

Leading with HAPPINESS

Alexander Kjerulf
Chief Happiness Officer



Woohoo inc.



ASK

me anything
tweet at @alexxkjerulf

You'll get my

SLIDES

Alexander Kjerulf

Founded Woohoo inc. in
2003

M.Sc. in computer science,
1994

Avid reader, film buff,
snowboarder and
CrossFit fanatic



ALEXANDER KJERULF



ALEXANDER KJERULF

HAPPY HOUR IS 9 TO 5

HOW TO LOVE YOUR **JOB**,
LOVE YOUR **LIFE**, AND
KICK BUTT AT **WORK**



 PINETRIBES

ALEXANDER KJERULF
HAPPY HOUR IS 9 TO 5



accenture



Deloitte.



ESTÉE LAUDER



Group 4 Securicor



invent



MAERSK



Microsoft

ORACLE

ORIFLAME
SWEDEN



PHILIP MORRIS INTERNATIONAL





#1 factor

that makes us happy
(or unhappy) at work is
the leadership

Gallup: Managers
account for **at least** 70%
of variance in employee
engagement scores
across business units.

Source: <https://hbr.org/2014/03/why-good-managers-are-so-rare/>

Effects of **bad** management:

Fear

Stress

Worse health

Low motivation

Source: <https://hbr.org/2012/07/how-damaging-is-a-bad-boss-exa>

**Who
cares?**

“The business of
business is business”

- Milton Friedman

“The business of
business is happiness”

- Alexander Kjerulf

*“Fun is the secret of
Virgin’s success.”*

- Sir Richard Branson



Leaders should maximize
happiness for:

- Themselves
- Employees
- Clients
- Community





Happiness has
business value!

Happy **leaders**:

Make better decisions

Energize employees

Prioritize better

Make workers happy



Happy **employees**:

Are more productive

Are more creative

Have lower absenteeism

Stay with the company

Make customers happy



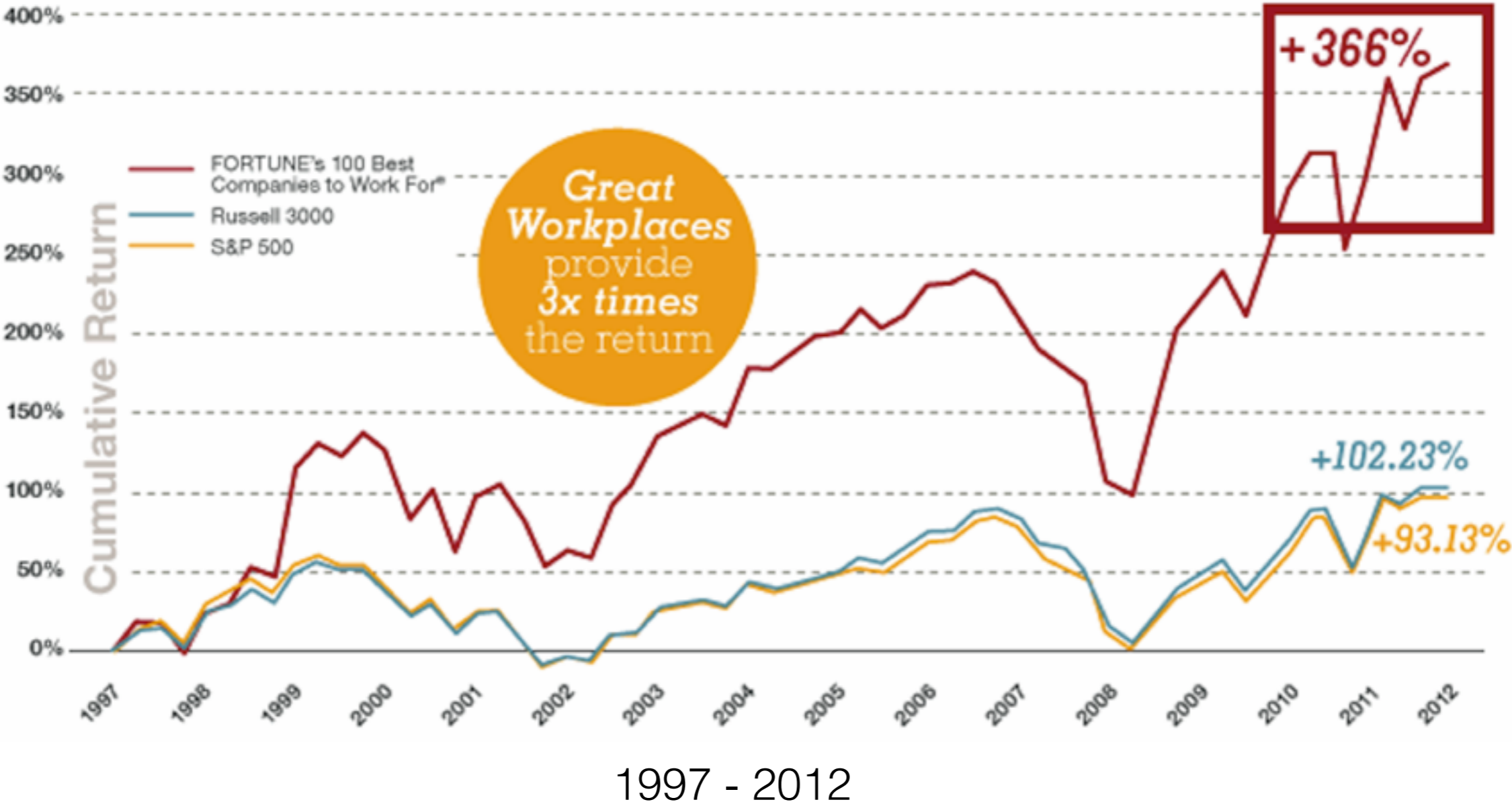
Happy customers:
Are more loyal
Spend more money
Recommend you more



Happy **community**:
Gives you the joy of
knowing that your work
has a net positive effect.
This gives work meaning
and purpose.



Comparative Cumulate Stock Market Returns



Kilde: Russell Investment Group / Great Place To Work



Results

Relationships

- If a leader was seen as being very strong on results focus, the chance of that leader being seen as a great leader was only 14%...
- If a leader was strong on social skills, he or she was seen as a great leader even less of the time — a paltry 12%.
- However, for leaders who were strong in both results focus and in social skills, the likelihood of being seen as a great leader skyrocketed to 72%.
- Less than 1% of leaders were rated high on both goal focus and social skills.

Source: <https://hbr.org/2013/12/should-leaders-focus-on-results-or-on-people/>





The leader of
the future is
awesome at
relationships



“My most important skill as a leader is that I can understand the different needs of different people.”

- Lars Kolind



ASK

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tweet at @alexxkjerulf

Happiness at work
is something we
do on two levels:

Organizational
Individual (day to day)

Organizational tools



Promote and train
leaders for
happiness



Reward leaders for
happiness



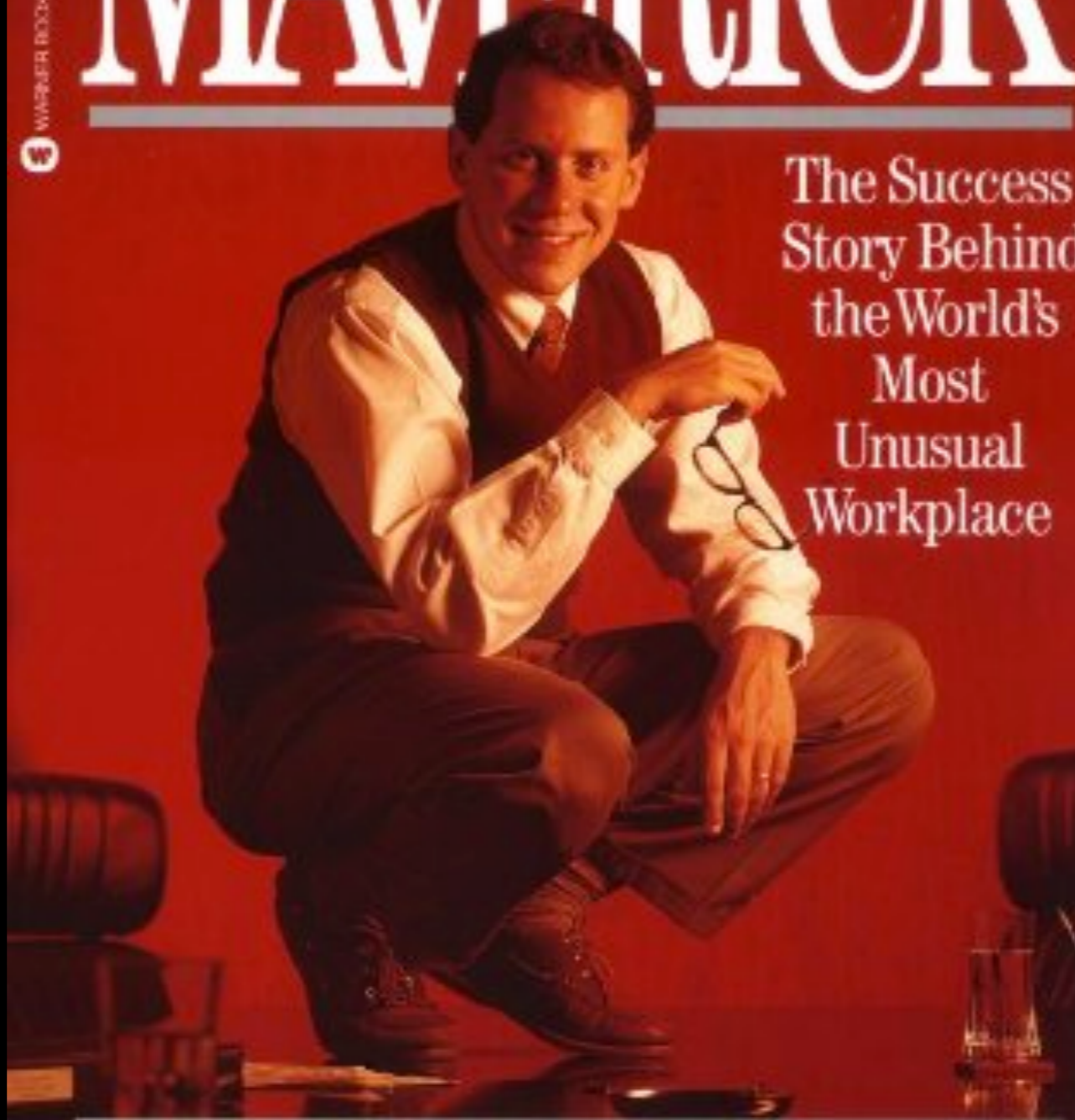
Stop bad managers



Copyrighted Material
"A spirited, compelling, and important story of corporate—and human—transformation."—Tom Peters, coauthor of *In Search of Excellence*

MAVERICK

WARRNER BROS. 0-441-77226-3



The Success
Story Behind
the World's
Most
Unusual
Workplace

Ricardo Semler

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Solve problems



quirk DEMOCRACY

HOT TOPICS

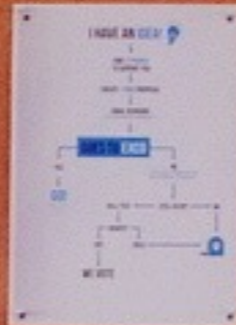


WANT TO ADD YOUR SUPPORT TO ONE OF THESE IDEAS?
Send a mail to the owner person... they will confirm the support and will set a priority.

QUIRK FLASH DRIVES

★★★★

PLEASE DO NOT MAKE ADDITIONS TO OTHER PROPOSALS
Rather create your own proposal and seek support for your specific idea.



AWESOME SALAD CLUB

... ..

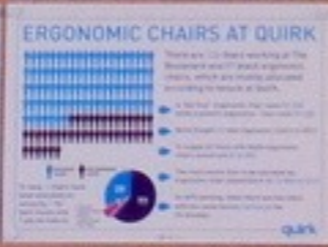
IT'S HAPPENING

- SELF-DEFENCE CLASSES
- UPGRADE SERVER TO GRAILS
- BEER FRIDGE
- BALCONY BENCHES
- QUIRK COOKER
- QUIRK CRAFTING SESSIONS
- WHY NOT WIFI?

THE GREAT 1000

1	2
3	4
5	6
7	8
9	10
11	12
13	14
15	16
17	18
19	20

- GROUP MAIL POLLS
- DRIVING COSTS > R2.50/KM



<p>..COST..</p> <p>MONTH</p> <p>R9352</p>	<p>..COST..</p> <p>MONTH</p> <p>R1000</p>	<p>..COST..</p> <p>MONTH</p> <p>R1800</p>
<p>..COST..</p> <p>MONTH</p> <p>R3079.35</p>	<p>..COST..</p> <p>MONTH</p> <p>R754.38</p>	<p>..COST..</p> <p>MONTH</p> <p>R4200</p>

Create meaning
and purpose



Individual tools



Take 5



Say “Good
Morning!”



Praise and recognition



Random
acts of workplace
kindness



Celebrate success





ECONOMIC CRUNCH
 A delightful treat,
 This flavor was remembered
 for the stock market crash
 On the sixth of November.
 1997



TUSKEGEE CHUNK
 Lost flavor so melted.
 Who could have foreseen it?
 Perhaps we misspelt it?
 Adieu, precious peanut.
 1989-1990



BOVINITY DIVINITY
 Where do all the cows go
 when heaven gives the word?
 This flavor kicked the bucket
 when angels took the herd.
 1998-2001



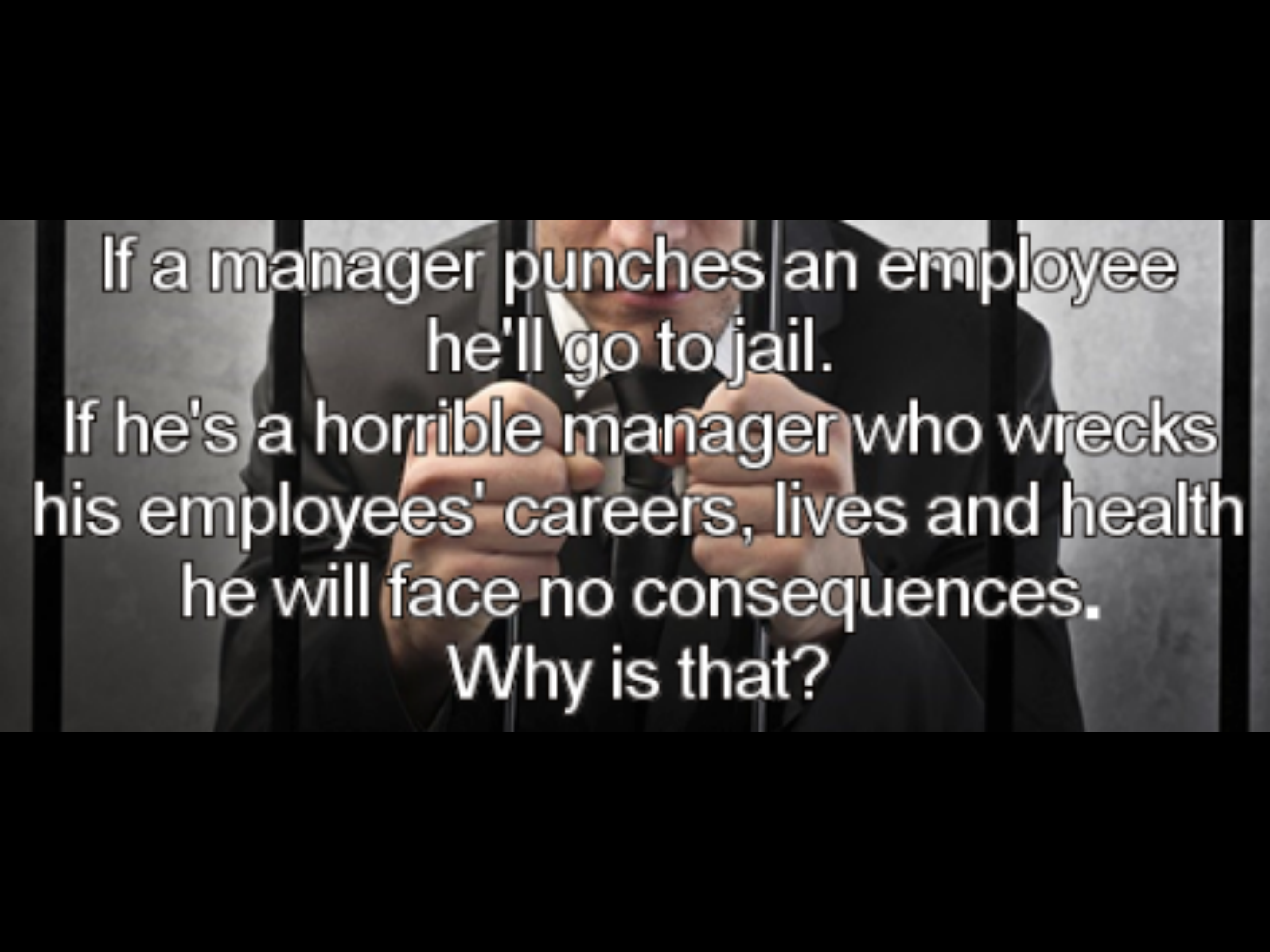
R.I.P.
COFFEE COFFEE BUZZBUZZEE!
 The lovely treat made us all so excited
 It was all the while like a coffee treat
 Now the sippy flavor's gone,
 But we'll be here to give it a rest.
 1996-1999



OH PEAR
 Oh Pear, Oh Pear,
 A mixture of mirth
 All nannies did weep
 When you left of this earth.
 1997-1997

Celebrate mistakes!



A man in a dark suit and tie is shown from the chest up, with his hands clenched into fists. He is looking directly at the camera with a serious expression. The background is a plain, light-colored wall.

If a manager punches an employee
he'll go to jail.

If he's a horrible manager who wrecks
his employees' careers, lives and health
he will face no consequences.

Why is that?



**MARCH 31 2015
IS INTERNATIONAL
QUIT YOUR
CRAPPY JOB DAY**



www.InternationalQuitYourCrappyJobDay.com

Thanks