

Delivering Happiness, Company Mission And Community Movement

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Is it possible for a company to “deliver happiness?” Companies deliver pizzas, yes. Furniture, yes. Even technology solutions, yes. But happiness? [Jenn Lim](#) thinks so. She is the CEO and Chief Happiness Officer at [Delivering Happiness](#), a part-consultancy, part-publisher, and part-community advocate.



Jenn Lim, CEO of Delivering Happiness, speaks during a 2012 conference in Munich, Germany. (Photo by Nadine Rupp/Getty Images)

Delivering Happiness is an organization she started with [Zappos](#) CEO [Tony Hsieh](#), after he wrote a book by the same name. It bills itself as “a company with a cause—to grow a movement that spreads and inspires more happiness in the world!” When I heard Jenn speak at the National Speakers Association annual meeting about her organization, I asked to interview her so that I could better understand if—and how—a company could actually deliver happiness.

Jenn explained that her firm’s work is grounded in solid research by The Hay Group (which shows happy employees

are 43% more productive), Gallup (which reports that companies that focus on creating and supporting a culture of happiness experience 51% less employee turnover), and UC Berkeley (which found happy employees are 86% more creative/innovative.) She also referenced the World Happiness Report, discussed in the Harvard Business Review and the Economist, which quantified the economic value of happiness. Delivering Happiness has done its own research into employee engagement, well being and happiness and has developed a Happiness at Work survey that organizations can use to assess and diagnose its employees' happiness.

The firm offers clients qualitative and quantitative assessments, trainings, coaching sessions and tools to help companies match their performance on culture back to an ROI. Their work involves a four-part "Happiness Framework" for creating happy workers: sense of control, sense of progress, connectedness and vision/meaning. Companies can also book Delivering Happiness speakers, including Jenn, to deliver talks or webinars with inspirational messages for their troops.

Delivering Happiness's website says its clients have included over 160 companies including Hilton, HP and Facebook, and Jenn told me they recently worked with a hospital consortium in Washington D.C. and the government of Dubai. She reported that her firm's most successful engagements have been those where the CEO or key leader champions the cause and a plan is implemented, re-visited every quarter, and constantly evolved.

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All of that makes Delivering Happiness seem like a standard consulting firm with standard results. But Delivering Happiness seems to be more than just a company.

Jenn explained that their goal is to change the way people around the world work and to create a true community of people passionate about culture and happiness. The organization has conducted community events involving handing out balloons on street corners, staged a speaker series in Las Vegas, and enrolled happiness ambassadors to help spread its message. It sells t-shirts and hats emblazoned with happiness-related slogans, wristwatches that feature Winkey (the company's brand icon), and tchotchkes like inspirational cards and a "WOWbell." It's pretty clear the company isn't collecting substantive revenues from these activities, so it seems like it operates in part as a non-profit or at least a social enterprise at some level.

Actually it seems Jenn and her team have figured out how to leverage the integration of company and community—the community aspect of Delivering Happiness gives its corporate efforts a cool factor and broad appeal while its corporate work provides funding and stability which social movements tend to lack. So it seems a company can indeed deliver happiness, or at least provide the foundation on which it can be built, in corporations and communities around the world. Delivering Happiness combines the power and focus of a company mission and the grass-roots momentum of community movement to advance a culture of happiness in the world.

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