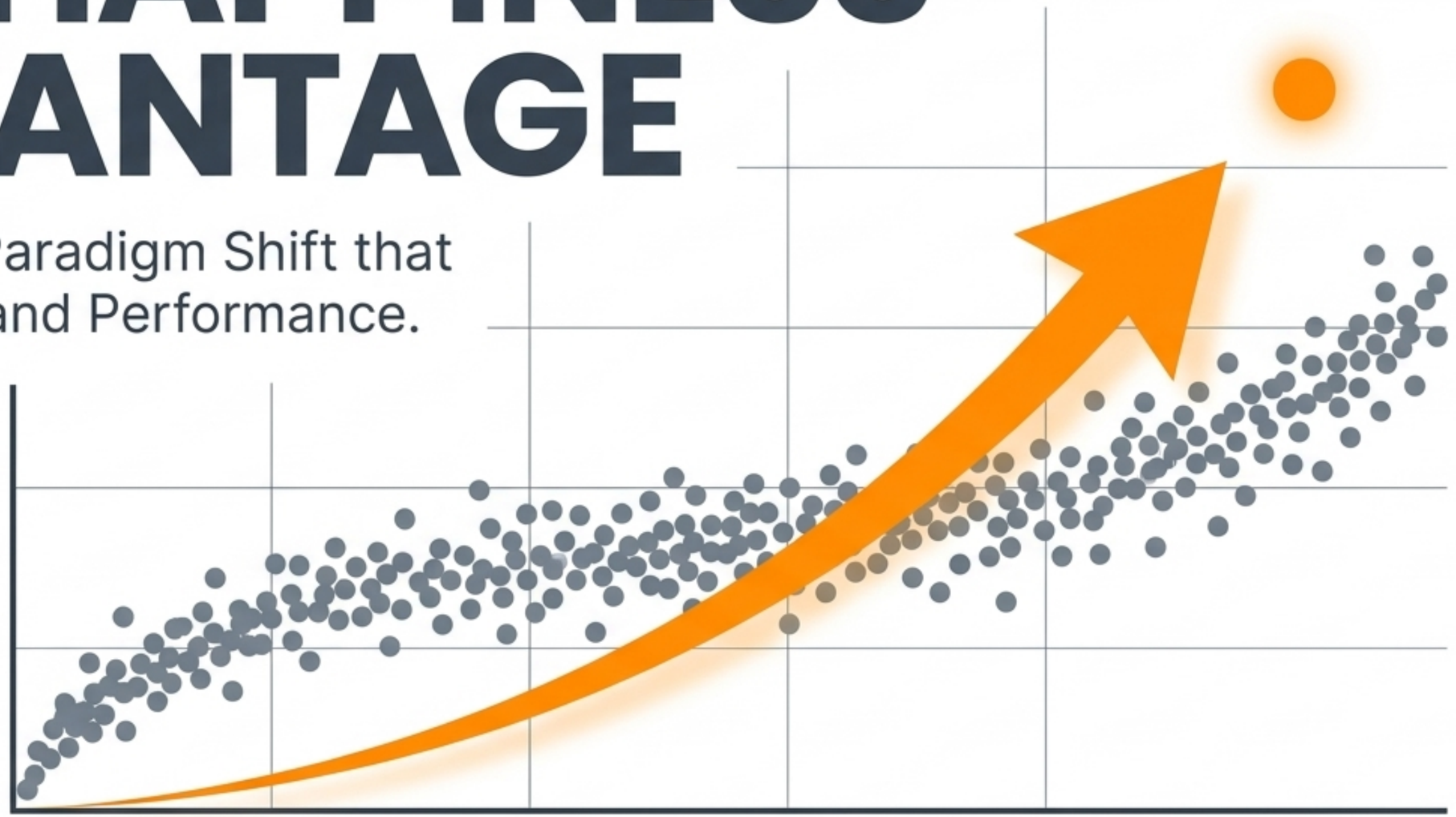
THE HAPPINESS ADVANTAGE

The Scientific Paradigm Shift that Fuels Success and Performance.



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The Copernican Revolution of Work

The Old Model



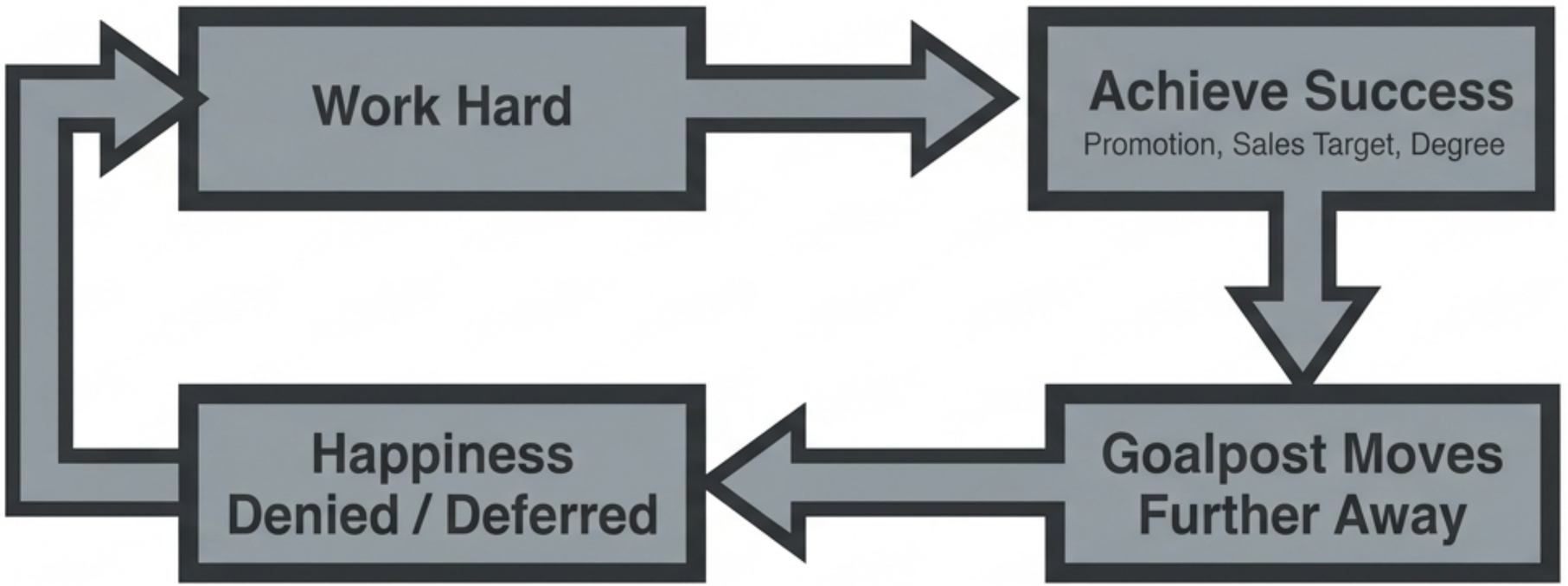
The New Model



In 1543, Copernicus proved the earth revolved around the sun. Today, positive psychology is proving a similar revolution in how we work. For generations, society has believed that happiness orbits around success. We now have the data to prove the opposite is true.

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The Broken Formula



Society teaches a simple formula: Success first, happiness second. But if success causes happiness, every employee who hits a target or earns a promotion should remain happy. Instead, with each victory, the goalposts of success are pushed further over the horizon.

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The Biological Precursor

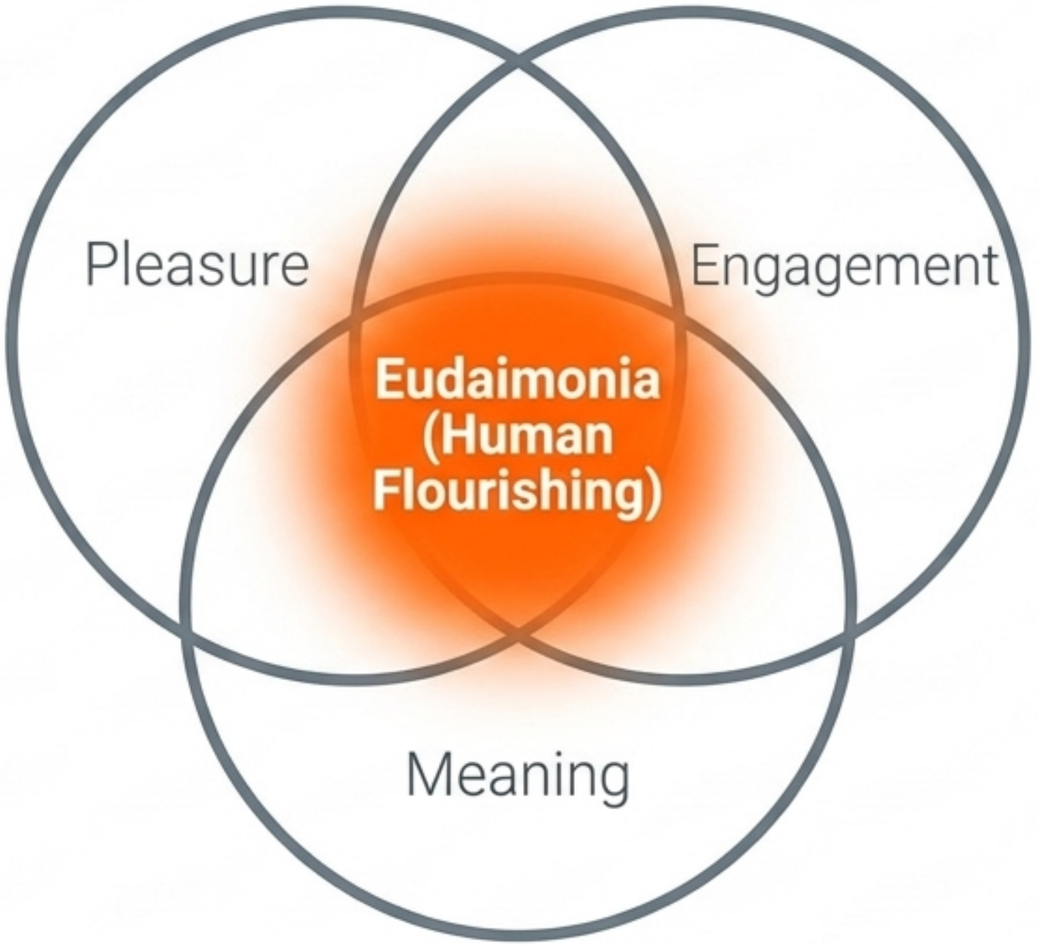


More than a decade of research across psychology and neuroscience proves the formula is backward. Happiness is the precursor to success, not merely the result. Cultivating positive brains makes us more motivated, efficient, and resilient, driving performance upward.

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Redefining Happiness

Science defines happiness as "subjective well-being."
It is not about yellow smiley faces or ignoring real problems.

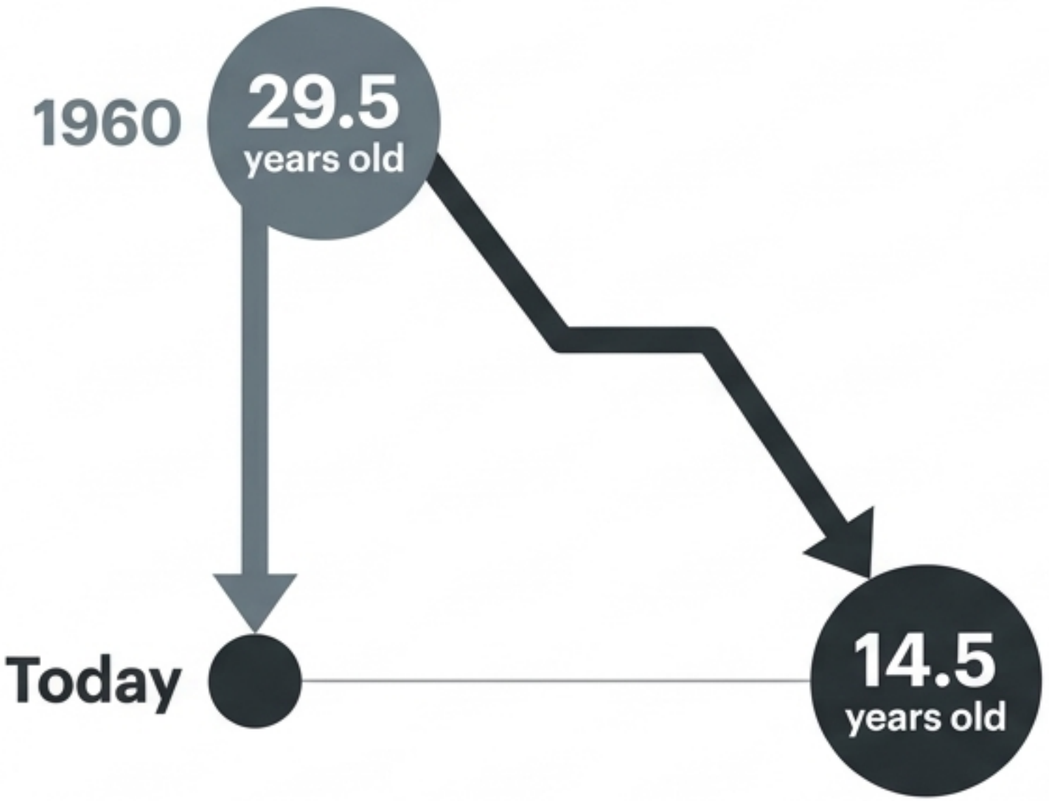


> As Aristotle termed it, Eudaimonia—the joy we feel while striving after our full potential.

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The Epidemic of the Average

Mean Age of Depression Onset



17 : 1

Studies on depression and disorder vs. studies on happiness and thriving (1998).

We know exactly how to be miserable, but very little about how to thrive.

By 1998, psychological research featured a 17-to-1 negative-to-positive ratio.

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Paradise Lost and Found

HARVARD



4 in 5 students suffer from depression at least once during the school year.

SOWETO

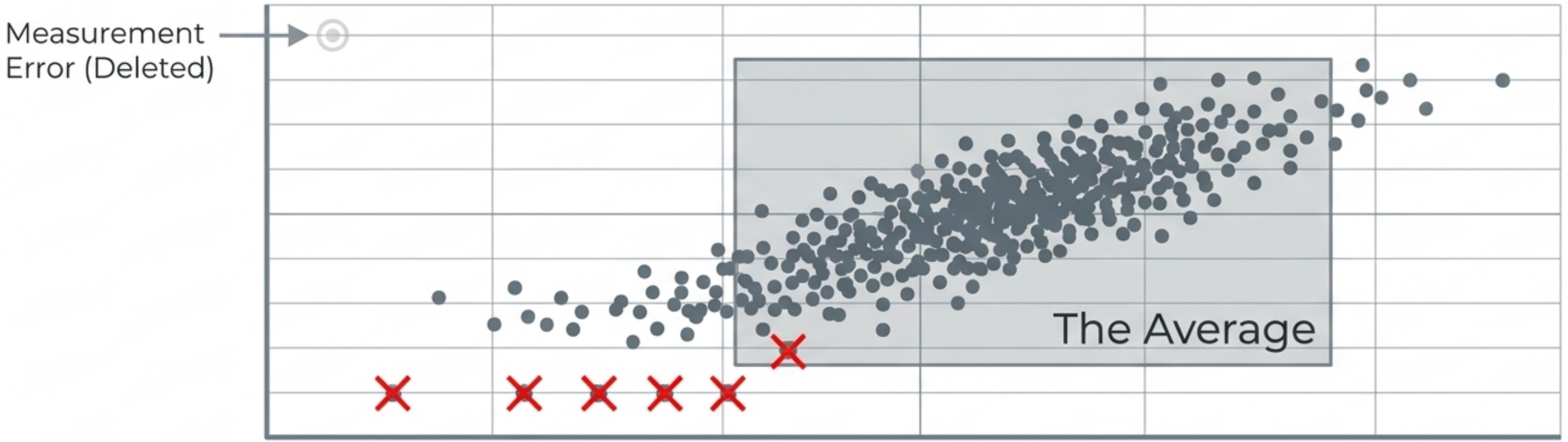


95% of children viewed schoolwork as a profound privilege.

Insight: Our interpretation of reality changes our experience of that reality. Those focused only on stress view learning as a chore; those focused on privilege shine brighter.

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The Cult of the Average



Traditional behavioral science studies the average or tries to fix those below normal. It consciously ignores outliers because they don't fit the pattern.

You can study gravity forever without learning how to fly.

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Studying the Outlier



Positive psychology doesn't delete the outlier to clean up the data. It studies the growing tip of the curve to learn exactly what allows certain individuals to escape the gravitational pull of the norm.

The goal is not to move people up to average, but to pull the entire average up.

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The Myth of the Fixed Brain

I'm wired to be unhappy.



You can't teach an old dog new tricks.

My potential is fixed.

For most of the 20th century, established science held that after adolescence, our brains were physically fixed and unyielding. If true, the Happiness Advantage would be a cruel joke—a pat on the back for those already succeeding, but useless for the rest.

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The ‘Western Unicorn’



Neuroplasticity—the ability of the brain to structurally rewire itself based on our actions and thoughts—was once considered a biological myth. Today, it is **undeniable hard science.**

Our potential is not dictated entirely by our genes.

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Evidence of Adaptation



Squirrel Monkeys

Stimulus:
Extracting 240 pellets/hour from shrinking holes.

Brain Adaptation:
Massive expansion of the motor cortex.



London Cabbies

Stimulus:
Memorizing the Byzantine maze of London streets.

Brain Adaptation:
Significantly enlarged hippocampus (spatial memory).



Blind Reader

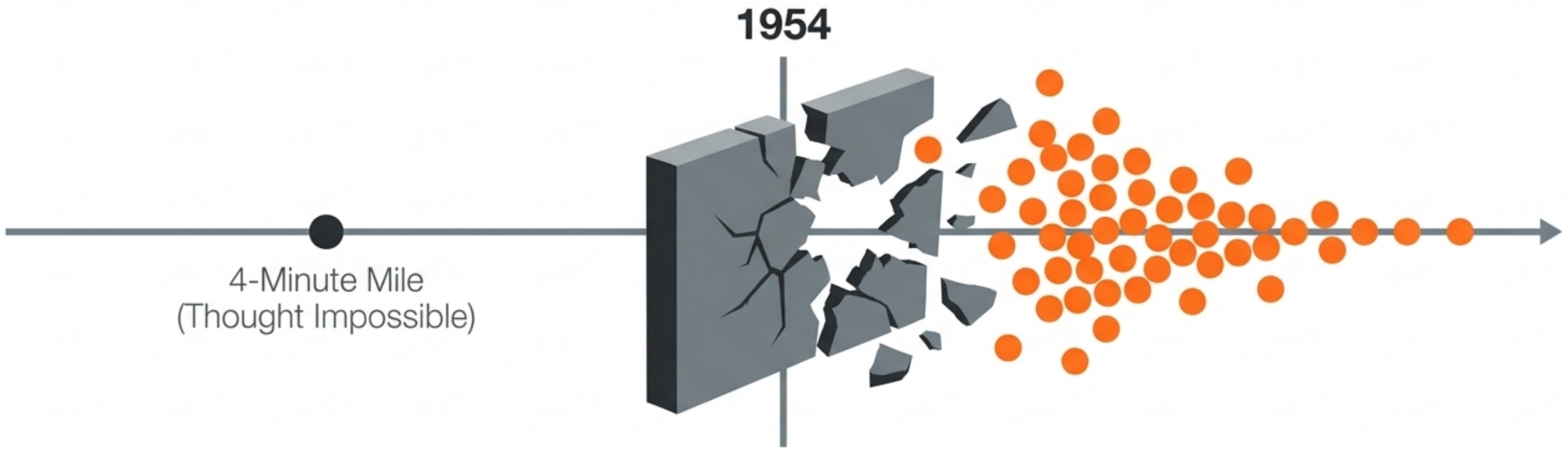
Stimulus:
Reading with index finger after a tragic accident.

Brain Adaptation:
Massive cortical area illuminates when the reading finger is tapped.

Conclusion: Our brains physically change in response to our actions and circumstances. The question is not if we can change, but how much.

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The Roger Bannister Effect

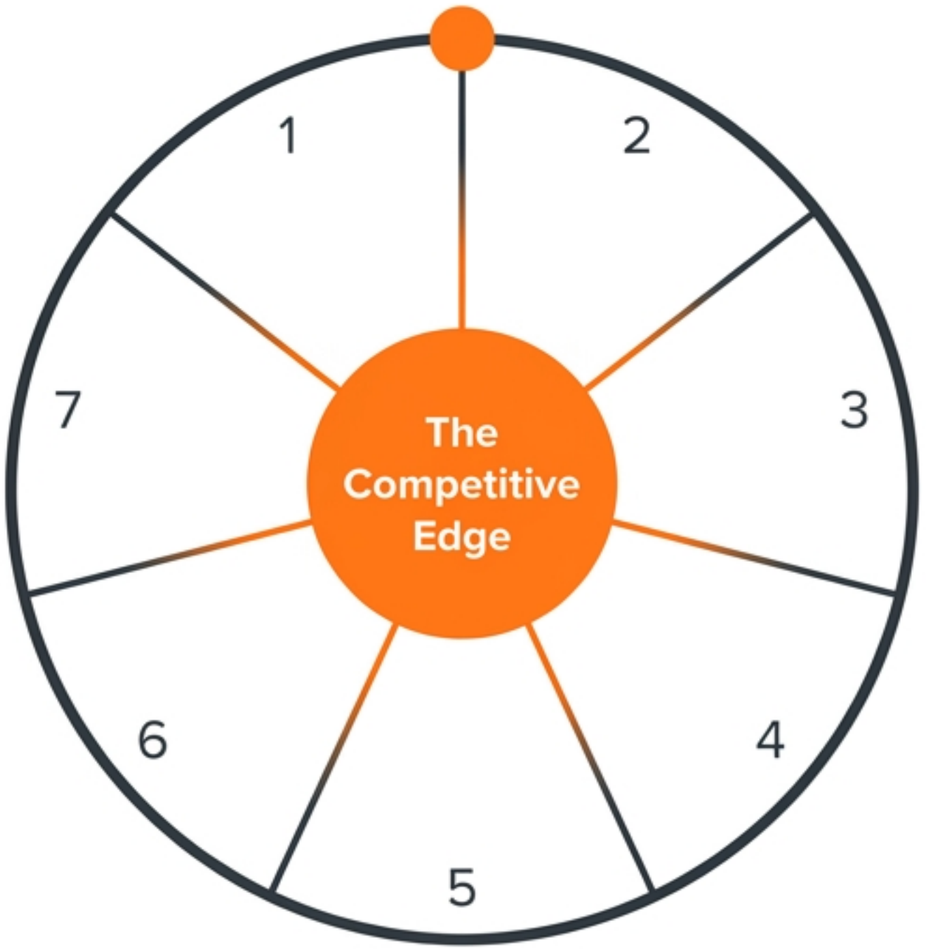


Experts mathematically ‘proved’ the human body could not run a mile in under four minutes. **Roger Bannister** ran it in **3:59.4**. Instantly, the floodgates opened and scores of runners bested the mark.

We do not know the limits of human potential—we only know that those limits can be pushed.

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The 7 Principles of Positive Psychology



Isolated from studying thousands of high-achievers, these are seven actionable, proven patterns that predict success, overcome obstacles, and reverse bad habits.

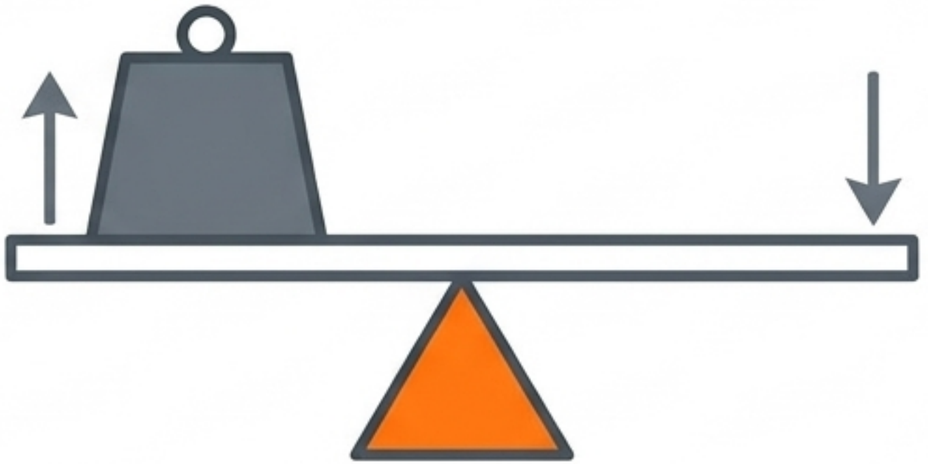
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Principle 1: The Happiness Advantage



Positive brains possess a biological advantage over neutral or negative brains. We can retrain our brains to capitalize on this positivity to improve productivity.

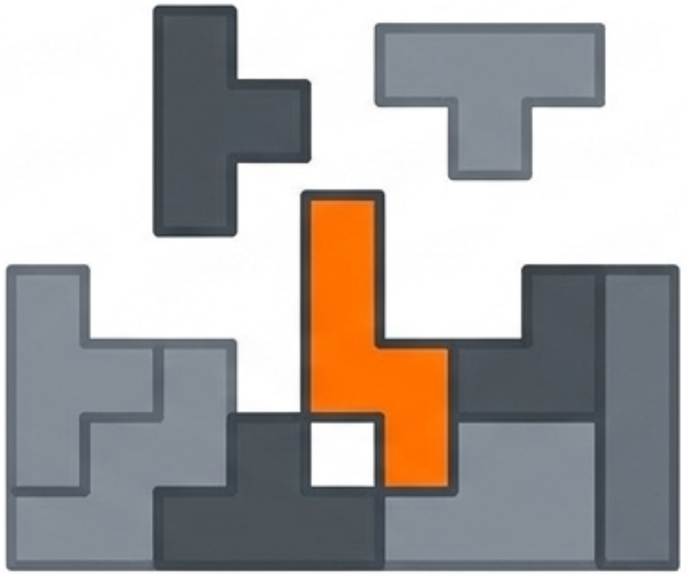
Principle 2: The Fulcrum and the Lever



How we experience the world changes based on our mindset. Adjusting our mindset (the fulcrum) increases our power (the lever) to succeed.

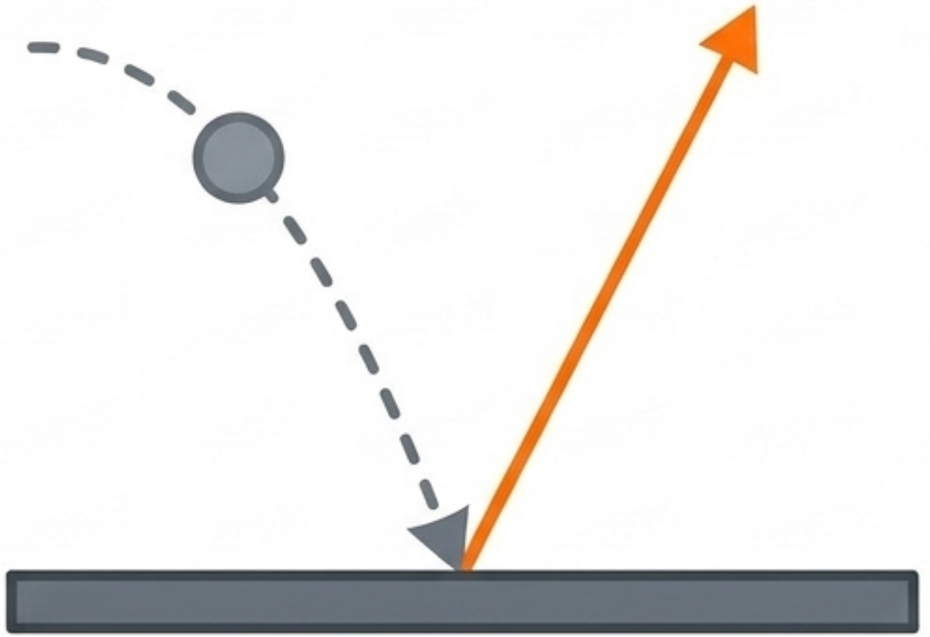
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Principle 3: The Tetris Effect



When brains get stuck focusing on stress, we set ourselves up to fail. We must retrain our brains to automatically spot patterns of possibility and opportunity.

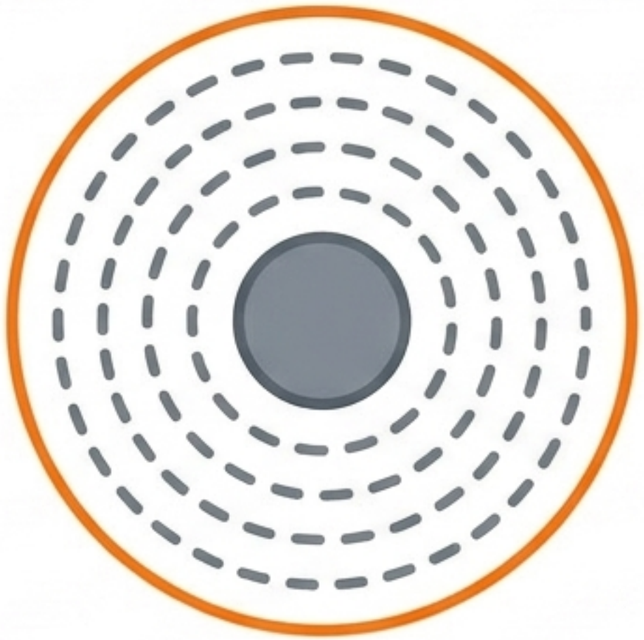
Principle 4: Falling Up



In the midst of crisis, our brains map different paths. This is the ability to find the mental path that leads up out of failure, teaching us to be happier and stronger because of it.

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Principle 5: The Zorro Circle



When overwhelmed, rational brains are hijacked by emotion. Regain control by mastering small, manageable goals first, then expanding the circle.

Principle 6: The 20-Second Rule



Willpower is limited. To replace bad habits with good ones, make small energy adjustments to reroute the path of least resistance.

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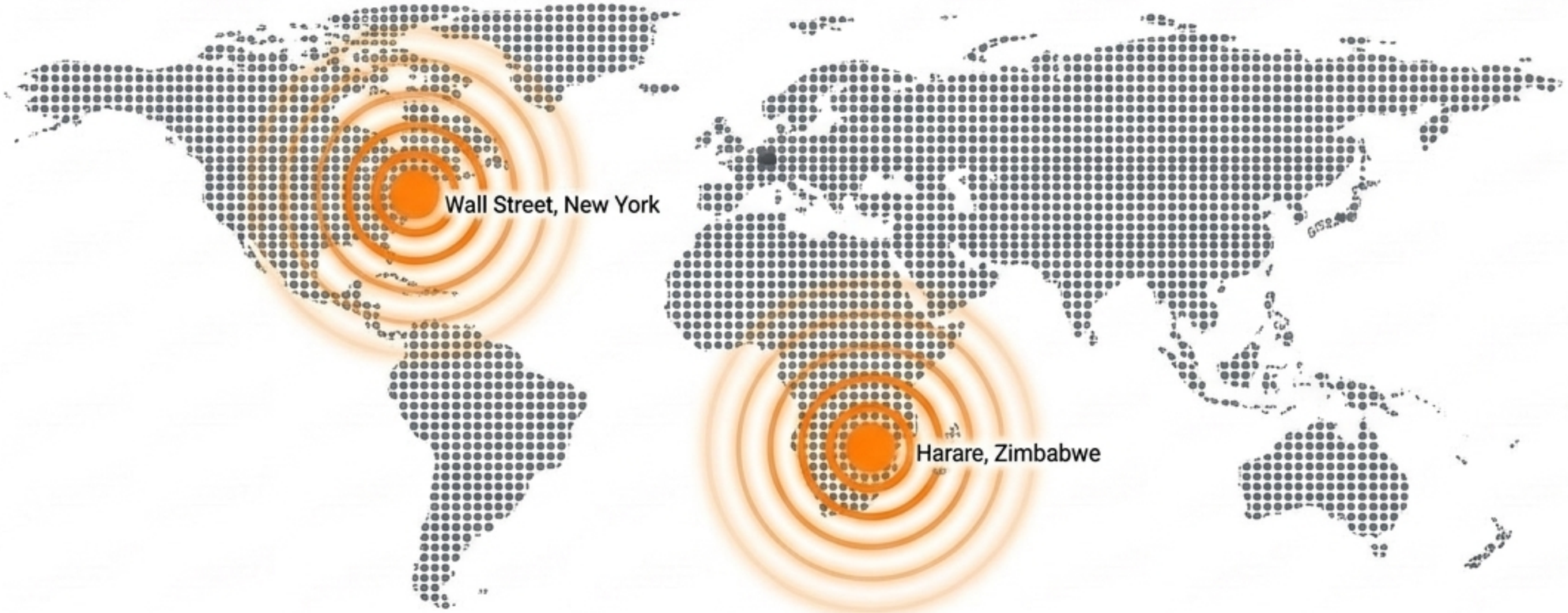
Principle 7: Social Investment



Brilliant people often do the most unintelligent thing possible: under stress, they hunker down and isolate themselves. The most successful people do the exact opposite. They heaviy invest in their social support network o the exact opposite. They heavily invest in their social support network—the single greatest predictor of success and happiness.

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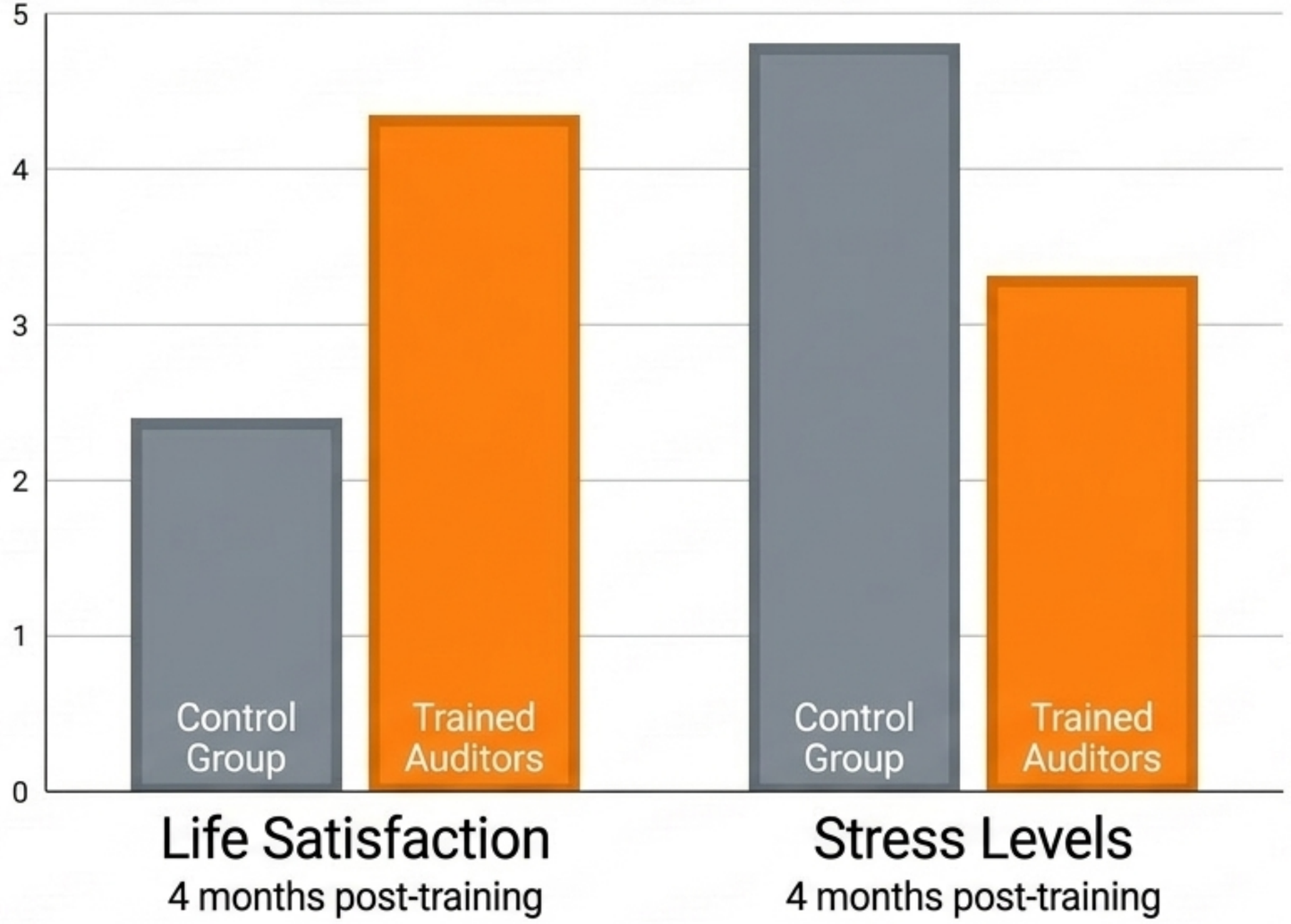
Field-Tested in the Fire



These principles weren’t just tested in Ivy League dorms. They were forged in the massive 2008 global economic meltdown. From executives at American Express watching their stock plummet, to business leaders in Zimbabwe dealing with a collapsed currency, the tools proved effective in the worst possible conditions.

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Inoculating Against Stress



In December 2008, 250 KPMG managers received psychology training just before the most stressful tax season in decades.

Four months later, the positive effects held.

Small positive interventions created sustainable, long-term change in life satisfaction and job effectiveness.

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Happiness is not the belief that we don’t need to change; it is the realization that we can. It is not a delusion. It is not a reward for hard work.

It is a work ethic.

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The Center of the Work Universe



The universe of work revolves around happiness. Capitalize on the positive, put the principles into practice, and the competitive edge is yours.

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