

Invest in People and Increase Profits

WHY CULTURE MATTERS



“Culture is rooted in the way your employees think, act, and interact. Companies have cultures whether they define it or not – good or bad – *they are their culture.*”

– JENN LIM, CEO AND CO-FOUNDER

Globally, we see the effects of unsuccessful work cultures...

\$7 trillion
IS ACCUMULATED IN
LOST PRODUCTIVITY

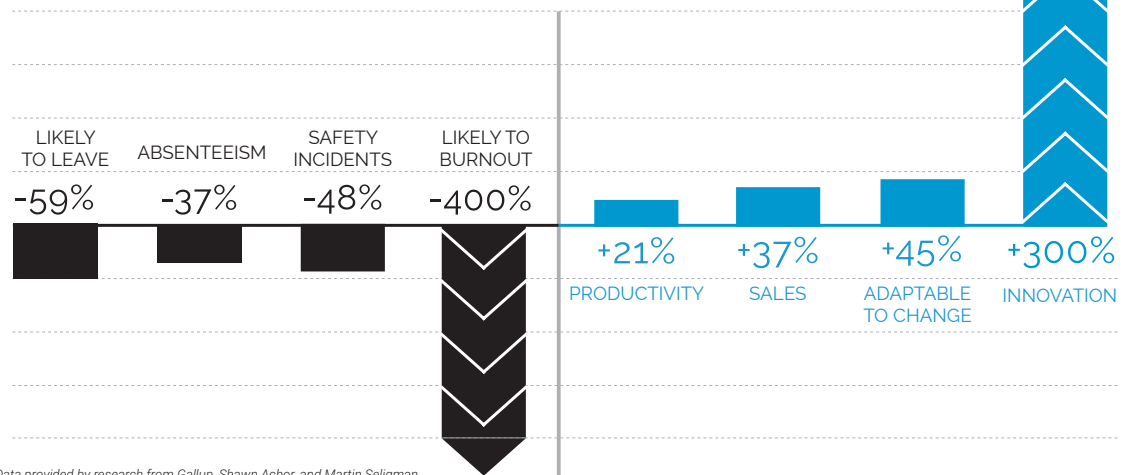
85% 
OF EMPLOYEES ARE NOT
ENGAGED IN THEIR JOBS

Gallup's 2017 State of the Global Workplace



THE BENEFITS OF A HAPPY, ENGAGED EMPLOYEE

How a sustainable company culture can make a difference



Data provided by research from Gallup, Shawn Achor, and Martin Seligman

Why Delivering Happiness?

CREATING HAPPIER, MORE PROFITABLE WORKPLACES AROUND THE GLOBE

We are a culture Coach|sulting [coaching + consulting] company, applying the science of happiness and best practices from workplaces around the world to create sustainable cultures using happiness as a business model. For over 15 years, since the early days of Zappos to our global DH clients today, we have driven culture change using scientifically proven frameworks to support the culture journey.

OUR SERVICES

- **Masterclasses:** Our signature 2-3 day Masterclass is experientially and scientifically designed to align your team, increase productivity, and grow your business.
- **Workshops:** Interactive 1-2 day workshops designed to solve specific culture challenges head-on and create a happier, more profitable workplace.
- **Coach|sulting™:** Exclusive to DH, our Coach|sulting™ sessions combine expert coaching with our proven consulting frameworks to increase employee performance at every level.
- **Speaking Engagements:** Our speakers bring excitement to the stage, inspiring your audience with practical ways to immediately create happiness in their organizations.



Words from Our Clients



*"We were judged so much especially by our board about this 'happiness stuff'. But in 31 years of business, we've now had our **record sales year** in the history of our company... so happiness works!"*

MURAT OZCAN
Vice President, Canpa



*"Delivering Happiness brought **creativity, passion, and inspiration** to our collaboration, enabling the team to successfully begin our **cultural transformation.**"*

AGNES BARDEN
VP Patient & Customer Experience,
Northwell Health

TOMS

*"After Blake and team met with Tony, Jenn and Delivering Happiness we were **inspired** to focus on culture. As a result we've launched our **own core values** and we're now all moving in the same direction!"*

AMY THOMPSON
Chief People Officer, TOMS

Next Steps

GET A PROPOSAL



Ready to create a happier, more profitable workplace? We're happy to put together a culture proposal for your organization.

SHARE IT WITH YOUR TEAM



Success requires alignment. Bring our proposal to your team and discover the culture solutions for your organization.

PARTNER WITH US



Let's get your culture change rolling, we'll be with you every step of the way.

"What's the best way to build a brand for the long term? In a word: Culture."

- TONY HSIEH, CO-FOUNDER



DH is a coachsultancy working on creating sustainable cultures to drive business objectives and profits. To date, we've worked with over 350 companies and organizations around the world including:



CONTACT US | CULTURE@DELIVERINGHAPPINESS.COM

How's Your Culture?

USE THIS WORKSHEET TO REFLECT ON WHERE YOUR CULTURE STANDS



LOOKING AT THE FOUNDATIONS

1. Do your employees live by and align with your organization's core values? Choose one.

- Yes, they are a part of our everyday conversations and behaviors.
- Sometimes, they are only talked about at onboarding and company events.
- Our core values are relatively unknown.

2. Purpose-oriented employees report higher levels of work fulfillment and engagement¹.

Is your organization purpose-driven? Circle. YES / NO

3. 46% of work professionals worldwide believe that work friends are important to their overall happiness².

How connected do your employees feel to one another? Choose one.

- We barely have fun conversations, it is not encouraged.
- We're mostly acquaintances, with a few friend groups scattered around.
- ALL of us love to hang out and catch up [even outside of work]!

4. Employees report a higher level of organizational commitment when they can be themselves at work³.

Are you free to be yourself at work? Circle.



TURNOVER, RETENTION, AND ATTRACTION

1. 51% of currently employed adults say they are searching for new jobs or watching for new job opportunities⁴.

What is your turnover rate? _____

2. What have you tried in the past to improve it?

3. What would a new hire have to say about your culture? Choose one.

- It's great, I'm so glad I chose this job!
- It's okay, it could be better.
- It's soul-sucking! I wish I had known more about it before accepting the job.

4. Employees (91%) say the last time they switched jobs, they left for a new employer⁵.

What is the average length of time a new hire stays at your company? _____

¹ Imperative US Purpose Index, 2015

² Relationships @ Work study by LinkedIn

³ Self-Verification Study by The London Business School

⁴ Gallup's 2017 State of the American Workplace

TURNOVER, RETENTION, AND ATTRACTION; CONT'D

5. Employees with high levels of engagement are 400% less likely to feel burnout at work⁶.

In the past 12 months, how many of your employees experienced burnout? Circle. **A Few / Some / Many**

6. When employees feel like their work has a higher purpose, their company tenure can increase by 20%⁷.

Do your employees associate purpose with their work? Circle. **YES / MAYBE / NO**

7. When employees associate meaning with their work, they are 47% more likely to become company promoters⁸.

Are your employees brand advocates? Choose one.

- Yes, they are our cheerleaders. Maybe, only when asked. No, not at all.

BUDGET GOALS AND TIMELINE

1. Is your organization interested in making culture a priority? Circle. **YES / NO / NOT YET**

2. What is your budgeting goal?

Please choose below or specify exact amount here: _____

- Under \$10k \$10k-\$25k \$25k-\$100k \$100k-\$500k \$500k+

3. How soon are you looking to start creating a more profitable culture?

Please choose below or specify your time frame here: _____

- As soon as we get approval
 1-6 months
 7-12 months
 Next year
 Much Later

SHARING WITH YOUR TEAM

- What were your initial reactions and feelings after reflecting on your workplace culture?
- Now that you've defined some parts of your culture, what areas can you improve?

AFTER YOU COMPLETE THE WORKSHEET WITH YOUR TEAM,
LET'S REVIEW IT TOGETHER. [CONTACT US!](#)

⁶ Analytics from Gallup and Sharecare's Well-being Model

^{7,8} Imperative US Purpose Index, 2015



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