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Happiness and Wellbeing

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A happy country: Norway



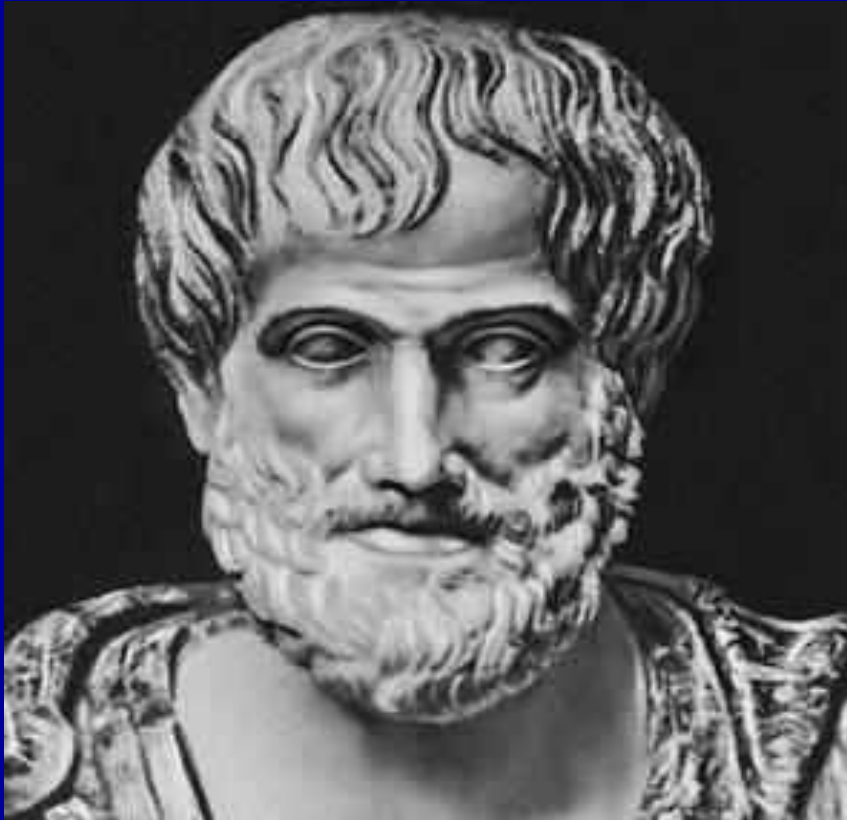
The Secret of Norway

The main factors which contribute to happiness:

caring, freedom, generosity, honesty, health, income and good governance”

(World Happiness Report 2017)

Aristotle



Flourishing:
the **exercise of virtues**

Social Capital

The virtuous life
creates **social capital**
which results in
increasing happiness.



The Buddha

The way to end
suffering
is the secession
of desires.



A man once told Buddha,

"I want happiness."

Buddha replied,

"First, remove 'I'; that's
ego.

Then remove 'want';
that's desire.

And now all you're left
with is

H a p p i n e s s."

Materialistic Value Orientation



Numerous psychological studies document that the more people **prioritize materialistic goals**, the **lower their personal well-being** and the more likely they are to engage in **manipulative, competitive, and ecologically degrading behaviors**. (T. Kasser 2011)

Economics of happiness

Does money make people happy?

Beyond USD 15 000-20 000 per capita GDP

- „No”!

People Make People Happy!

- The **quality of personal relationships** is the most important determinant of happiness.
- The **meaningful life** is crucial for subjective well-being.

Redefining the Purpose of the Firm

**Maximizing
well-being
(instead of profit)**



Bruno Frey

University of Zurich

Happy employees create value



Prezi and Google officies

