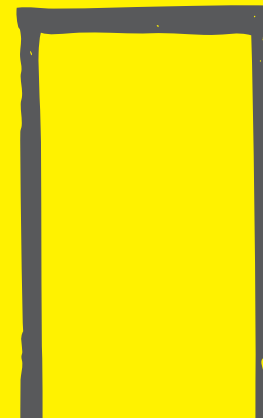


**WARNING!**  
this programme will seriously improve  
your life at work and at home...

# The Happiness CHALLENGE

Put your business on the Happiness Map  
and inspire positive action throughout  
your organization from the word GO!



Provided by Happy City Initiative and the Centre for Solutions Focus at Work



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A happier workforce has been widely demonstrated to be more: productive, loyal, responsible, creative, efficient, resilient, self reliant and collaborative. Happiness is also shown to correlate with lower carbon usage and greater community cohesion and equality. It can be at the heart of better HR, CSR, PR, organizational development and leadership.



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## Who is this challenge for?

The Happiness Challenge is a development programme for organizations and businesses of every size and sector. It enables individuals to thrive, teams to work better, more creatively, more productively and with less human and natural resources. Organizations become beacons of positive activity, where diversity is a strength, relationships are constructive and dynamic, and creativity, responsibility and collaboration are the norms.

The Challenge focuses on staff members and is given to organizations where between 2 and 15 staff members successfully complete the programme. These individuals become Happiness Champions and change facilitators within the organization equipped to inspire their colleagues with an infectious culture of positive action. The skills and the activities they gain through the programme will ensure the benefits take root for a sustainable impact.

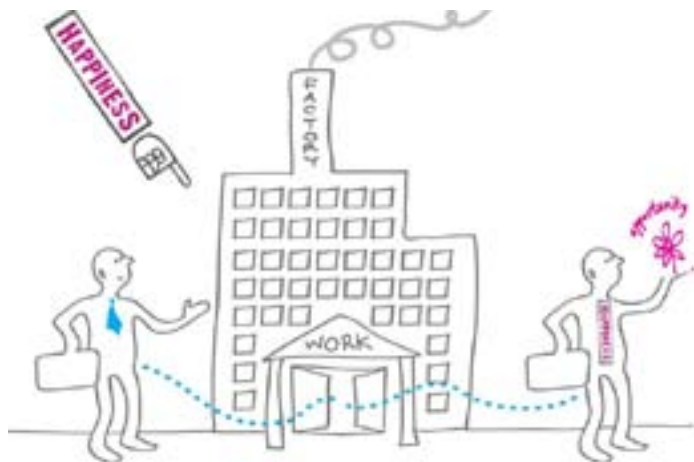
This cutting edge programme, combines the best in global leadership & organisational development work with positive psychology and the economics of happiness - it's your chance to get ahead of the crowd.

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## THE BUSINESS BENEFITS OF HAPPINESS

Happiness is a serious business. Its benefits can be felt in all aspects of organizational life including the way we act, feel and perform.

Happiness, wellbeing and solutions focused training is much more than just staff development. The skills for inspiring management and change initiatives infectiously engage people throughout an organization, spilling positive influence out to those outside as well. Where happiness is taken seriously, you can expect to find a culture where things get done well by strong teams of people who are used to overcoming obstacles. Chances are, they will also know how to have fun!



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There is a growing body of research into the benefits of developing wellbeing and happiness in business and the following are just a few of the strong corollary factors:

- INCREASED PRODUCTIVITY
- INCREASED CONFIDENCE AND TEAM WORK
- CREATIVITY & PROBLEM SOLVING SKILLS DEVELOP
- RESPONSIVE TEAMS, WHO ARE MUTUALLY SUPPORTIVE
- RESPONSIBILITY AND SELF RELIANCE AT ALL LEVELS
- DECREASED SICKNESS AND ABSENTEEISM
- STAFF AND CUSTOMER SATISFACTION, LOYALTY AND RETENTION
- POSITIVE PR FROM IMPROVEMENTS IN 'GOOD BUSINESS' SURVEYS
- MEANINGFUL CSR POLICIES EMBEDDED IN ALL ASPECTS OF ORGANIZATION

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## Who is behind this?

**THE HAPPY CITY INITIATIVE** is both a charity and a social enterprise supporting the cultural shift towards stronger more able communities where people thrive and challenges are resolved through creativity and collaboration. The founders have extensive international and UK based experience in organizational change and leadership development.

**CENTRE FOR SOLUTIONS FOCUS AT WORK** (SFWork) are one of the leading global players in Solutions Focused Consulting, practice and writing. They have worked with businesses, public bodies, academic institutions and leaders across the world. They are supporting the work of the Happy City Initiative by offering their global expertise for this programme. This is an extraordinary opportunity to benefit from one of their programmes locally and affordably whilst also contributing to Happy City's wider community work.

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## Content Cornerstones

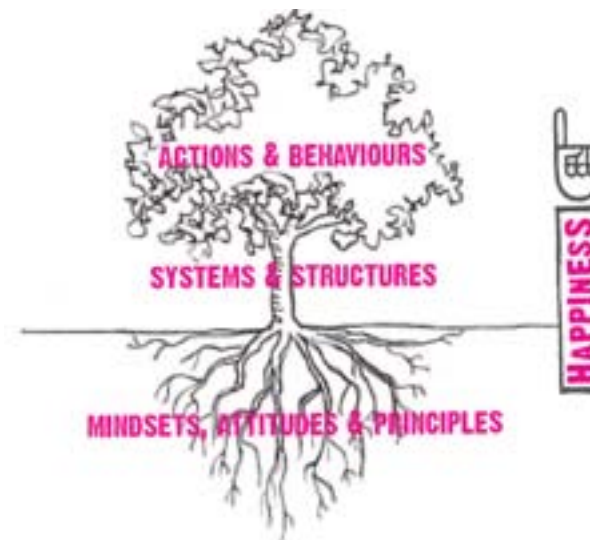
**SYSTEMS THINKING** to maximize the power of levers for positive change

**HAPPINESS HABITS** for nurturing culture of flexible resilience

**SOLUTIONS FOCUS** for developing practical skills to overcome obstacles and build solutions

**LIBERATING LANGUAGE** for gathering support and disarming conflict

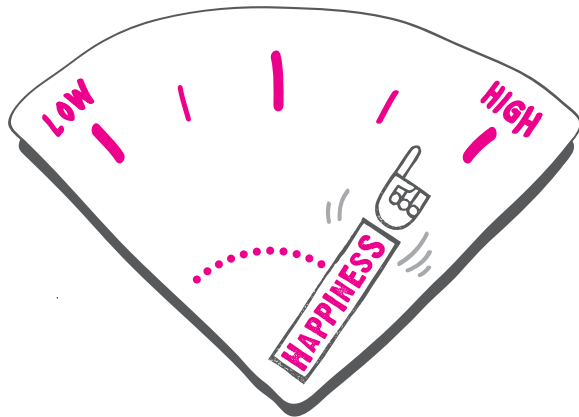
**DEALING WITH DIFFERENCE** for learning how best to harness creativity and triumph with diversity



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## How does it work?

The Challenge is a 12 week programme running over 4 months, combining group workshops with online, one to one and coaching support. It will work with up to 60 participants from up to 30 organisations. As in all high quality further education, peer to peer learning and support plays a significant role, so we've optimized interaction and involvement between participants, and with the Happiness Challenge Team.



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## Course detail

Pre-course Happiness survey within organisation

DAY 1: Full day, cross sector training workshop. Introduction & immersion to core ideas and tools of the programme

5 WEEKS ONLINE CURRICULUM:  
Weekly online reading, activities and workplace action learning with peer to peer support forums & tutoring

DAY 2: Full day cross sector training workshop. Review and develop learning & preparation for internal projects

5 WEEKS ONLINE CURRICULUM:  
Further weekly reading, forums and activities to develop learning and supporting in-house action and projects

HALF DAY ON SITE CONSULTANCY:  
Tailored to each participating organization to deepen the impact and tailor the learning to their opportunities and challenges

DAY 3: Review of progress and piling on the learning from everyone, celebration of successes & preparation for deeper organizational change

Post course Survey and action planning

## How much does it cost?

Price bands	First two people*	Each additional person
Full Price	£2,000 (for 2 people)	£750 (per person)
Discounted Price**	£800 (for 2 people)	£400 (per person)

\* As this is an organizational development and change programme it is crucial that people can work with a colleague to ensure the benefits are embedded and sustainable. So the minimum number from each organization is 2 (at £1000 per head)

\*\*Discounts are offered at the discretion of The Happy City Initiative to charities & those with low levels of profit.

## When can we start?

The next Happiness Challenge Programme will run from **APRIL 17TH – JULY 3RD 2012.**

For more details please visit [www.happycity.org.uk/calendar](http://www.happycity.org.uk/calendar). Bookings can be made by writing to [info@happycity.org.uk](mailto:info@happycity.org.uk) and will be confirmed on receipt of a 20% non-refundable deposit. The balance must be paid at least one week prior to the commencement of the course.

The whole Happiness Challenge process is designed to be fun, interactive and yet testing at an individual, team and organizational level.

We guarantee positive change.

## HAPPINESS CHALLENGE PLUS

For those keen to deepen their experience and improve both the reputation and performance of their organization further, a tailored development programme is available. The Challenge Plus builds on the skills gained by the Happiness Champions from the Challenge and includes a broader range of stakeholders including local communities. Shared purpose and innovation are the hallmarks of work at this level, as partnership skills come to the fore around socially responsible activities.

The work is based on a careful analysis of needs and organizational capacity to ensure the benefits can be delivered in manageable ways. The Challenge Plus programme is designed to result in a potent and unifying culture across the whole organization which makes it a fulfilling and truly prosperous place to work.

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## Here are a few quotes from the immense body of literature:

Happiness increases productivity, the quality of work, energy, physical health, creativity, helpfulness, self-confidence, self-control, and coping abilities.

Prof. Lyubomirsky, University of California

An engaged workforce is a huge competitive advantage; disengaged workers impose enormous financial costs, resist needed change, and inhibit customer advocacy. It's the way that people are treated in the workplace that is the critical factor.

Nick Mitchell, Training Foundation

Health and wellbeing programmes bring higher productivity, better engagement, attendance, retention, recruitment and brand to companies.

Business in the Community 'Workwell' model

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Absenteeism, staff turnover, productivity and staff satisfaction are wellbeing-related concerns that many businesses struggle to overcome.

CSR Europe, Studies of wellbeing in the workplace since 2007

Human happiness has large and positive causal effects on productivity.

Warwick Business School 2010

A happier workforce leads to a higher level of organizational commitment. Employees who are happier not only look for settings with a good work environment; they also help to create that environment.

Jo Manion, Create a Positive Health Care Workplace! Practical Strategies to Retain Today's Workforce and Find Tomorrow's