

# Hello

*Let's make happy work™.*

DELIVERING   
happiness™

# OUR STORY IN A NUTSHELL



## This is Tony Hsieh

CEO of Zappos.com  
and co-founder of  
Delivering Happiness



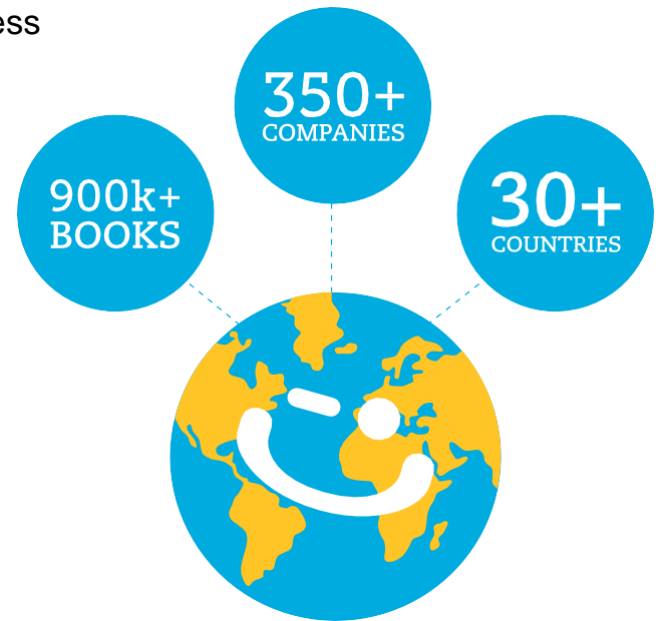
## This is Jenn Lim

CEO and co-founder of  
Delivering Happiness

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



DH company &  
movement launch  
and goes global



a happier world

Tony becomes  
CEO of  
**Zappos**  
com

Zappos grows  
to \$1 billion\*

2000

2008

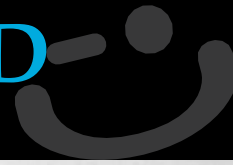
2010

2011

2017

DH = Delivering Happiness

# UNHAPPY WORKPLACE UNHAPPY WORLD



**87%**

employees in the world  
**DISENGAGED**

**\$500  
BILLION**

in lost  
**PRODUCTIVITY**  
(U.S. alone)

Gallup 2012



# WHY IT MATTERS



**Companies with  
a higher sense  
of PURPOSE  
outperform others  
by 400%\***

*\*in shareholder returns*

*“[Companies] who centered  
their business on a culture of  
improving people’s lives had  
a growth rate triple that of  
competitors.”*

– Jim Stengel

## Stengel Top 50 v. S&P 500



Research by Millward Brown and Jim Stengel

HELLO ;]

# WHY IT MATTERS



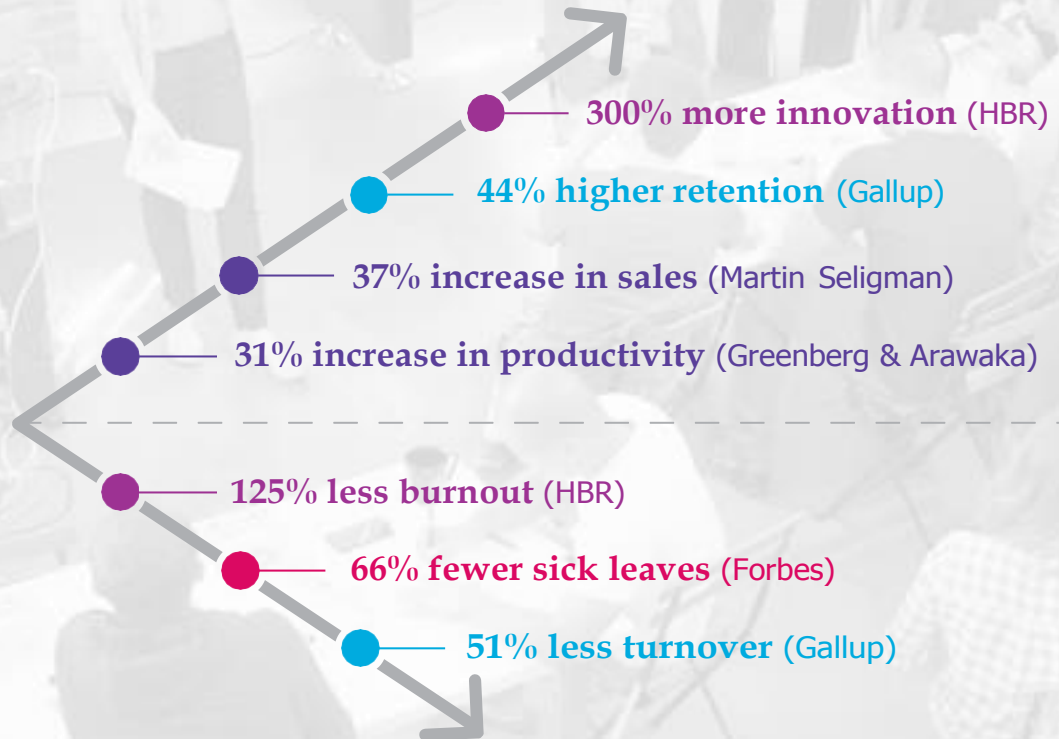
## Happiness is *seriously good* for business

---

Twenty years of research show happiness increases every positive business outcome

### Effects of Happiness at Work

---





# WHY HAPPINESS AS A BUSINESS MODEL

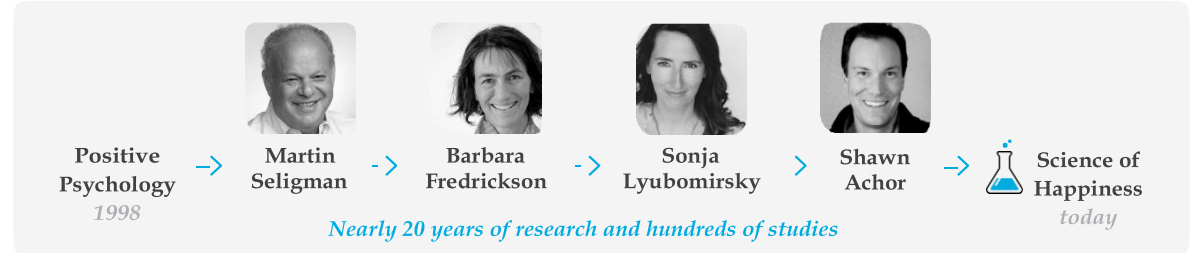


## Happiness makes sense



### Scientific Sense

Research shows happiness leads to success (not the other way around)



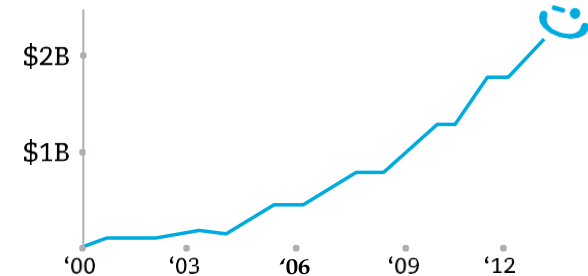
### Business Sense

Happy Employees =  
Happy Customers =  
Successful Company  
(+ Meaningful Lives)



**\$0 to \$2 Billion\***  
using happiness as a business model

\*Zappos' growth in gross merchandise sales



### Human Sense

Happiness is a universal goal, and we are all on our individual paths



Grow a company

— Why? —

Retire early

— Why? —

Spend time with family



Be healthy

— Why? —

Run faster

— Why? —

Run a marathon

— Why? —

HAPPINESS



Get a great job

— Why? —

Make money

— Why? —

Buy a home

# WHAT IS DELIVERING HAPPINESS?



## We are

a **CULTURE COACH-SULTING\*** company, applying the **SCIENCE OF HAPPINESS** and best practices from workplaces around the world

## To create

**SUSTAINABLE, PURPOSE**-driven cultures using **HAPPINESS** as a business model

## Through

Speaking engagements  
Coach-sulting  
Workshops + Training  
Organizational Development  
Tools + Metrics + Measurable Results

\*We're the only coach-sulting service out there for a reason. We know prescribing culture doesn't work. Coach-sulting blends our frameworks [consulting] with your insights [coaching] to co-create your best culture.



Happier Companies

## Because...

Happy  
Employees

=

Happy  
Customers

=

Successful  
Company

Meaningful  
Lives



# OUR APPROACH



Learning should be *real, human* and *experiential*



*Start with the why* and lead from *purpose*



Create *co-ownership* for sustainable *culture*



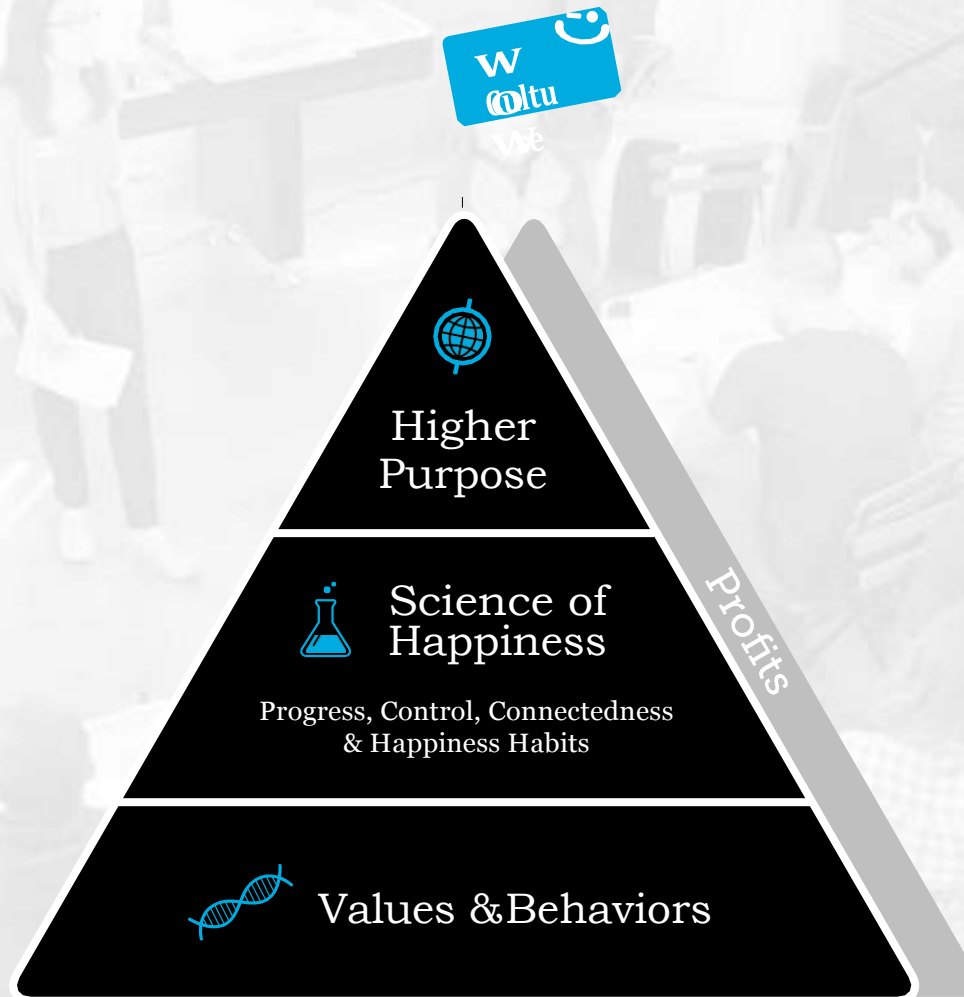
*Professional* development starts with *personal* development



Small daily *actions* →  
the right *habits* →  
*BIG impact*

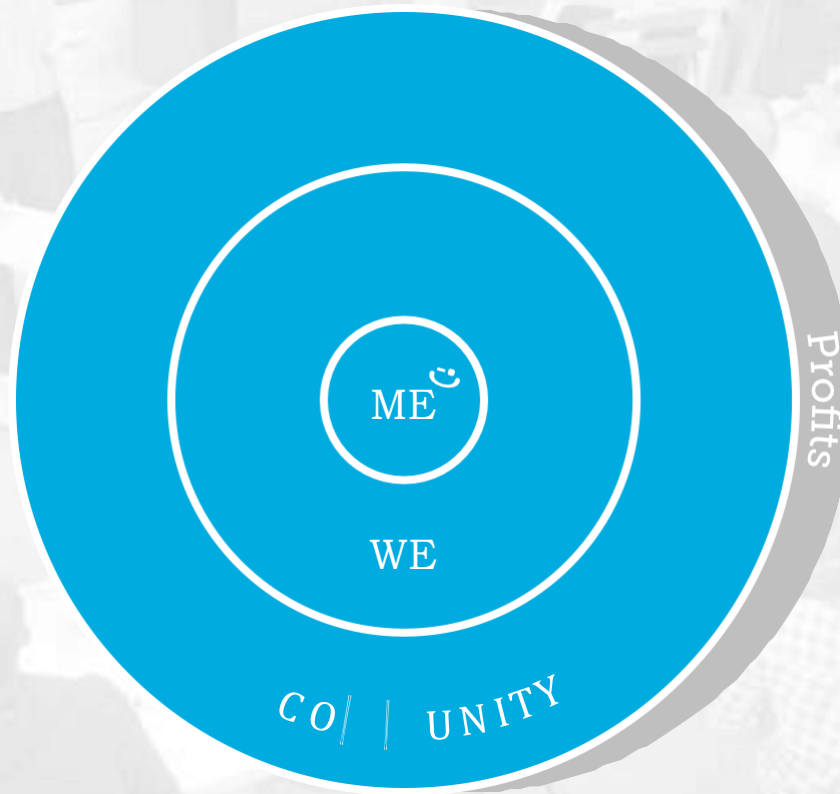
# DH MODEL FOR SUSTAINABLE, HAPPY CULTURE

WHAT *makes happy work*™



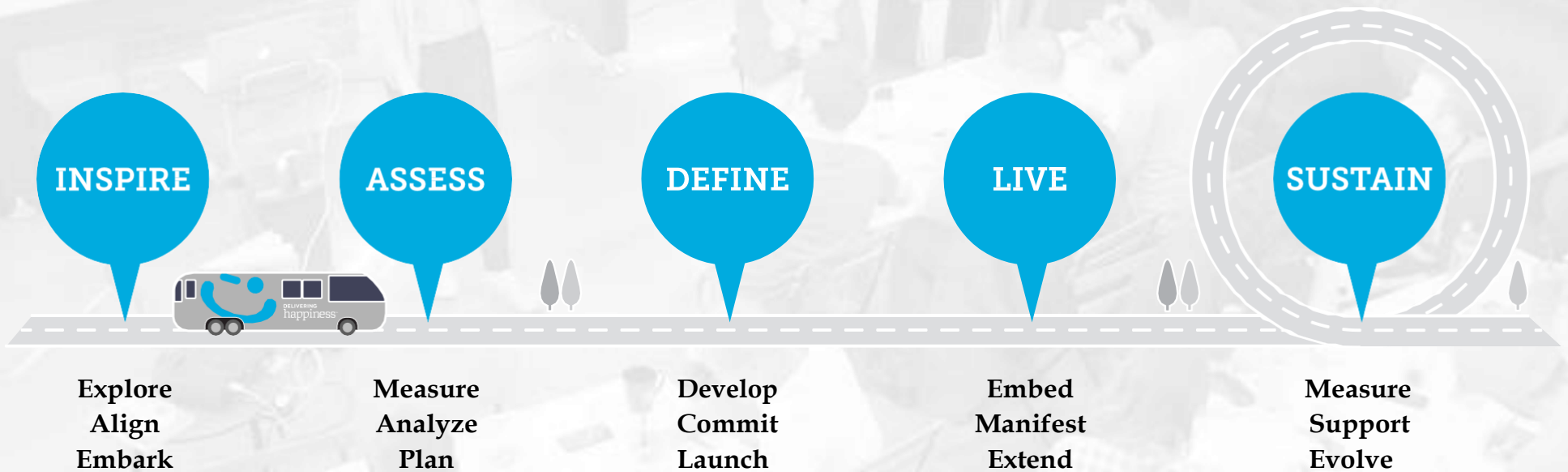
# DH MODEL FOR SUSTAINABLE, HAPPY CULTURE

*WHO makes happy work™*



# ROADMAP FOR SUSTAINABLE, HAPPY CULTURE

HOW to *make happy work*™



# WHO WE'VE WORKED WITH



*"DH helped us increase our monthly sales by 39%, and decrease unplanned absences by 92%." – Top 20 fastest growing e-commerce company*



*"Thanks to DH who packed the house on BOTH their sessions and won the hearts of everyone who attended the workshops. Not mention winning the hearts of everyone on the Inc. staff."*

— Eric Schurenberg, President and Editor-in-Chief, Inc.



*"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



*"The most useful workshop I have ever attended on how to define and implement corporate mission and values."*

— Dan Donovan, VP, Technology and Development, 360 Incentives



*"The DH workshop was awesome! It has changed the way I think about successfully managing a business. It helped catapult me out of an old fashion top down style, to an inclusive, engaged process that is ultimately more rewarding to everyone at our company."*

— Ra'uf Glasgow, Producer, West Wind Media, former producer of LOST

# OUR VALUES



**1 BE TRUE** **7 BUILD**  
TO YOUR (WEIRD) SELF. COMMUNITY  
LIVE WITH PASSION AND PURPOSE AND MEANINGFUL RELATIONSHIPS

**2 THINK, SAY AND DO**  
IN HARMONY AND IN  
CONSIDERATION OF OTHERS

**3 COMMUNICATE**  
WITH HONESTY AND RESPECT

**6 BE HUMBLE**  
BE GRATEFUL

**10 CREATE** **CHANGE** **IN THE** **WORLD**  
MORE THAN YOU  
EVER THOUGHT POSSIBLE

**4 HAVE** **FUN** **THINK** **FULL**  
50% air 50% water 100% full

**8 KEEP** **YOUR** **OPEN & ALIGNED**  
HEART + MIND  
KEEP GROWING AND LEARNING

**9 DO MORE WITH LESS**  
**BE CREATIVE**  
AND ADVENTUROUS

**5 INSPIRE & BE INSPIRED**

**BE LIKE MACGYVER & BRUCE LEE**  
**FLUID LIKE WATER**



WE BELIEVE



CHANGE  
YOUR  
WORLD  
TOGETHER  
WE'LL  
CHANGE  
THE  
WORLD



Happier | People Co | panies, Co | unities | a happier world

# WHAT'S NEXT FOR YOU?



## Free Tools

 [C21 Culture Book \(sample\)](#)

 [DH Culture Pulse](#)

 [DH Culture Canvas](#)



## Next Steps

 [Book a Keynote](#)

 [DH Workshops](#)

 [DH Masterclass](#)

 [DH Coachsulting](#)



Let's get started. Email us at  
[info@deliveringhappiness-egypt.com](mailto:info@deliveringhappiness-egypt.com)

to schedule a free Culture Call Contact  
us at [+2 01018110000](tel:+201018110000)

[www.deliveringhappiness-egypt.com](http://www.deliveringhappiness-egypt.com)



# Together,

*Let's make happy work™.*