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Pursuit of Happiness!



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Pursuit of Happiness



Ultimate Goal of
any Human Being:

Happiness =
Total Satisfaction with
Life

Source: Andrews & Withey (1976).



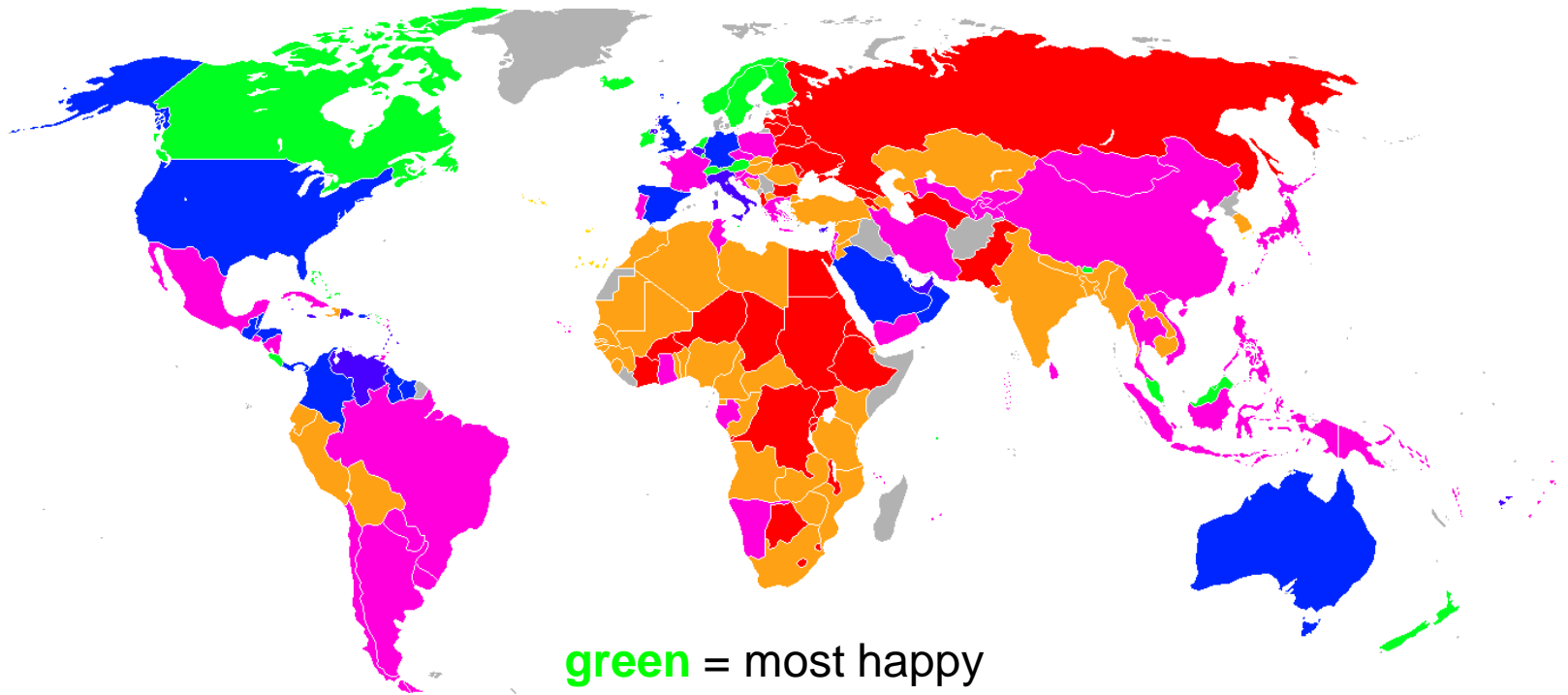
Pursuit of Happiness

Measures:

- Gross Domestic Product (GDP) – Wealth Index
- Human Development Index (HDI) – Health, Knowledge and GDP per capita
- Satisfaction with Life Scale (SWLS) – Subjective Well-being
- Happy Planet Index (HPI) – Ecological Efficiency and Human Well-being
- Gross National Happiness (GNH)



World Map of Happiness



green = most happy
blue
purple
orange
red = least happy

Source: White, A. (2007).



Ranking of Countries

Countries	SWLS Score
1 – DENMARK	273
2 – SWITZERLAND	273
3 – AUSTRIA	260
4 – ICELAND	260
5 – BAHAMAS	257
6 – FINLAND	257
7 – SWEDEN	257
8 – BHUTAN	253
9 – BRUNEI DARUSSALAM	253
10 – CANADA	253
...	...
92 – PORTUGAL	203



Source: White, A. (2007).

Gross National Happiness



Ruled his people with more orthodox views based on the traditions of Buddha.

Jigme Singye Wangchuck, King of Bhutan (1972 – 2006)

<http://www.gnh-movement.org>

True development of human society takes place when material and spiritual development occur.



GNH – Four Pillars

Sustainable
Development



Cultural
Values



Natural
Environment

Good
Governance

How to Measure

1. Economic satisfaction
2. Environmental satisfaction
- 3. Workplace satisfaction**
4. Physical health
- 5. Mental health**
- 6. Social satisfaction**
7. Political satisfaction



Workplace Satisfaction



- Job Satisfaction
- Leadership & Organizational Culture
- Empowerment
- Wage Gap
- Work / Life Balance
- Diversity
- Ethics & Moral Values



Mental Health



- Self-Esteem
- Positive Attitude & Behaviour
- Sense of Belonging
- Life Purpose
- Spirituality



Social Satisfaction



- Family & Children
- Social Relationships
- Caring for others
- Linking to Community
- Volunteer Work



Women Total Satisfaction with Life



Women decide / Freedom
of Choice:

- What?
- How?
- When?

With a supportive society

...



EWMD Happy Index



- Project for 2nd half of 2009
 - Index = f (Ws + Mh + Ss + ...)
 - Survey with EWMD Members
 - Final Report
- Ws – Workplace satisfaction
 - Mh – Mental health
 - Ss – Social satisfaction



EWMD Happy Index

New measure for:

- EWMD Members
- Any Organization

Contributions to

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“The Time to be happy is now.
The place to be happy is here.
The way to be happy is to make
others so.”

- Robert G. Ingersoll

(1833-1899, civil war veteran, American political leader)





Thank You!

