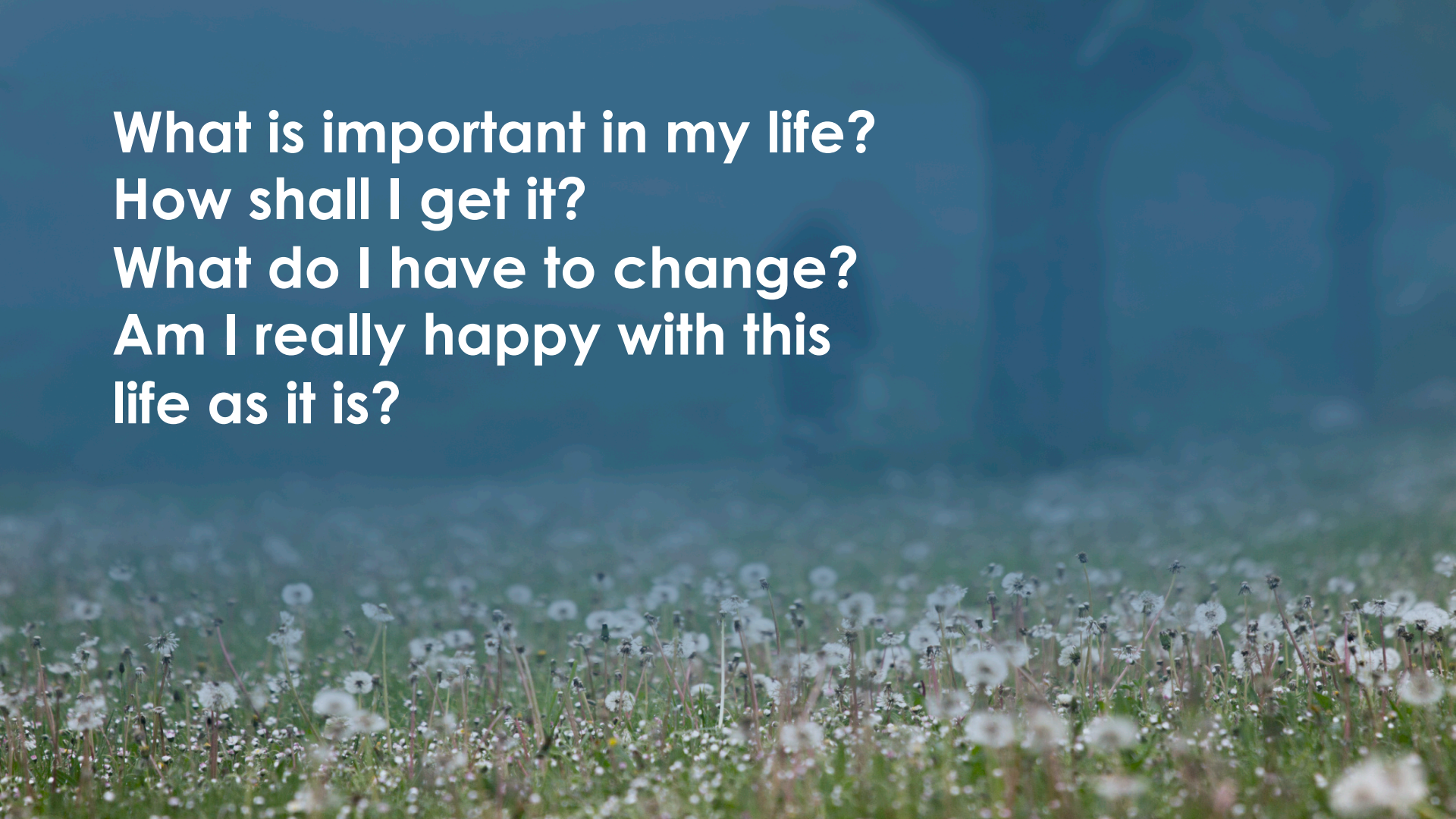


How Business Is The Key To Making The World A Happier Place

Evan Sutter



The image features a field of dandelions in the foreground, with many of them in seed. The background is a soft-focus image of a person, possibly a woman, with long hair, wearing a light-colored top. The entire background image has a blue color cast. The text is overlaid on the upper left portion of the image.

What is important in my life?
How shall I get it?
What do I have to change?
Am I really happy with this
life as it is?



“The trick is not to run away from our suffering”

Thich Nhat Hanh





“Knowing yourself is the beginning of all wisdom”
Aristotle





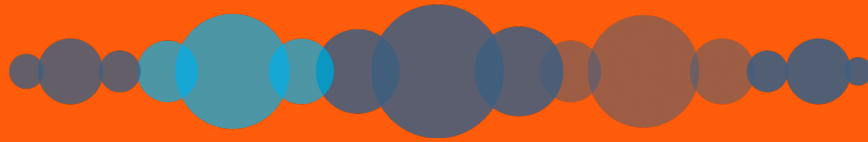
“If you want to be happy, be”
Leo Tolstoy



Defining Happiness



Photo: Simon Williams



Individual ----- Business

A short-term
Work
Leisure
Hedonic
Needs
happiness

Cognitive
A long-term
Affective
Eudaimonic
Eudaimonic
happiness



Decent work

Command over material resources

Personal freedom of actions

A good governance

Social trust within our community

To cultivate mindfulness and virtue

Regular positive emotions in the day

Deep meaning and purpose



Employees

Customers

HAPPY BUSINESS

Community

Environment



Time Use



Living Standards



Development



Workplace



Health



Financials



Employees

Customers

HAPPY BUSINESS

Community

Environment



Good Governance



Good Governance



**Cultural Diversity
and Resilience**



Community Vitality



**Ecological and Social
Responsibilities**



Employees

Customers

HAPPY BUSINESS

Community

Environment

It Empowers



**It Generates
Positive Emotions**

**It Spreads
Compassion**

1 NO POVERTY



2 ZERO HUNGER



3 GOOD HEALTH & WELL-BEING



4 QUALITY EDUCATION



5 GENDER EQUALITY



6 CLEAN WATER & SANITATION



7 AFFORDABLE & CLEAN ENERGY



8 DECENT WORK & ECONOMIC GROWTH



9 INDUSTRY, INNOVATION & INFRASTRUCTURE



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES & COMMUNITIES



12 RESPONSIBLE CONSUMPTION & PRODUCTION



13 CLIMATE ACTION



14 LIFE BELOW WATER



15 LIFE ON LAND



16 PEACE, JUSTICE & STRONG INSTITUTIONS



17 PARTNERSHIPS FOR THE GOALS



**SUSTAINABLE
DEVELOPMENT
GOALS**



The Happiness Score

Internal well-being
Benevolent operations
Impact on happiness









What are we offering them?