
PERSONAL
EMOTIONAL
CONNECTION

#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

CULTURE

Zappos.com

2006 Edition

2010
CULTURE
BOOK

Zappos.com

WEIRDNESS
HONEST
OPEN-MINDED
GROWTH
TEAM
LEARNING
CHANGE
PASSIONATE
SERVICE
WOW
FUN
COMMUNICATION
OPEN
RELATIONSHIP
HUMBLE
CREATE

CULTURE 2010

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)?**



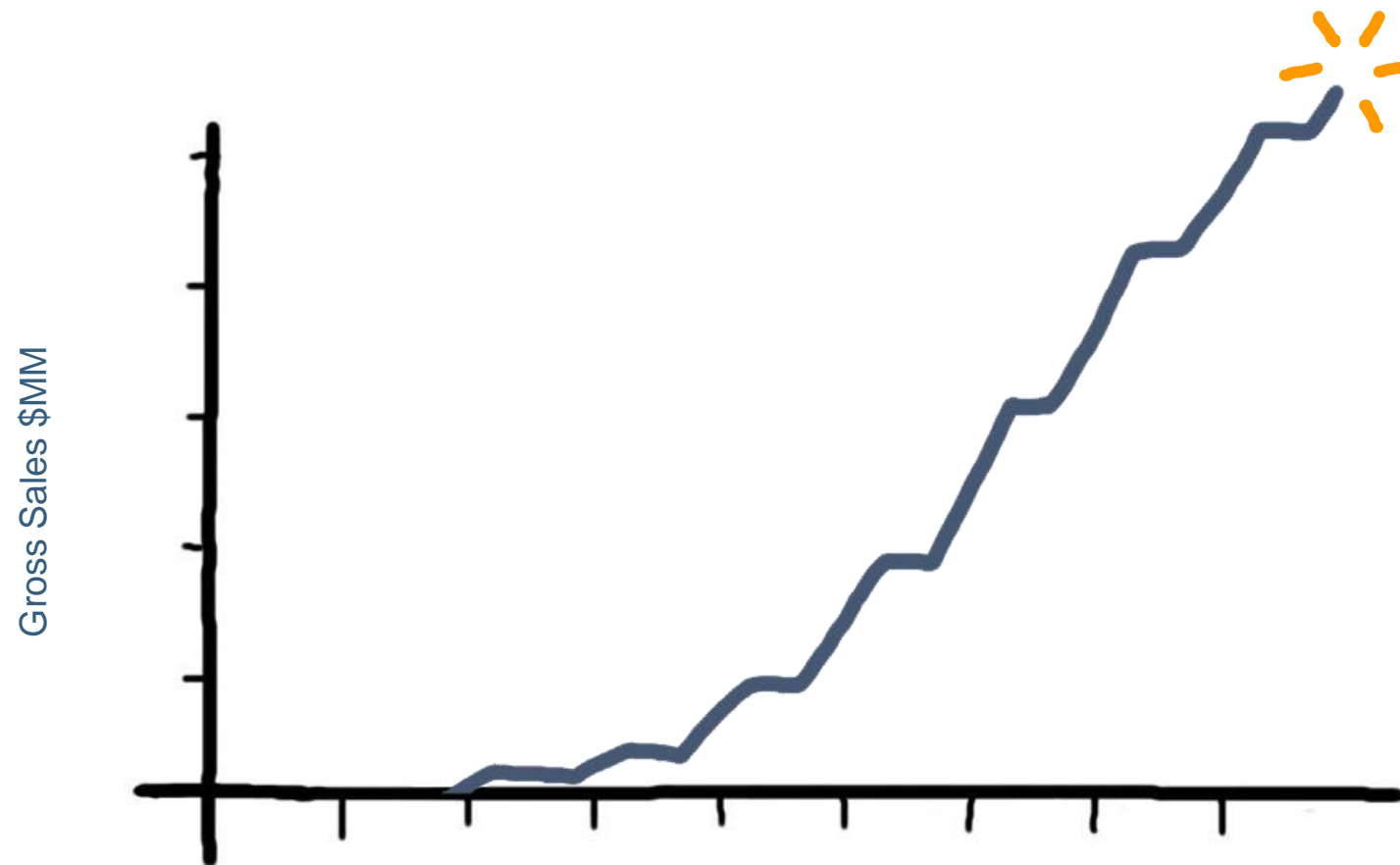
CORE VALUES AT ZAPPOS

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

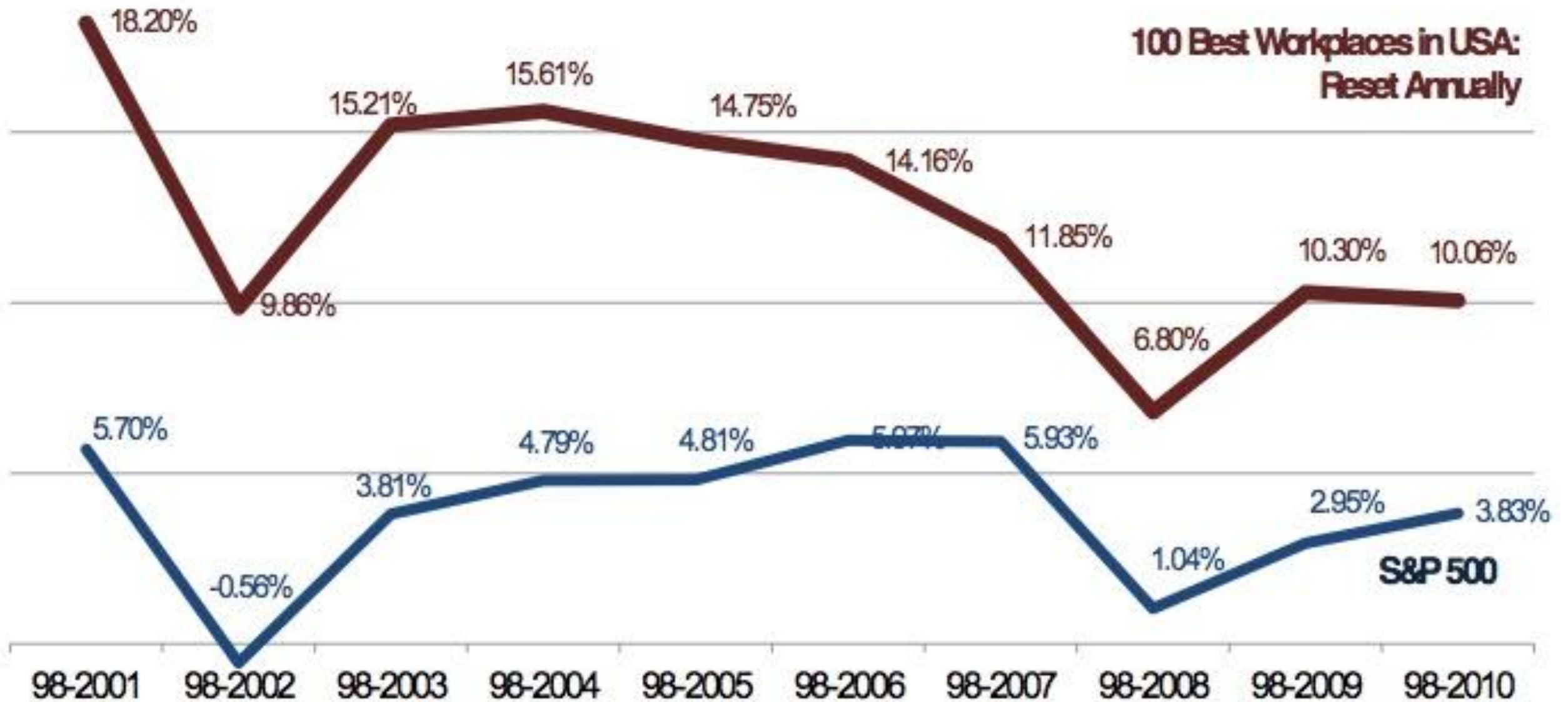


NOV '09 AMAZON ACQUIRES ZAPPOS

\$1.2 BILLION**

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

BEST WORKPLACES VS. S&P 500



AN EXPERIMENT IN HAPPINESS AS A BUSINESS MODEL



HOW ?



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.
LIVE WITH PASSION AND PURPOSE

2 THINK, SAY AND DO
IN HARMONY AND IN
CONSIDERATION OF OTHERS

3 COMMUNICATE
WITH HONESTY AND RESPECT

4 HAVE FUN
THINK FULL
BE LIKE MACGYVER & BRUCE LEE

5 INSPIRE & BE INSPIRED

6 BE HUMBLE
BE GRATEFUL

7 BUILD
COMMUNITY
AND MEANINGFUL RELATIONSHIPS

8 KEEP YOUR HEART + MIND
OPEN & ALIGNED
KEEP GROWING AND LEARNING

**9 { DO MORE WITH LESS
BE CREATIVE
AND ADVENTUROUS }**
{ FLUID LIKE
water }

10 CREATE
CHANGE IN THE WORLD
MORE THAN YOU
EVER THOUGHT POSSIBLE

50% air
50% water
100% full

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?

71% EMPLOYEES IN THE U.S. DISENGAGED

\$300B LOST IN PRODUCTIVITY FROM DISENGAGEMENT

GALLUP 2008, 2011

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 BASED ON
VALUES.**

WHAT LIES BEHIND US
AND WHAT LIES BEFORE US
ARE SMALL MATTERS
COMPARED TO
WHAT LIES
WITHIN US

-RALPH WALDO EMERSON-

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

HAPPINESS FRAMEWORK 1

LEVERS OF HAPPINESS



Perceived Control



Perceived Progress



Connectedness



Vision | Meaning

(Being part of something
bigger than yourself)

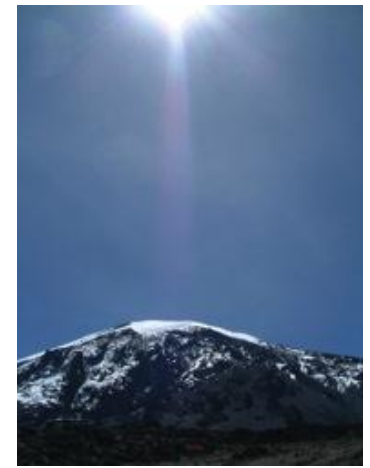


HAPPINESS FRAMEWORK 3 3 TYPES OF HAPPINESS

HAPPINESS ©



Pleasure
ROCK STAR
Chasing the next high

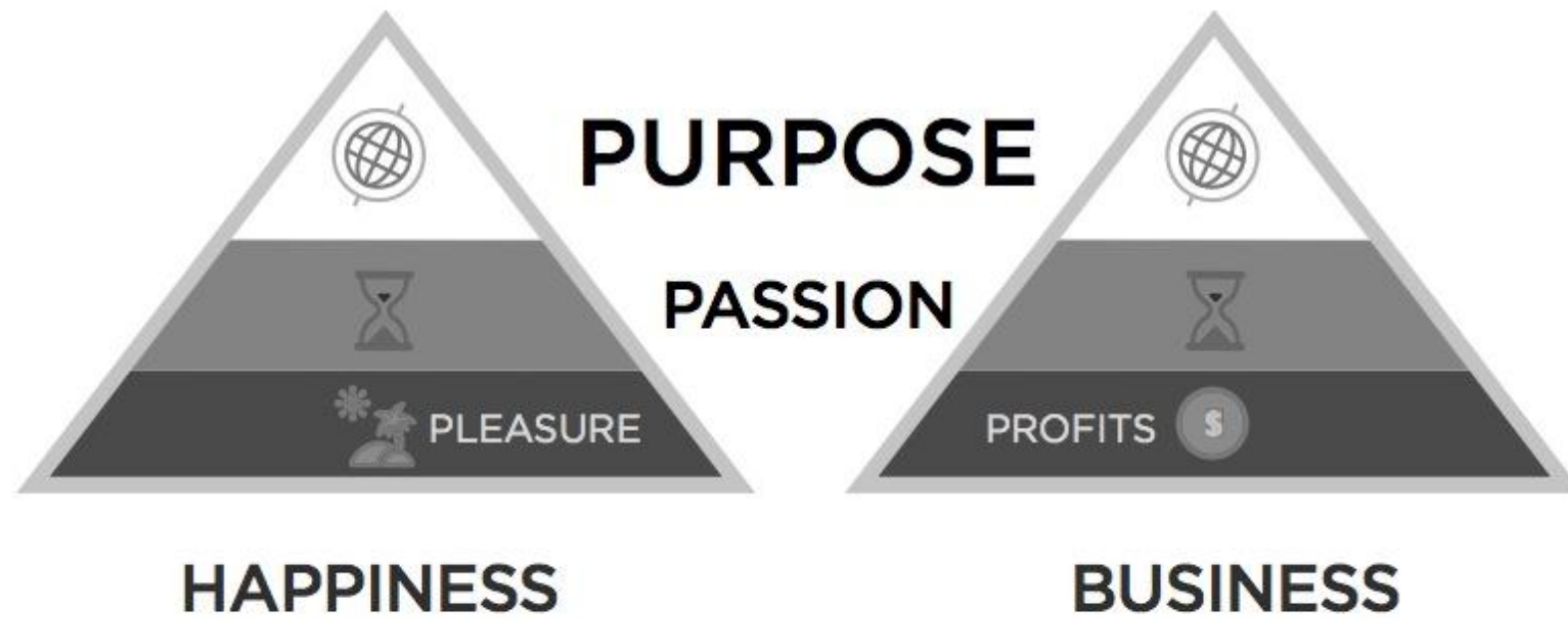


MIHÁLY
CSÍKSZENTMIHÁLYI



HAPPINESS FRAMEWORK 4

THE PARALLELS OF A GREAT
BUSINESS AND HAPPINESS



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

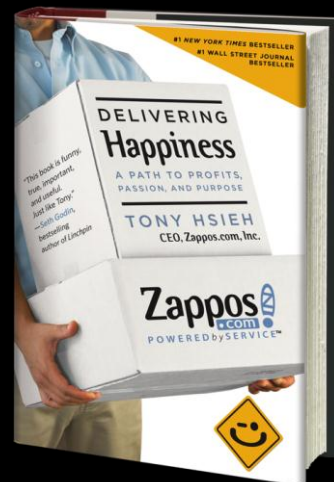
2010 BEST OF LISTS

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

NEVADA
44688 A
AFFORTIONED

STATE HOUSE
WATERPL
PARK

Inspire And Be Inspired

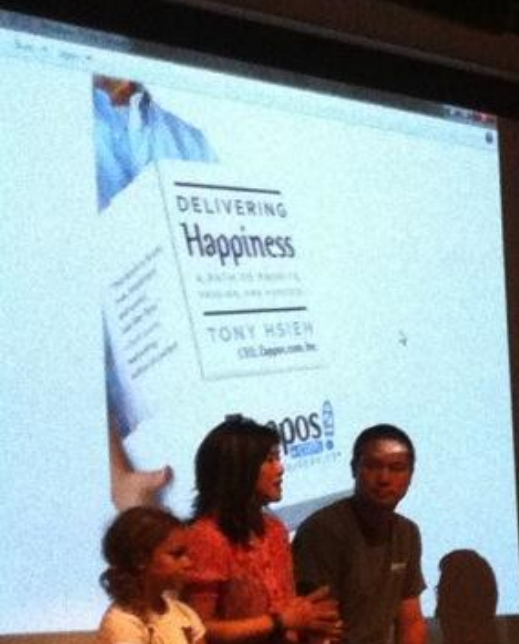


THEN,
THE BUS TOUR...



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• WWW •
DELIVERING
HAPPINESS
S



HAPPINESS
X-ING AHEAD
www.deliveringhappinessbus.com



HAPPINESS
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New Patient Number is
817-255-3638







INCREDI...
ACTIVIT...

DELIVERING
Happiness



“DELIVERING
HAPPINESS



IS A **MOVEMENT**
THAT HAPPENS
TO HAVE A **BOOK**”

- **SETH**

GODIN

FIRST...THERE WAS A
BOOK



THEN THERE WAS A BUS
TOUR



WE HEARD FROM AROUND THE WORLD

NO MATTER WHAT

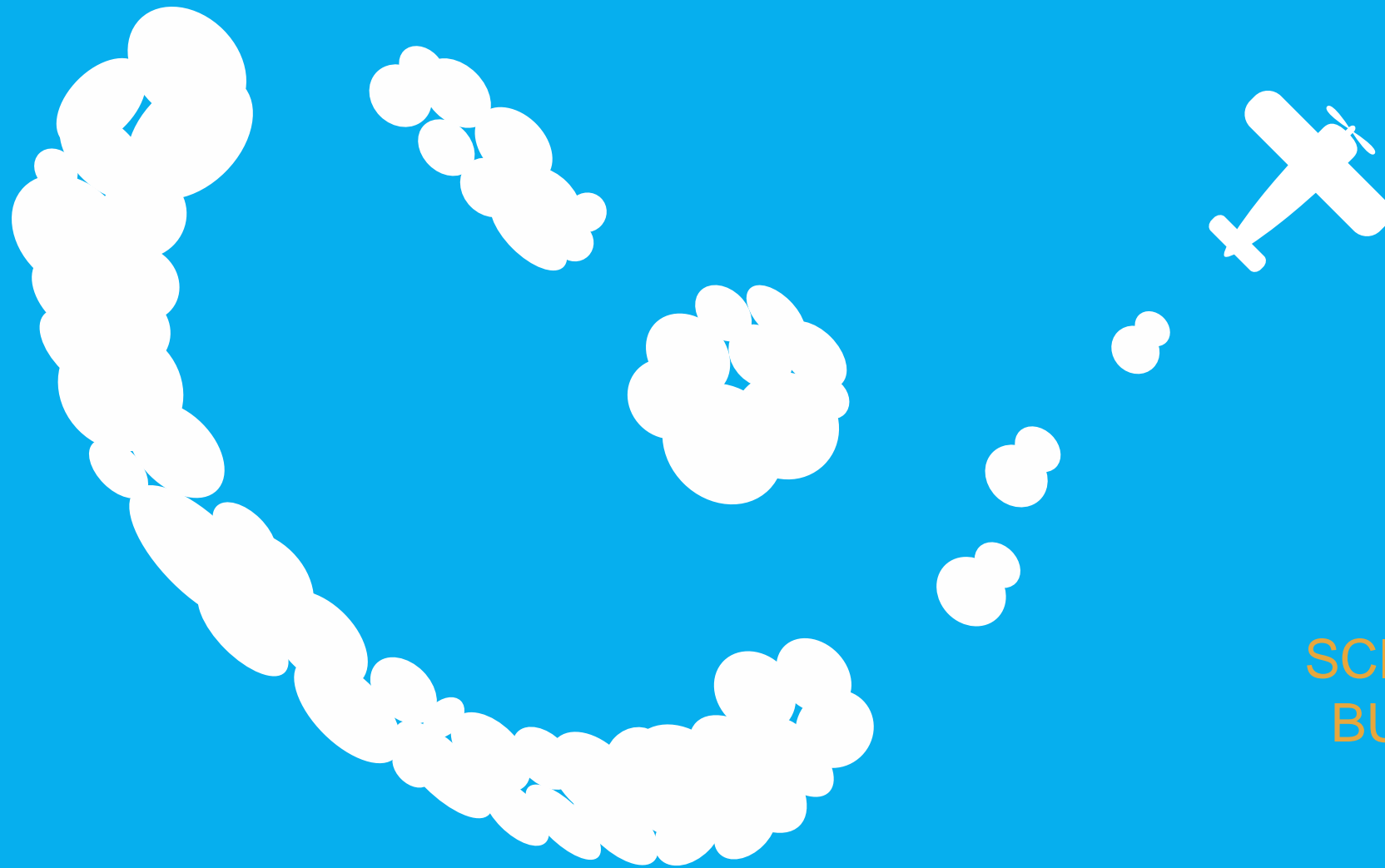
- BACKGROUND
- CULTURE
- IDEAS
- JOB

UNIFIED
BY THE
SAME
VISION



HAPPINESS

NOW...THE MOVEMENT



SCIENTIFIC SENSE
BUSINESS SENSE
HUMAN SENSE

TO SPREAD AND INSPIRE
HAPPINESS IN THE WORLD

HOW? The 3 C's.

we make happier...



COMPANIES



COMMUNITIES



CITIES



for a

HAPPIER WORLD

3100

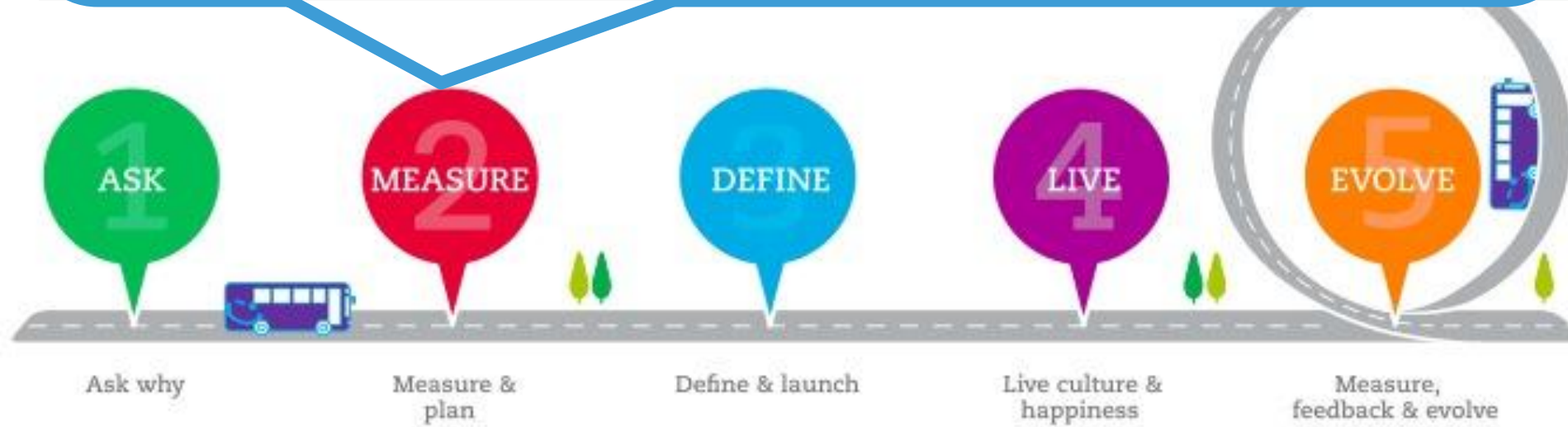
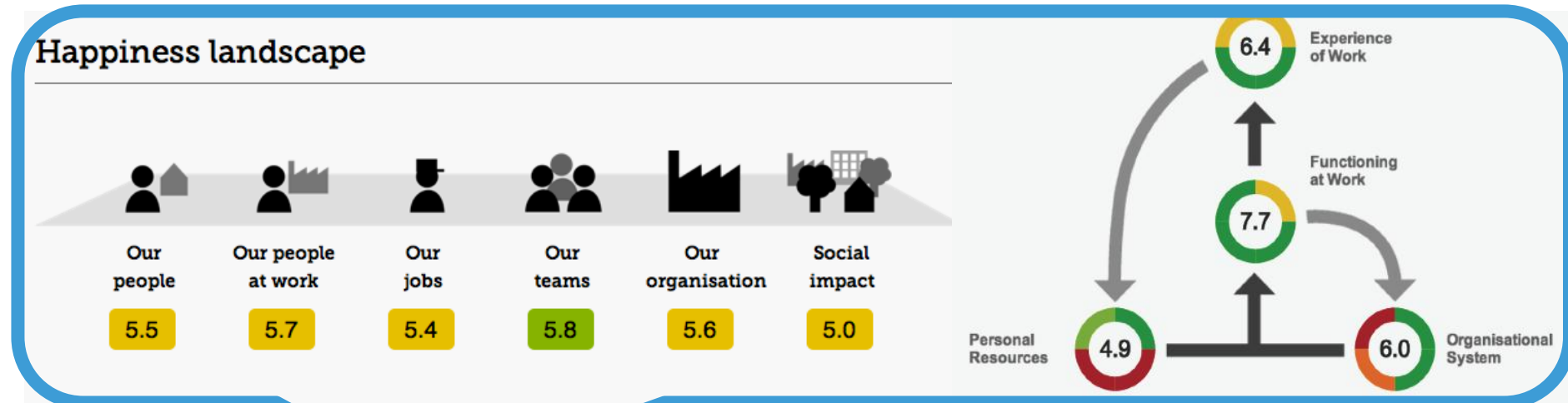
Cities

110

Countries



HAPPIER COMPANIES



HOW

Define, live and evolve a culture of happiness

www.HappinessatWorkSurvey.com



HAPPIER
COMMUNITIES

APPAREL FOR A

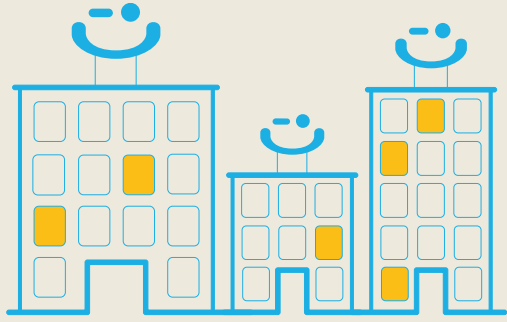


HAPPIER WORLD



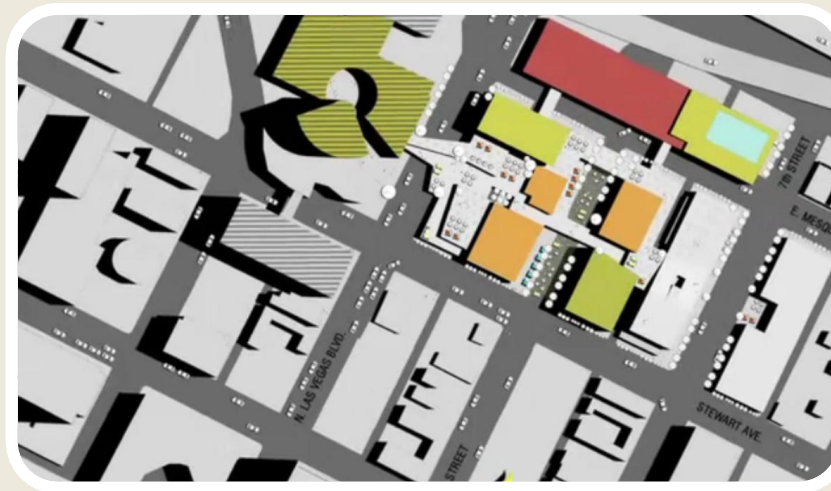
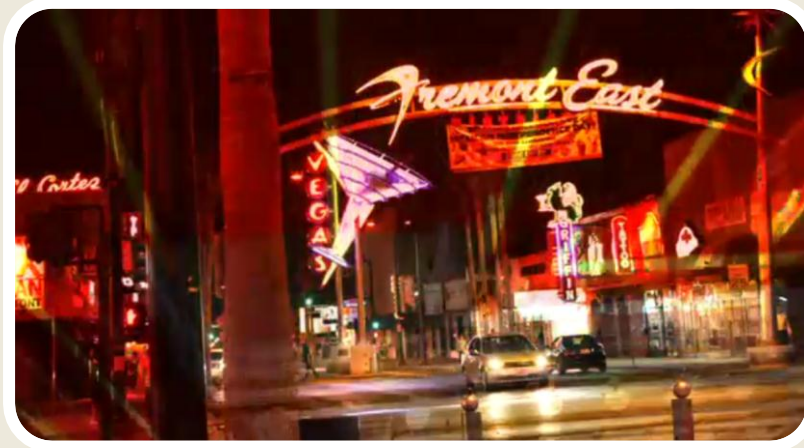
PAY HAPPINESS FORWARD.

100% of net profits to the
Happiness Movement



HAPPIER CITIES

DOWNTOWN PROJECT



REVITALIZING DOWNTOWN VEGAS

HAPPINESS @WORK



BETTER RETENTION

↓
SICK LEAVE 66%
BURNOUT 125%
TURNOVER 51%

GREATER ENGAGEMENT

↑
SALES ↑37%
PRODUCTIVITY ↑31%
CREATIVITY ↑300%
PROFITS ↑33%

WHAT MATTERS IS
ALIGNMENT AND
COMMITMENT





(RE-ENACTMENT)



HOW CAN WE HELP?

FOR:
QUESTIONS
CULTURE BOOK
COPY OF THE PRESENTATION

JENN@DELIVERINGHAPPINESS.COM

JOIN THE MOVEMENT

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FACEBOOK.COM/DELIVERINGHAPPINESS

[@DHMOVEMENT](https://TWITTER.COM/DHMOVEMENT) | [@DHMOVEMENTCEO](https://TWITTER.COM/DHMOVEMENTCEO)



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!