

**Tuesday, June 20**  
**11:30 AM**  
**Salon C**



**#aealkpec**

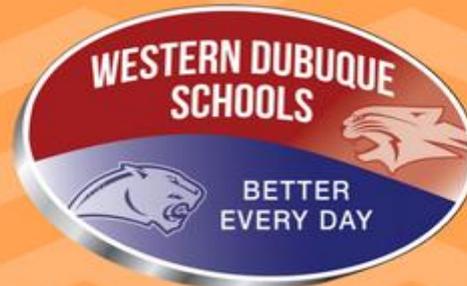


# High Leverage Leadership:

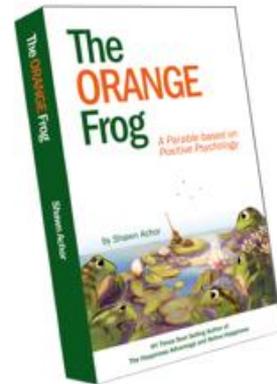
## The Happy Secret to Better Performance



**@danpbutler**



**@kellyjosimon**





## Recent Gallup Poll

Happy: 13%

Not Happy: 63%

Actively Unhappy: 24%

# What's this all about?



# Happiness is a Work Ethic

- Happiness = Engagement
- Unhappiness = Loss of Productivity
- Actively Unhappy = Sabotage/Dysfunction



# Social Scripts and Outliers



# When I Did Matter...

- Think about times in your career where you felt like you really could make a meaningful contribution. How did that make you feel?
- 

- What did your boss or those around you do to communicate that what you **thought** was really important and what you **did** truly made a difference?

What people did or said to make me feel that **what I thought or did was important...**



# When I Did NOT Matter...

- Think about times in your career where you felt like you really could not make much of a difference. How did that make you feel?

- 
- What did your boss or those around you do to communicate that what you **thought** didn't really matter and what you **did** really didn't matter.

**What people did or said to make me feel that** what I thought or did didn't really matter or was unimportant...



# Ways We Communicate...

Now lets SWITCH

From being **the Receiver...** to being **the Giver**

We are now creating the experience... *someone else receives*

How do WE communicate that what others **DO or THINK** ... Does Matter?

How do WE communicate that what others **DO or THINK**... Does NOT Matter?



# Shawn Achor on Social Scripts



# Our Social Scripts

*Knowing now what you know about Social Scripts, what are some Social Scripts that are both positive and negative in your culture?*



Happiness Advantage Orange Frog: Living and Leading Positive Results!

**Social Script Review**

It is easy being normal, but to be positive, you must often rewrite the social script. Sometimes being positive means that people misunderstand your intentions, feel awkward or are initially irritated.

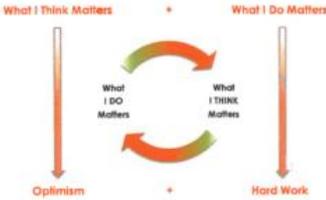
As individual contributors or leaders, we must have the courage to break these scripts to increase adaptability and performance. As leaders, we must help others get comfortable breaking social scripts that limit their potential. Remember social scripts are present all the time and they exert powerful influence over how we think and behave.

List 2 positive social scripts at work – what can you do to make sure these scripts continue?

- 1.
- 2.

List 2 negative social scripts at work – what can you do differently to change these scripts?

- 1.
- 2.



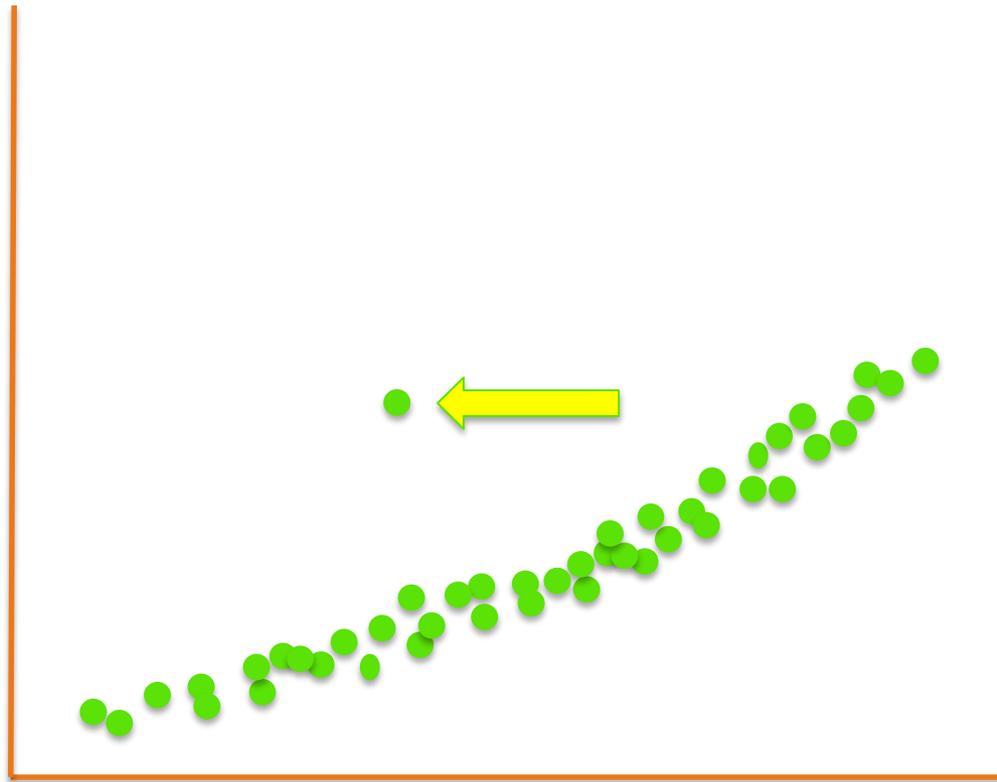
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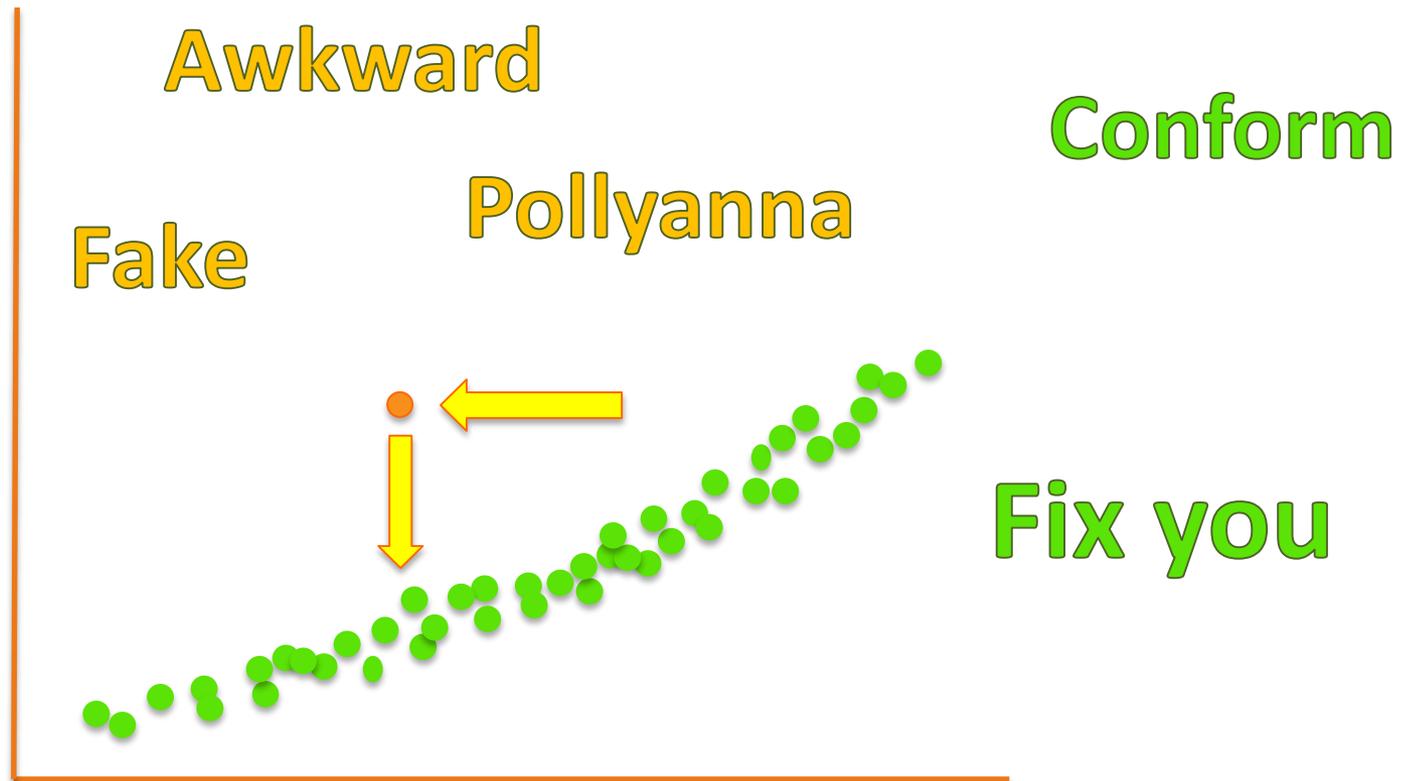
# Shawn Achor on Positive Outliers

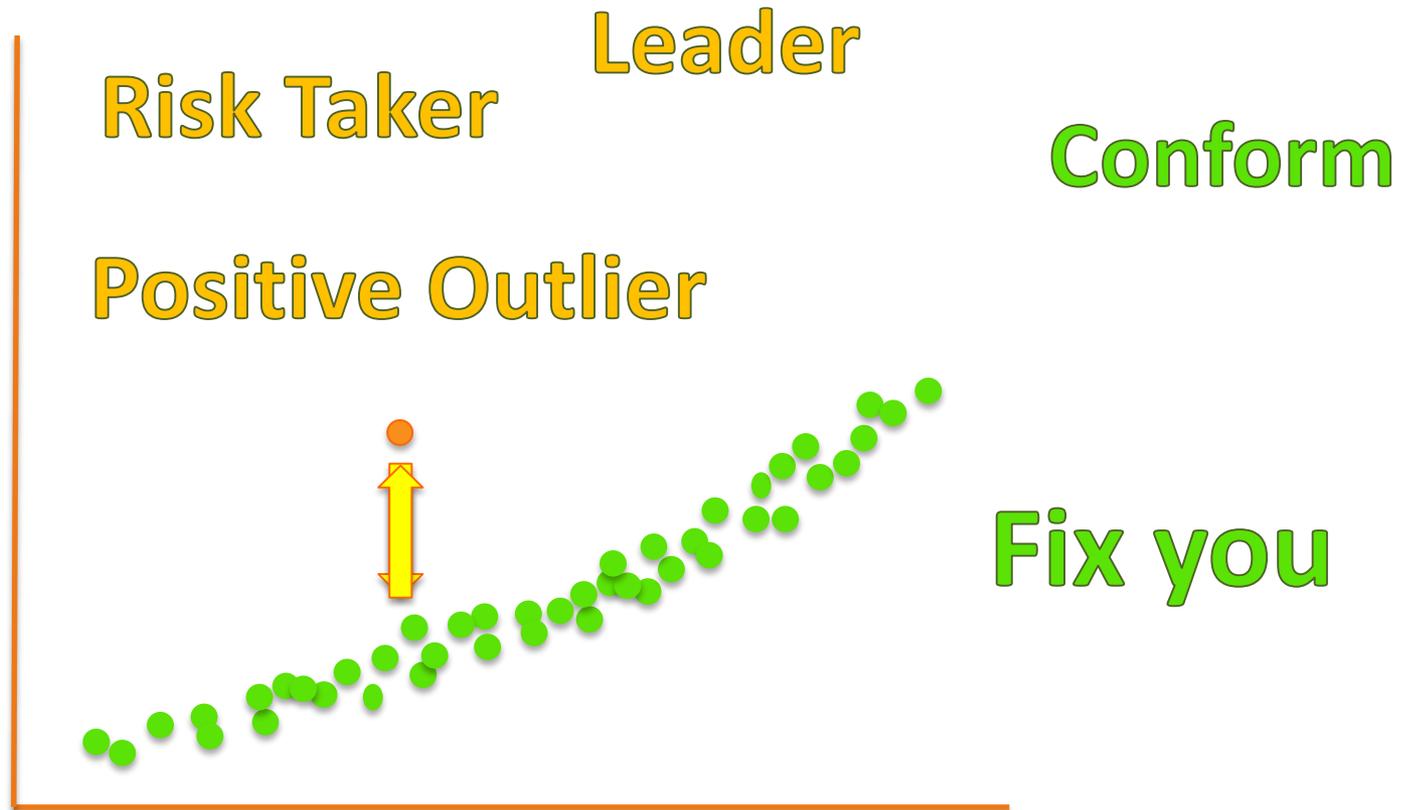


# Outliers...



# Today's reality - in many schools...





# Spark at SWA



# Social Scripts, Mindset and Beliefs



*If our mindset and our social scripts are influenced by our beliefs...  
What informs our beliefs?*

***Our Experiences Influence Our Belief Systems***

# Happiness Advantage

## How Happiness Gives Your Brain – and Your Organization – the Competitive Edge

Definition: We can retrain our brains to capitalize on positivity and improve our productivity and performance



# OUR "Jello" Story...

Student	Intervention	Progress Monitor Assessment	Weekly Score	
[Redacted]	95% Group	CBM	47	.11
[Redacted]	PRESS- Decoding	CBM		
[Redacted]	95% Group	CBM	32	.6
[Redacted]	95% Group	CBM	19	.1
[Redacted]	95% Group	CBM	33	.10
[Redacted]	95% Group	CBM	37	.5
[Redacted]	PRESS- Decoding	CBM		
[Redacted]	95% Group	CBM	66	.10
[Redacted]	95% Group	CBM	42	.14
[Redacted]	95% Group	CBM	44	.7

## Facts:

- 7 days between assessments
- ONLY 1 day of a 15 intervention given
- Almost double increase in assessment score

# What makes Happiness an ADVANTAGE?

Why does it result in a *competitive  
edge?*



# The Formula Is Backwards

Let's take a deeper look at happiness for a minute.

Let's take a look at the relationship between Happiness and Success with Shawn.



# The Formula is Backwards...

Happiness and Success...  
We Have The Formula Backwards

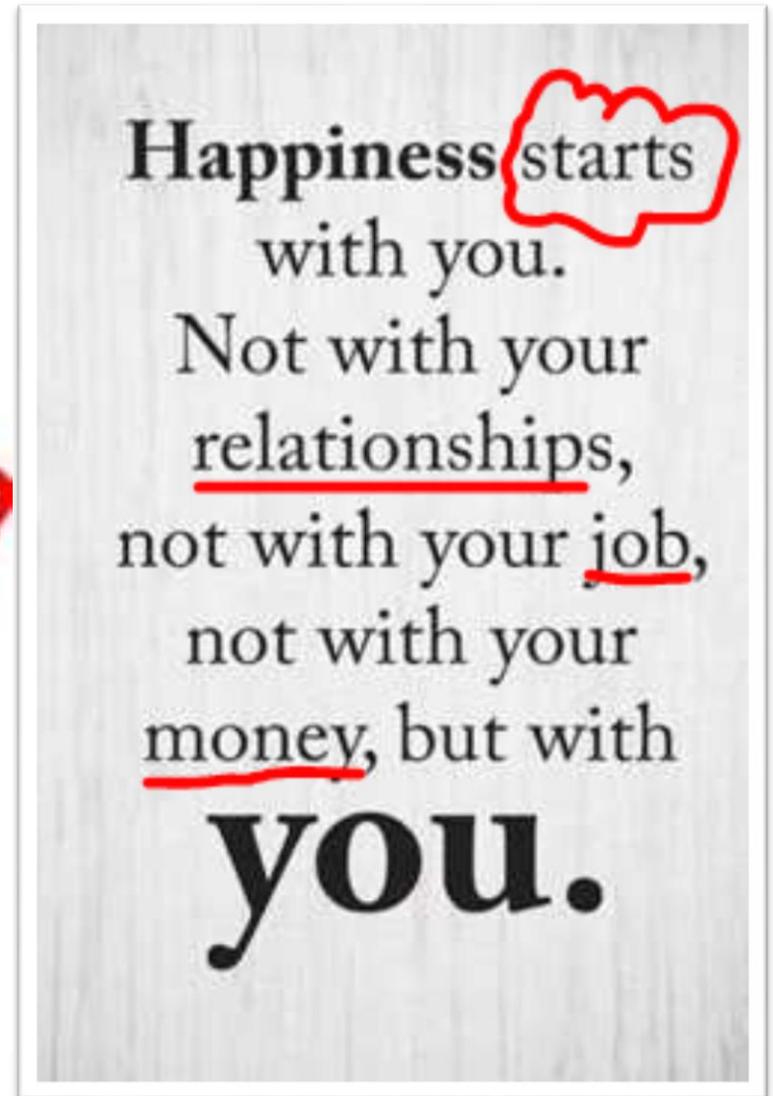
Shawn Achor  
The Happiness Advantage by  
Enterprise Media

# The Formula Is Backwards



Happiness is not a mood; it is a work ethic.

# Not too late to get the formula right...



# Quiz: Benefits Of Happiness

In recent research people who were happy...

Achieved \_\_\_ % Greater Sales 31%

Were \_\_\_ times more creative 56%

\_\_\_ % more productive 3 Times

\_\_\_% more likely to receive a promotion 6 Times

Reported \_\_\_% fewer fatigue symptoms 39%

Were \_\_\_ times more engaged 23%

Were \_\_\_% more likely to live to age 94 40%

(Achor, HBR, 2012), HA 2010

# Quiz: Benefits Of Happiness

In recent research people who were happy...

Achieved **56%** Greater Sales

Were **3** times more creative

**31%** more productive

**40%** more likely to receive a promotion

Reported **23%** fewer fatigue symptoms

Were **6** times more engaged

Were **39%** more likely to live to age 94

“Happiness is not a mood; it’s a work ethic.”

- Shawn Achor



# Retraining the Brain

The actions are not complicated, but they do require effort.



We are creating a new hygiene habit called “happiness hygiene.”



# Retraining the Brain

## The Happiness Advantage Principle

*.... Because positive brains have a biological advantage over brains that are neutral or negative, this principle teaches us simple tactics to retrain our brains to capitalize on positivity so we can improve our happiness and our performance.*

### **Tactics:**

3 Gratitudes (Emmons & McCullough, 2003)

The Doubler (Slatcher & Pennebaker, 2006)

The Fun Fifteen (Babyak et al., 2000)

Meditation (Shapiro & Schwartz, 2005)

Conscious Acts of Kindness (Achor, 2010)



# Retraining the Brain

*“Timing, perseverance, and ten years of trying will eventually make you look like an overnight success.”*

- Biz Stone, co-founder of Twitter

This work takes...

**FOCUS, TIME, and INTENTION.**

# Mindset Matters

## Changing your performance by changing your mindset

Definition: We can adjust our mindset in a positive way that gives us increased power to be more fulfilled and successful



# Magic Tires



# Start With Your Mindset

*Our external world only predicts 10% of long term happiness.*

*The rest is made up of our level of optimism, social support  
and the ability to see stress as a positive challenge.*

*Being in a happy state starts the production of dopamine,  
making the brain 30% more efficient.*

(Lyubomirsky 2005)



# Sam, Sally, and Sarah



# Social Investment

## Why Social Support is Your Single Greatest Asset

Definition: Invest more in one of the greatest predictors of success and excellence—our social support network.



# Social Investment Activity

**HELLO**  
my name is

A large, empty rectangular box with rounded corners is positioned below the text, intended for a person to write their name. Below this box is a thick red horizontal bar, and at the very bottom is a thin, light red horizontal bar.



@danpbutler



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**TINYURL.COM/KPECJUNE20**



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