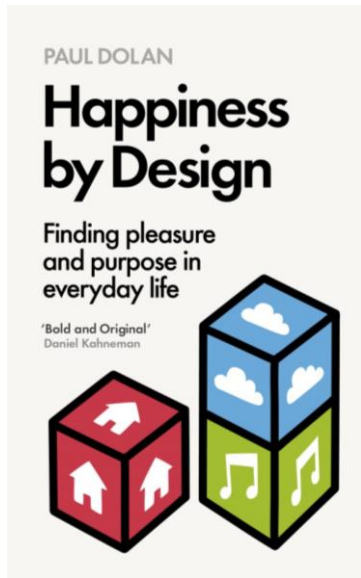


'Bold and Original'
Daniel Kahneman

Happiness by Design at Work

Wellness at work done properly





Happiness by Design

Happiness by Design is a best-selling book written by Professor Paul Dolan. He brings the latest research in behavioural science together with current findings in happiness studies to create a new concept of happiness - it's not just how you *think*, it's how you *act*.

Paul Dolan



Paul is Professor of Behavioural Science at the London School of Economics and Political Science. He is creator of the government's wellbeing Index and his extensive research into human behaviour and health economics has established him as an expert in happiness.

He regularly advises global corporations in behavioural economics and is passionate about applying a balance of pleasure and purpose into work life and his expertise has now been applied to developing his expertise into a organisational change programme

Our Approach

Our team offers a wealth and range of experience from the archives of scientific research conducted for government to the corporate boardroom.

With an internationally renowned Behavioural Scientist to Wellness Coaches and mentors of the highest calibre we have a very strong and **unique combination of skills** to tackle your company challenges.

The Happiness by Design programme is centred on **changing behaviour**, not just changing minds. By tapping into the unconscious, we design environments and contexts by which preferred behaviour is more likely achieved and then sustained, through weekly or monthly mentoring and follow ups.

We ensure it becomes a habit and create long lasting changes employees **day-to-day experience** at work.

Building the case for wellness in the workplace

In September 2013, Boris Johnson set up London's Health Commission to look at ways to improve health and wellbeing across the capital. Companies across the UK are now becoming increasingly aware of the importance of employee wellbeing and the effect staff illness can have on productivity levels.

We have a significant business case to take this seriously, do something about it and get it right”.

-Paul Farmer, Chief Executive Officer of leading mental health charity MIND



theguardian

Wellness in the workplace: how health initiatives can boost staff productivity

Aug '15

The Telegraph

Workplace health: UK report concludes 'could do better'

Firms and staff are getting the message about wellness but some of the numbers are still worrying

Jul '14

Forbes

Why Workplace Flexibility Is The Linchpin To Employee Happiness

June '15

Presenteeism – people going to work despite being unfit to attend cost £15 Billion per year

Absenteeism – £29 Billion per year and 11.3 million days of lost work in '13/14 due to stress, anxiety or depression

4%

Due to / cost per year

- Staff illness
- Absenteeism
- Presenteeism
- Dis-engagement

G
D
P

Economic
Business

1 in 6 workers will be dealing with stress, Anxiety and depression

Happier employees take less time off sick and those in 'good' health are 20% **more productive** than those in 'poor' health

Happier employees attract **more top talent** and are up to 3 times more creative

54% better staff retention

The Big Issues facing Employees



Employees report a lack of:

Purpose, Challenge, Empowerment, Autonomy, Control and Security within their places of work.

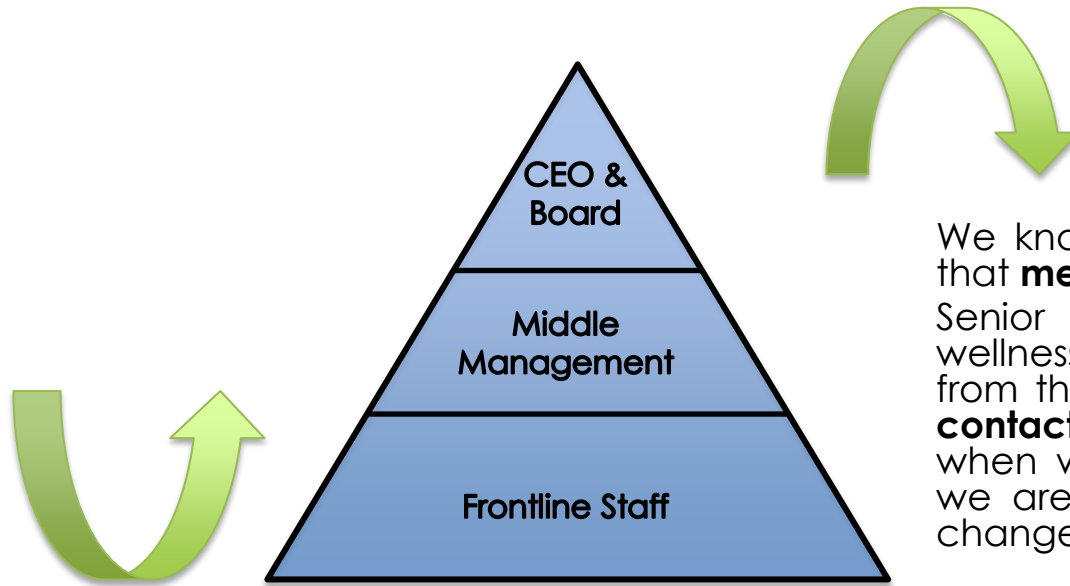
1/3 of our lifetime is spent at work.

By improving individuals' **day-to-day experience** at work we can address the challenges that reduce worker wellbeing.

Big issues facing employees are:

- Under pressure to deliver more with less resource/time
- Staff are more highly qualified but roles do not deliver the level of autonomy, variety, empowerment, purpose or challenge
- There is no equitable balance between effort and reward
- Do not feel valued or in some cases trusted
- Lack of choice and flexibility over working hours
- Unable to openly offer feedback or have “a voice” in decision making arena that affects their future
- They would like more security and interesting roles that they find more fulfilling and developmental.

Leading from the top down



We know from the behavioural sciences that **messenger effects** are huge.

Senior leadership is key to promote a wellness culture but it also needs to start from the front line. The more **day-to-day contact with employees** the better and when we create this circle of influence, we are more likely to ensure an actual change.

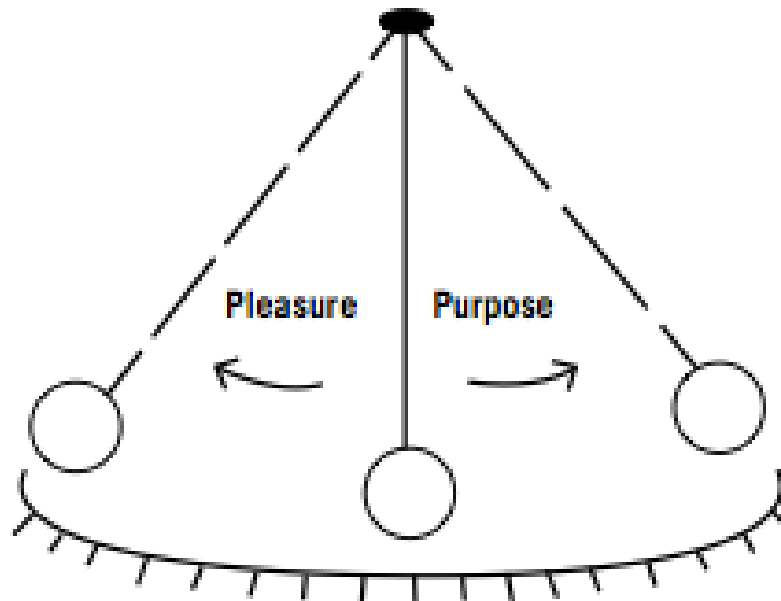
The big issues facing Managers are:

- Not confident or competent in managing change within their organisation
- Lack empathy and are considered unapproachable regarding the causes of staff illness
- Too much micro management – not enough trust in their staff
- Not enough time, resource, knowledge
- Too much pressure from their own Management, often themselves suffering with work related stress
- Company they work for does not recognise the importance of Wellbeing

What is Wellness?

Wellness at work consist of activities such as health education and weight management programs, medical screenings, on-site fitness programs, and more. These are of course important, but how long will they really last?

We care about employees **experience at work**, so our program is based on increasing the **pleasurable and purposeful** experiences in each working day, **alongside** making all the other health activities more likely to happen and, continue to last. And, best of all, you can measure it, proving evidence of the impact.



How does it work?

The Mindspace Report

In 2010, Professor Paul Dolan was seconded into the cabinet office to embed a report he lead called '**MINDSPACE**' which was used to influence behaviour in public policy to better peoples' lives.

Mindspace is a nine letter mnemonic or 'checklist' for the most robust effects on behaviour that operate in largely automatic and unconscious ways (rather than by affecting people's deliberative intentions to behave differently). It is consistent with an emerging consensus in the behavioural sciences that most of what we do simply comes about, rather than being thought about.

M essenger	we are heavily influenced by who communicates information
I ncentives	our responses to incentives are shaped by predictable mental shortcuts
N orms	we are strongly influenced by what others do
D efaults	we 'go with the flow' of pre-set options
S aliency	our attention is drawn to what is novel and seems relevant to us
P riming	our acts are often influenced by sub-conscious cues
A ffect	our emotional associations can powerfully shape our actions
C ommitments	we seek to be consistent with our public promises, and reciprocate acts
E go	we act in ways that make us feel better about ourselves

Small changes, Big effects

We've all heard the term, "Don't sweat the small stuff", but through the use of 'MindSPACE', we have measurable outcomes in the **small** changes having the **biggest** effect, here's a few examples:

- Take a break
- Don't get distracted
- Bite size tasks
- Social connectedness
- Non-hierarchical
- Good physical environment
- Eating habits
- Meaning not money
- Helping others
- Individual impact on the company as a whole
- Re-framing: purpose in the experience

We need to think of the individual's purpose at work, in the experience, rather than the evaluations (particularly those company values which don't actually impact our happiness at work.)

Feedback is crucial. Simply telling an employee they have done a good job, or even if they haven't, is essential for the employee to know it was still worth it, or, had purpose. **Research shows** purpose has so far been induced mainly in two different ways : a) recognition and b) communication. **We help to build in the behaviours which create overall increased wellness at work which lasts.**

Our Team



Paul Dolan

Professor of Behavioural Science at the London School of Economics.

As an internationally renowned expert and author on happiness, behaviour and public policy, he conducts original research into the measurement of happiness, its causes and consequences. In 2010, he was seconded to the Cabinet Office to embed the 'mindspace' report into policymaking, which he co-authored. He has previously worked with Daniel Kahneman at Princeton University, written the questions for the Office for National statistics in measuring wellbeing and he regularly advises global corporations such as Aviva, Credit Suisse and VISA in behavioural economics.



Mark Shields

CEO Life Practice Group
Corporate Training, Mentoring
& Wellness Programs

Mark has been running personal and professional development courses successfully for over twenty years and has trained hundreds of delegates. He has extensive experience in the Corporate arena, training and mentoring Executives, Directors and Business owners. His previous experience includes Sales Director roles for Barclays Retail and Head of Investments for Barclays International Banking, receiving numerous awards for best practice. He is also a best selling author of Business & Coaching books and appears regularly in the Media.



Karen Shields

Co-Founder of the Life Practice Group
Wellness Coach

BSc Degree trained in Nutritional Medicine, Karen facilitates Health Promotion Initiatives, Programs and webinars to audiences across the Corporate spectrum. They focus on weight management, eating for health, boosting the immune system including managing stress and anxiety.

Her tailored wellness programmes and access to laboratory testing helps to reinforce specific messages for key staff, and motivate and coach them through the change to a healthier lifestyle and happier work life.

'Bold and Original'
Daniel Kahneman

For further information on our Happiness
by Design at Work Programmes

*Please contact us on 01462 431112
Or email us at mark@lifepractice.co.uk*

