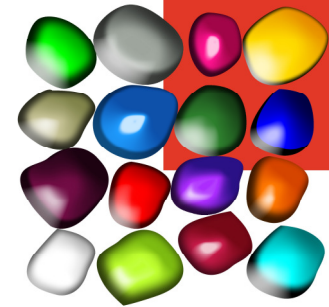


# Corporate Happiness

HAP<sup>q</sup>



## WHY IS HAPPINESS IMPORTANT?

There is significant and overwhelming research which suggests that happy people :-

- Live Longer
- Are healthier
- Earn more money
- Are more productive
- Have better relationships
- Are more successful
- Have closer friends
- Have more fun
- Are more flexible
- Have better luck

## WHAT IS CORPORATE HAPPINESS?

Corporate Happiness is all of the above applied in a business context. In other words corporate happiness equates to an **inspired workforce** that is happy, fulfilled, optimistic and productive. It is a workforce that that can adapt to whatever is thrown at it. In essence it is a workforce that can and will succeed in ALL climates.

## HOW IS CORPORATE HAPPINESS MEASURED?

Corporate happiness is measured using **HAPq** (which stands for happiness quotient).

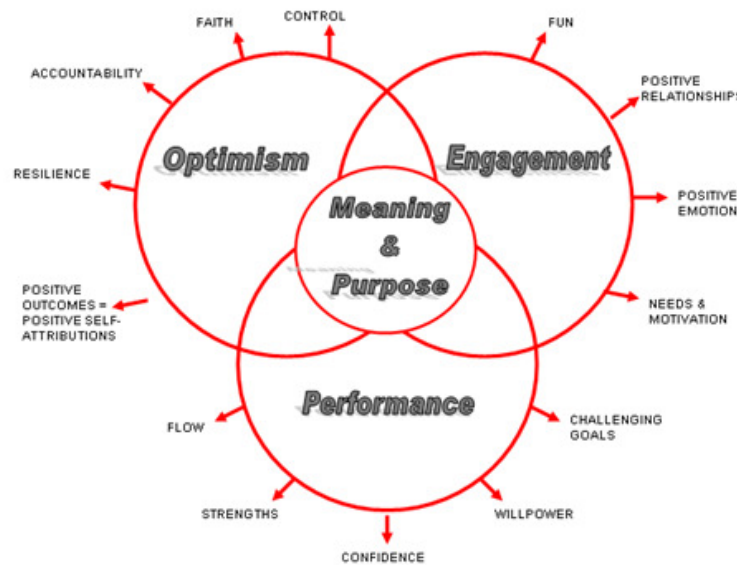
**HAPq** is a unique online measurement tool for establishing the happiness quotient for your team, department or entire organisation.

## HOW DOES HAPq WORK?

**HAPq** is a simple, automated, **online survey** which takes only 10 -15 minutes to complete.

There are two versions:- A generic version that is brilliant, simple and very robust and a customised version which can be designed to meet specific team or organisational needs.

## WHAT DOES HAPq MEASURE?



**HAPq** measures 4 scales that combine to create an overall Happiness Quotient score. These scales are:

- Optimism
- Engagement
- Performance
- Meaning & Purpose

## WHAT CAN HAPq DO FOR YOU?

**HAPq** is essentially the **ultimate performance management tool**.

By measuring the Happiness Quotient in your organisation we can help you identify what needs to be done to develop and sustain an inspired, productive and recession proof workforce.



96 West Yard  
Camden Lock Place  
London. NW1 8AF  
Tel: 020 7267 3646  
web: [www.poissonrouge.co.uk](http://www.poissonrouge.co.uk)

**EMAIL:** [happiness@poissonrouge.co.uk](mailto:happiness@poissonrouge.co.uk)

