

Beyond Happiness



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CALIFORNIA CONFERENCE FOR WOMEN
MARCH 2022

Where were
you in
2020 BC*?

Where were
you in
2020 BC*?

*Before Covid

BEFORE
COVID



AFTER
COVID

WORK CHOICES NEVER MADE BEFORE

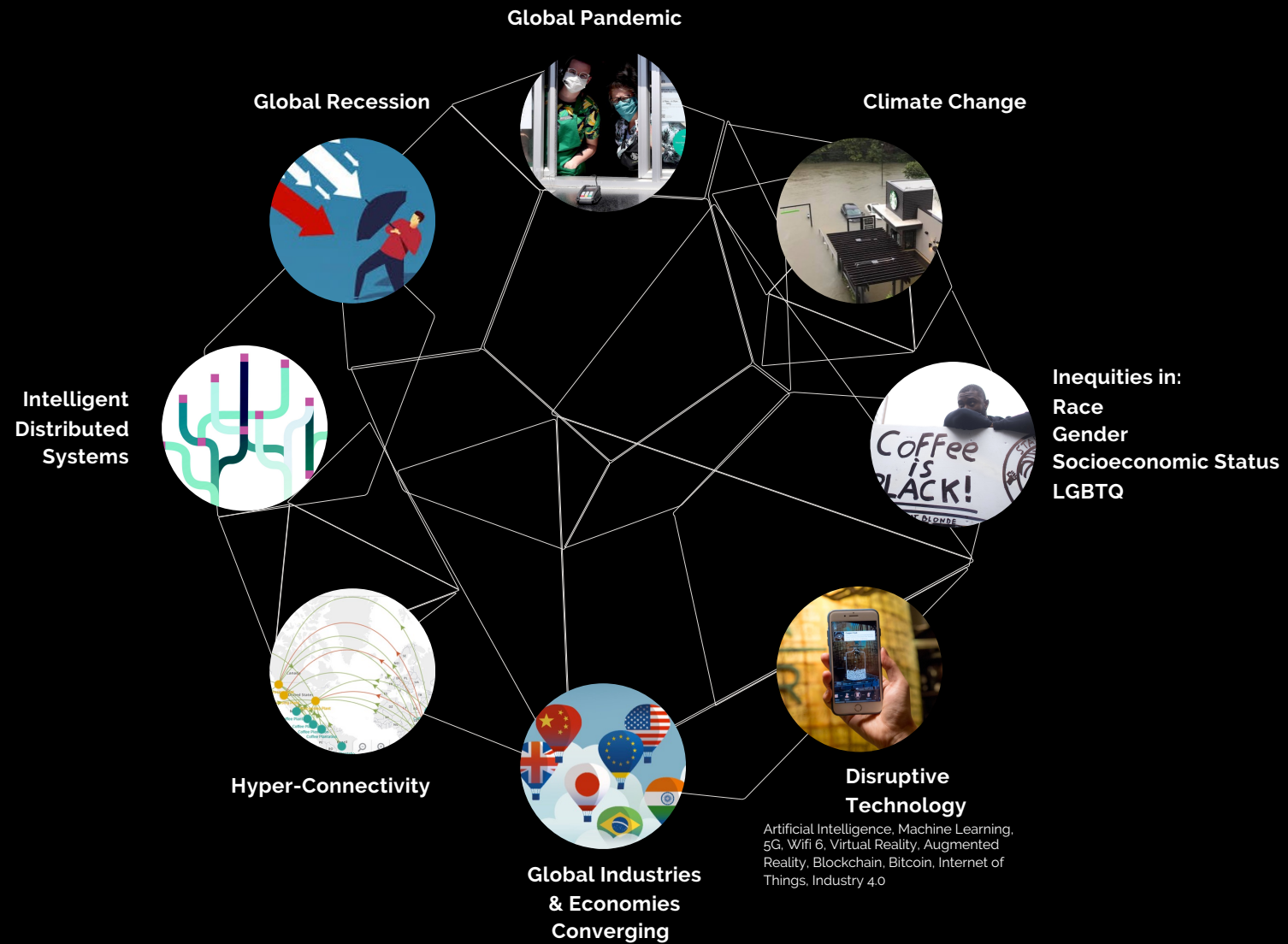
Zoom Meeting
with video:



Zoom Meeting
audio only:



2020 wouldn't stop 2020'ing



I'M NO EXPERT ON COVID

BUT THIS IS THE CURE

A photograph of the rock band The Cure. The five members are dressed in dark suits with white shirts. They have a serious, somewhat somber expression. The lighting is dramatic, with strong shadows. The text is overlaid in a bold, white, sans-serif font with a black outline.

I'M NO EXPERT ON COVID

BUT THIS IS THE CURE

2020 BC Backstory



Tony becomes CEO & Jenn consults at



Zappos grows to \$1 billion*

Amazon acquires Zappos for \$1.2 billion in 2009



Tony & Jenn launch Delivering Happiness book, U.S bus tour

DH company & movement launch and goes global



HAPPIER EMPLOYEES

HAPPIER CUSTOMERS

MORE PROFITABLE BUSINESS

& meaningful LIVES

a happier world

1 MILLION+ BOOKS

350+ COMPANIES

30+ COUNTRIES

4 DH PARTNERS



DH = Delivering Happiness

2000

2008

2010

2011

2020

*in gross merchandise sales

**EVERYONE HAS A PLAN
TILL THEY GET PUNCHED
IN THE MOUTH.**

MIKE TYSON

Tony Hsieh

1973 - 2020



Every one of us had some form of loss.

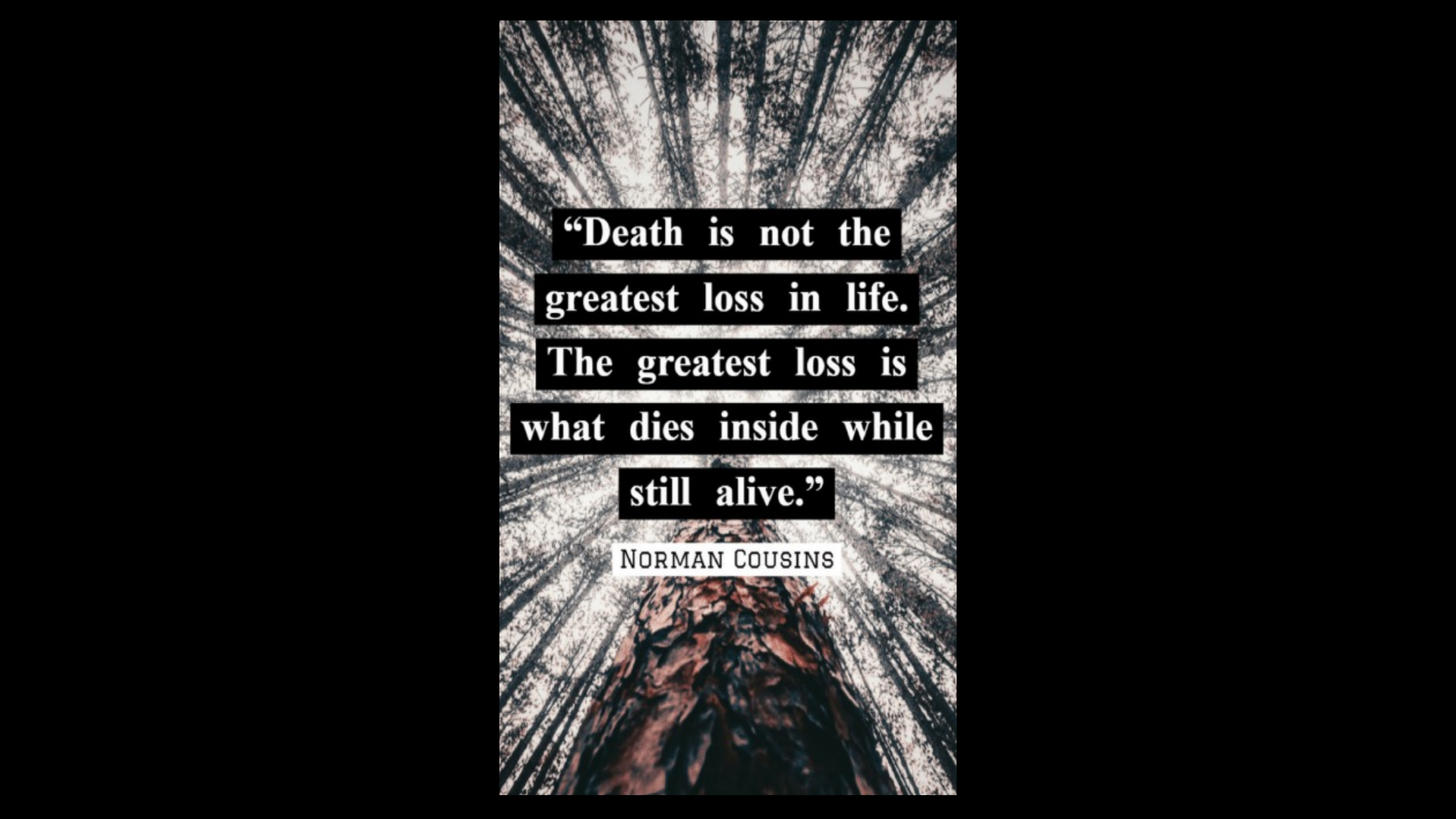


The irony of it all. Highs and lows. Loss and life.

It's ALL about the heartbeats.

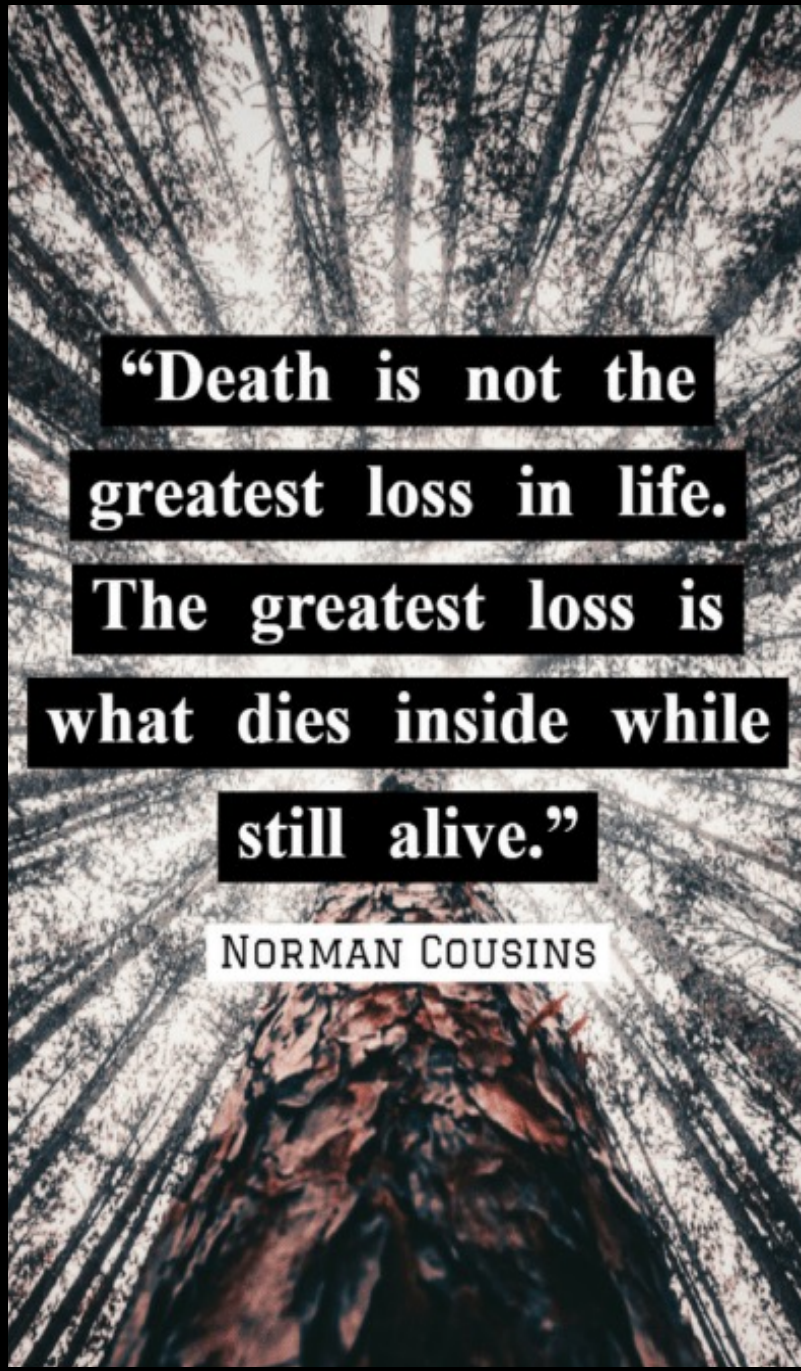


We eventually lose the things we love.
With impermanence we
ground ourselves *in ourselves*.



**“Death is not the
greatest loss in life.
The greatest loss is
what dies inside while
still alive.”**

NORMAN COUSINS



Where are you **now** in **2022 AC?**

And why does this matter?

One word for 2020 BC/One word for **2022 AC**

Share in chat!

Samples:

Hopeful/Weary

Confused/Grounded

The rate
and complexity
of change
are surpassing
our everyday
ability to
understand it.



THE PACE OF CHANGE



TOOK **75 YEARS** TO
REACH 50 MILLION PEOPLE

TOOK **19 DAYS** TO
REACH 50 MILLION PEOPLE

THE PACE OF CHANGE



TOOK **75 YEARS** TO
REACH 50 MILLION PEOPLE



TOOK **19 DAYS** TO
REACH 50 MILLION PEOPLE

It's
impacting
work/life in
unprecedented
ways .



The Great Resignation
AKA
The Great Awakening

And
amplifying
what was
already
there.

A word cloud of terms related to burnout and mental health. The words are arranged in a roughly circular pattern, with 'burnout' and 'mental health' being the largest and most prominent. Other significant words include 'high turnover', 'disengagement', 'stress', and 'disconnection'. Smaller words include 'low commitment', 'performance issues', 'harassment', 'micromanagement', 'discrimination', 'low work/life integration', 'low motivation', and 'human'.

low commitment
performance issues
high turnover
disengagement
stress
harassment
discrimination
micromanagement
burnout
low work/life integration
low motivation
mental health
human
disconnection



I have to do what's right for me
and focus on my mental health.

That's why I take a step back.

We have to protect our minds & bodies, not
just go out and do what the world wants us to.

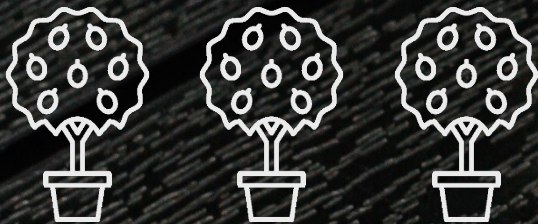
Simone Biles

When life gives you lemons, do you...



pass them out
until you run out

A



use the seeds to plant more
trees so everyone has a
lemonade stand

C

B



build a
lemonade stand

When life gives you lemons, do you...

**COMPANIES IN
SURVIVAL
MODE**

A

**COMPANIES
THAT
ADAPT AND
THRIVE**

C

B

**COMPANIES THAT
THINK
SHORT TERM**

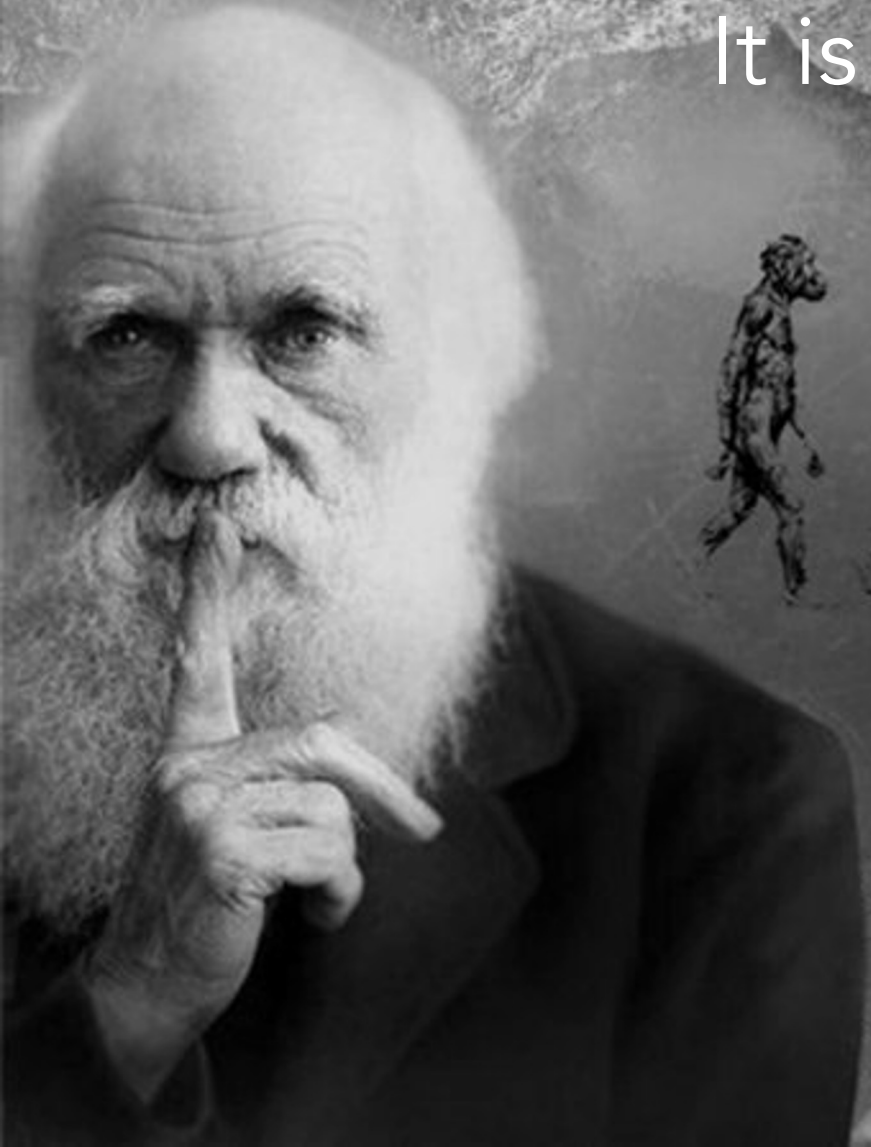


We want to grow,
adapt and thrive.

How?

It is not the strongest of the species
that survives nor the most intelligent
It is the one most **adaptable** to change.

Charles Darwin





listen
and
learn

A photograph of a person's hands touching a tree trunk in a forest. The person is wearing a blue top and has dark nail polish. They are wearing several bracelets on both wrists. The background is a dense forest with sunlight filtering through the trees, creating a bokeh effect.

Control and change what we can.
Adapt to and embrace what we can't.

Beyond
Happiness

Be real and embrace our
whole selves.

Psychological safety in...
Strengths *and* shadows.
Bright *and* blind spots.
Resilience *and* fears.

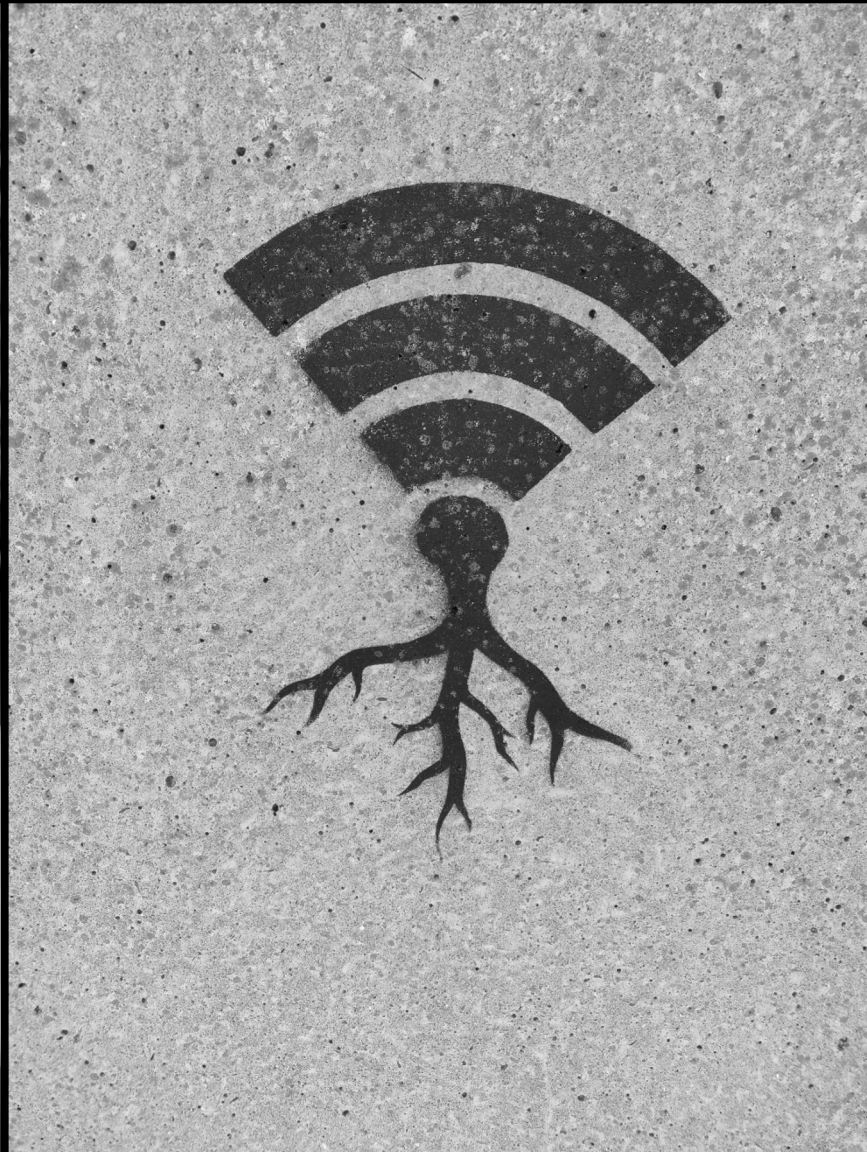
Live FULLLY *with our*

HIGHS *and* LOWS.

A photograph of a large, multi-story greenhouse. The structure is made of a white metal frame with a glass roof and walls. The interior is filled with a variety of green plants, including tall trees and dense foliage. The lighting is bright, suggesting a sunny day. At the bottom of the image, there is a yellow rectangular box containing the text "Nurture your greenhouse as you grow them for others." in a black, serif font.

Nurture your greenhouse
as you grow them for others.

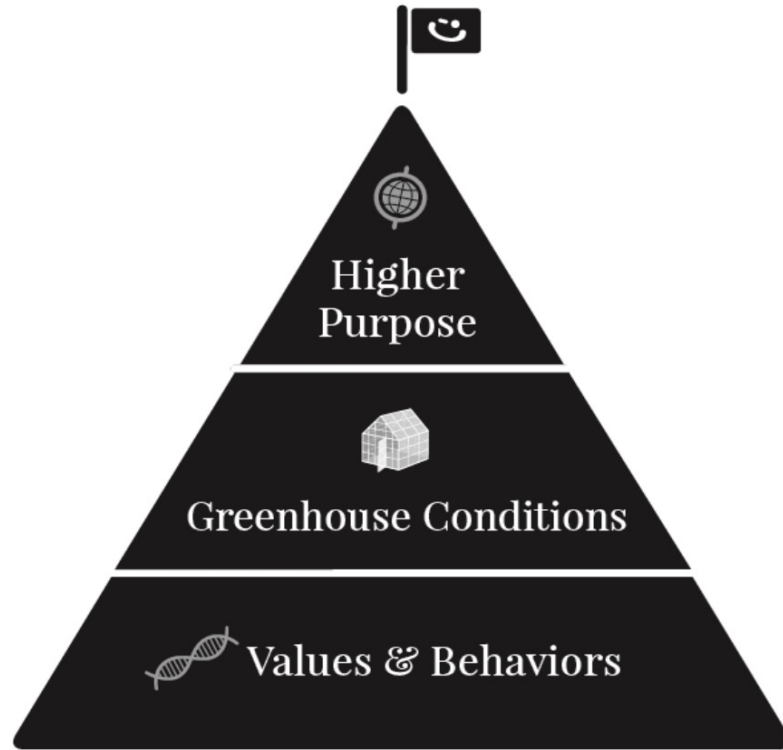
Why? We want every moment to matter.



Why? We want our companies and communities to be...



How? The Greenhouse Model.



WHAT

WHO

HOW

How? The Greenhouse Model.



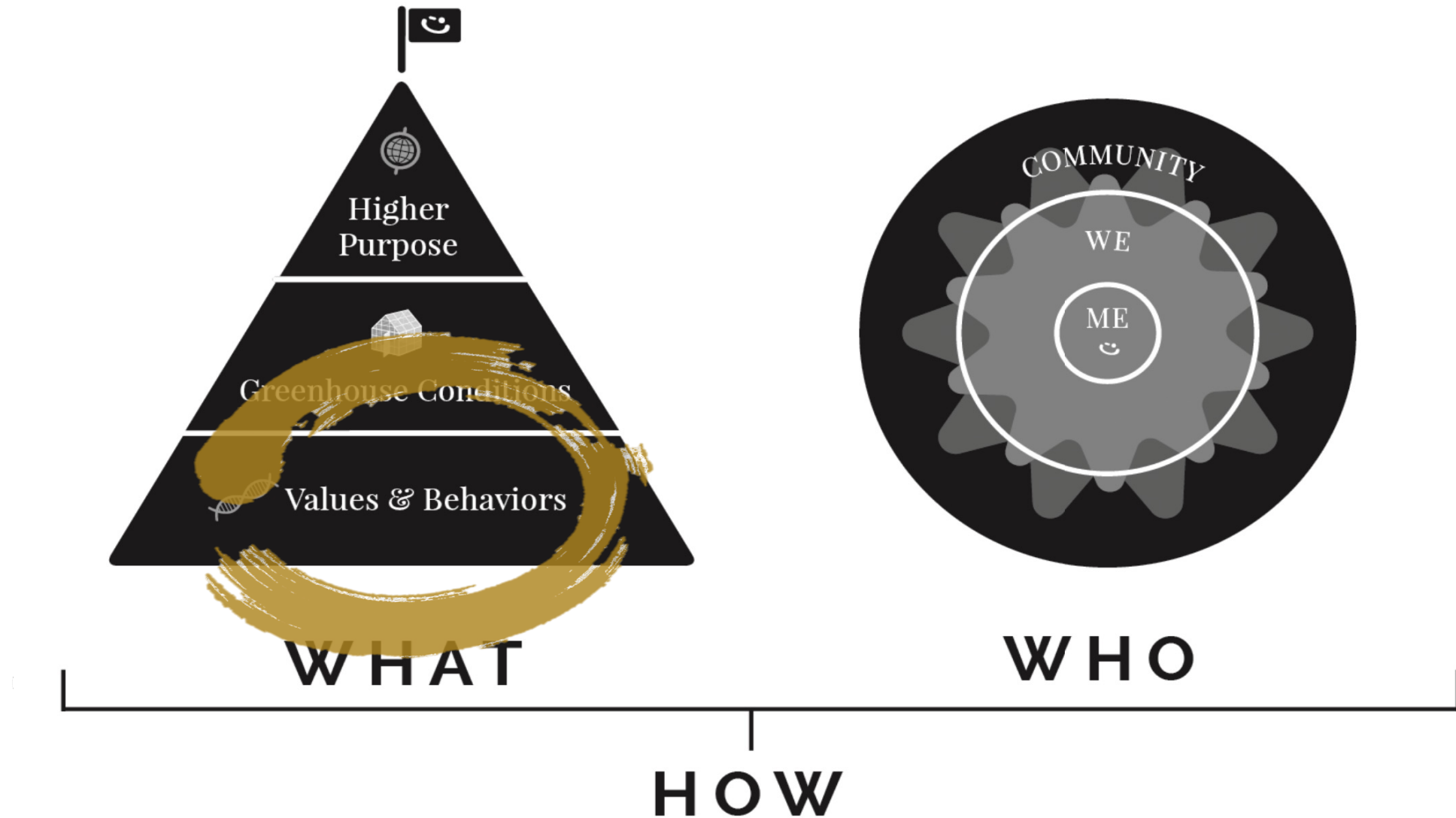
WHAT



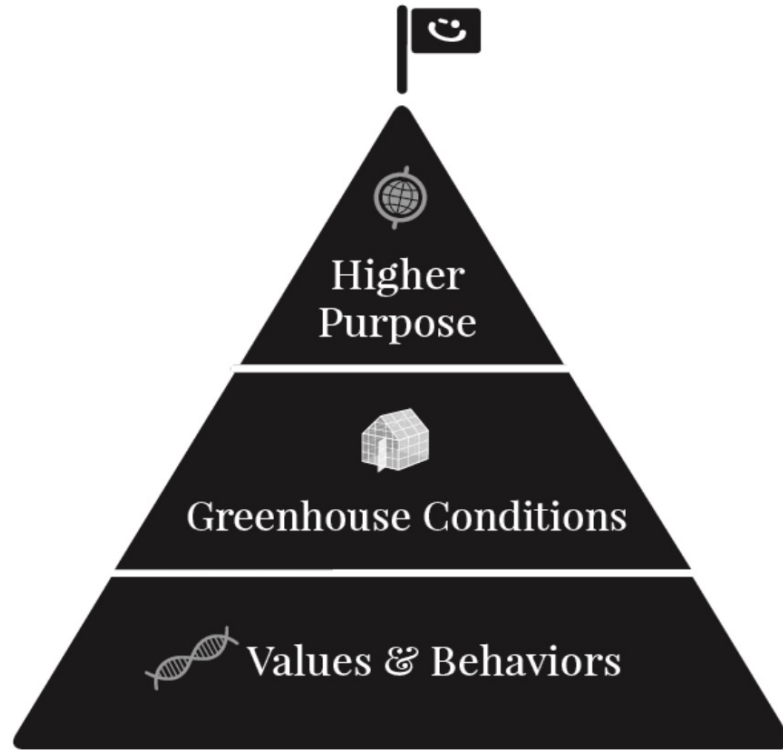
WHO

HOW

How? The Greenhouse Model.



How? The Greenhouse Model.



WHAT

HOW



WHO

WOW
Culture



START
WITH
THE ME

WE
COMMUNITY

Not just “work” you.
Or “life” you.
Work/life
Whole you.



Revisit and reframe what happiness means to you.

HIGHS



LOWS



What are your highs and lows in your work/life?

What's one thing you'll do to prioritize differently?

What's a common value or theme?



to inspire and nurture
the human spirit –
one person, one cup, and one
neighborhood at a time.



*It's time to build a company that
gives back more than it takes.*

to inspire and nurture
the human spirit –
one person, one cup, and one
neighborhood at a time.

WOW
Culture

Higher
Purpose

Science of

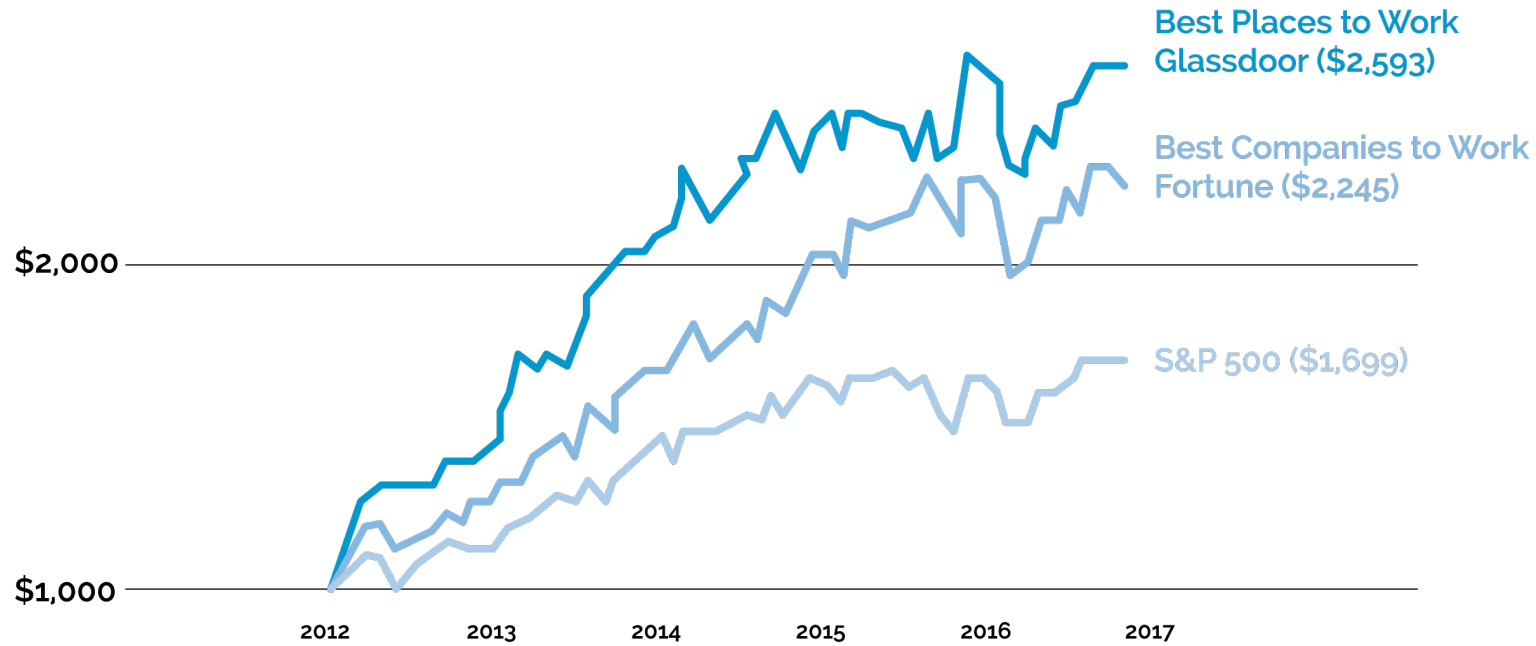
THEN

WE

Values & behaviors

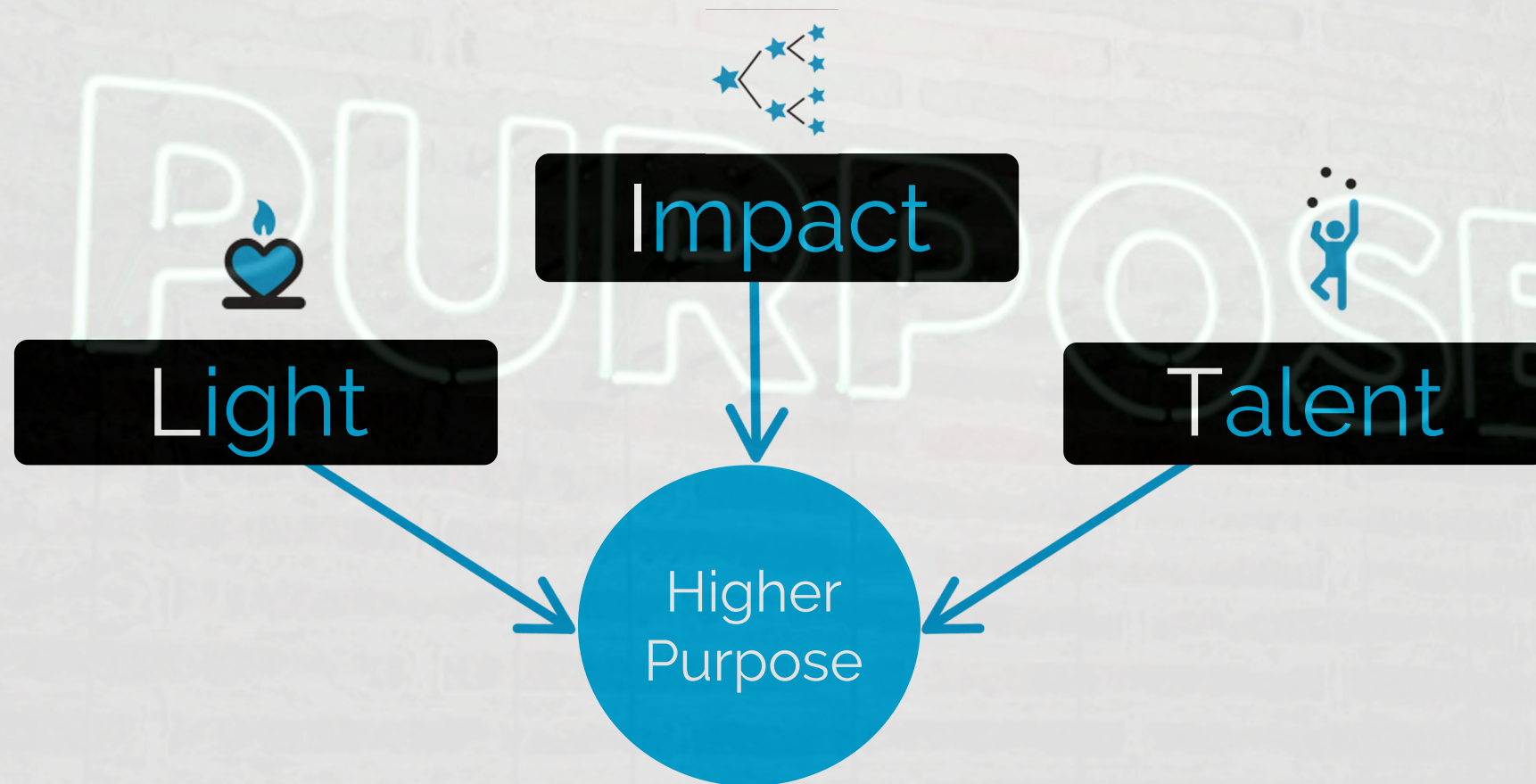
COMMUNITY

Stock price, based on a \$1,000 investment



Treat people
as **assets**, not
expenses.

Revisit and **ALIGN** purpose + values.



Yours and everyone's.

A man in a white shirt and black bowtie is seated in a wheelchair, smiling as he dances with a woman. The woman is also in a wheelchair, wearing a vibrant orange and yellow ruffled dress. They are holding hands and dancing on a wooden floor. The background is dark with some blurred figures of people.

Inspire and align teams to be
their **whole, purposeful** selves.
(Then let them dance!)



Be the **mirror**, not always
the mechanic.

WOW
Culture

Higher
Purpose

Science of
THEN

COMMUNITY

Values & Behaviors

WE

WE

COMMUNITY

Intro a new metric in your work/life.

Return
of
Investment

A light blue icon of a money bag with a dollar sign (\$) inside, positioned behind the text 'Return of Investment'.

**THE
DOUBLE
ROI**

Ripple
of
Impact

A light blue icon of concentric circles representing ripples, positioned behind the text 'Ripple of Impact'.

What that looks like when you do.

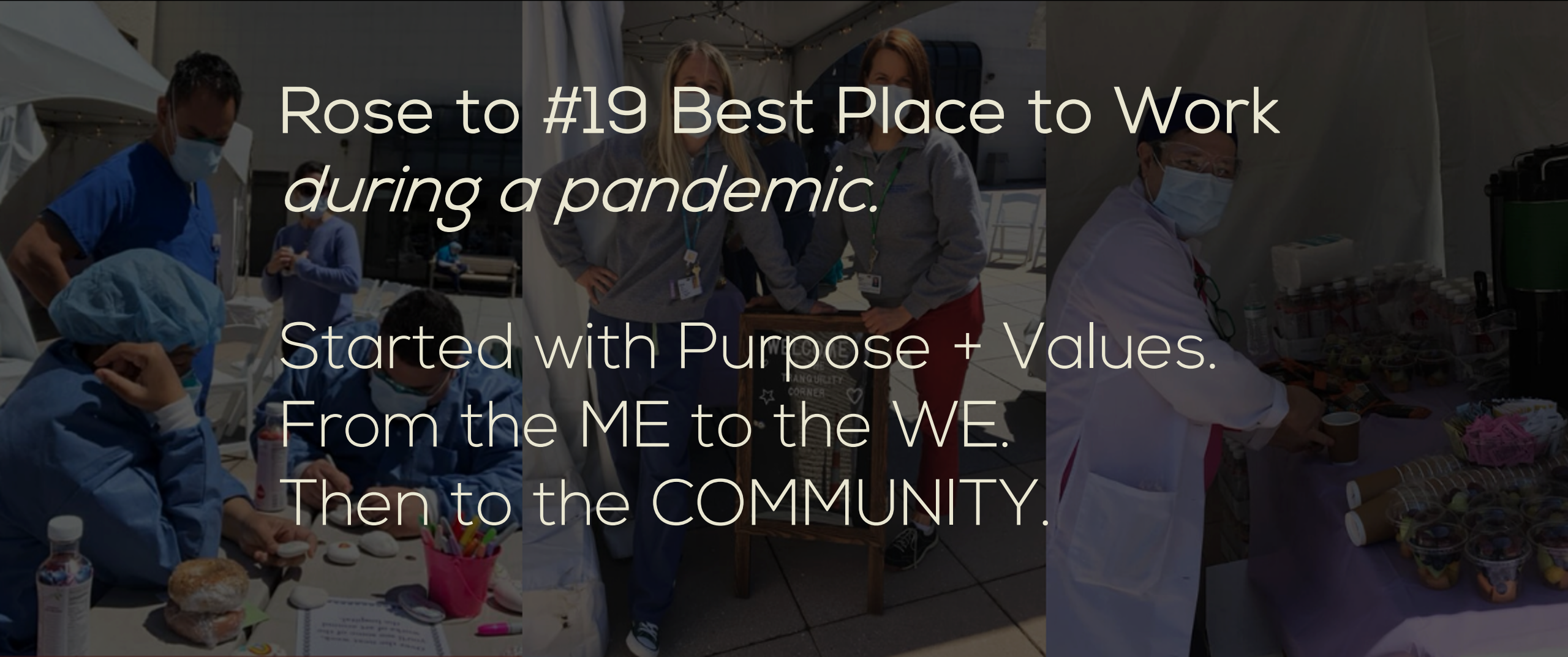


What that looks like when you do.



Rose to #19 Best Place to Work
during a pandemic.

Started with Purpose + Values.
From the ME to the WE.
Then to the COMMUNITY.



How'd that happen?



By prioritizing people.
By prioritizing culture.
(Before any of the unexpected happened).

Sven, Chief Experience Officer

It's about loving
yourself
and others.

It's about
living your legacy
NOW.

An underwater photograph showing sunlight filtering through the surface of the water, creating a shimmering, ethereal atmosphere. The water is a deep, vibrant blue, and the light rays create a sense of depth and tranquility. The text is centered in the middle of the frame.

You're not a drop in the ocean,
You are the entire ocean in a drop.



Our Ripple of Impact

Live FULLLY *with your*

HIGHS *and* LOWS.

What can beyond happiness mean to
your work/life, teams and impact you'll
make from here?

Tools for you, your teams and your work/life to go

Beyond Happiness

- BH PLAYBOOK FOR EXERCISES
- BEYOND HAPPINESS BOOK PEEK
- BEYOND HAPPINESS PALOOZA!

bit.ly/BHthanks

*cAsE SeNsItIvE!



www.jennlim.com

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