



Too busy to be
happy?

ADM

18 April 2013



The Quest for Growth



"By pursuing his own interest he frequently promotes that of the society more effectually than when he really intends to promote it."

- Adam Smith 1776 *Wealth of Nations*

Market Force

Quest for wealth

The Force

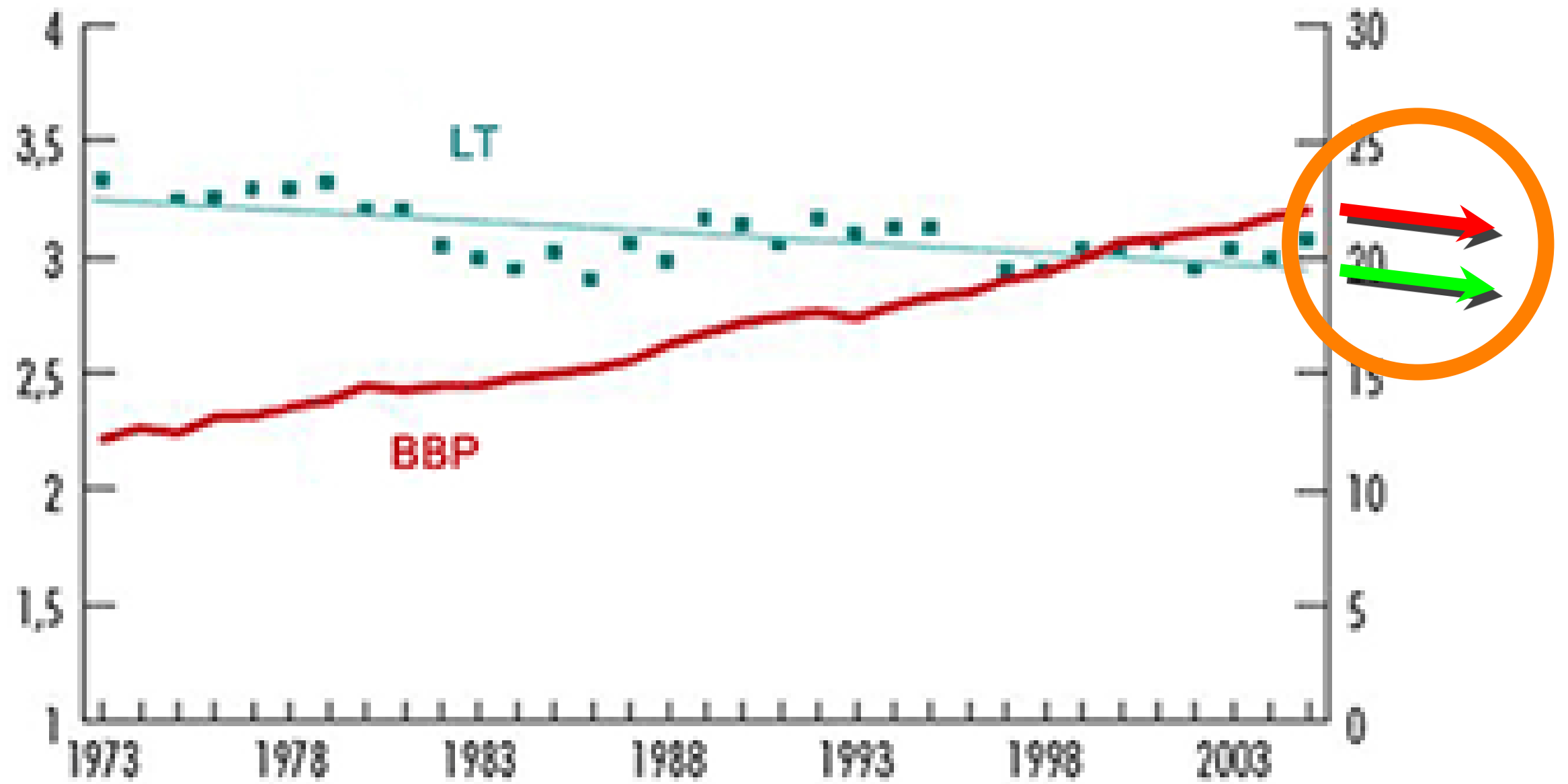
- “The Force is what gives a Jedi his power. It's an energy field created by all living things. It surrounds us and penetrates us. It binds the Galaxy together.”
- Obi-Wan Kenobi





The other invisible hand

The quest for happiness



Wealth / Happiness

Belgium

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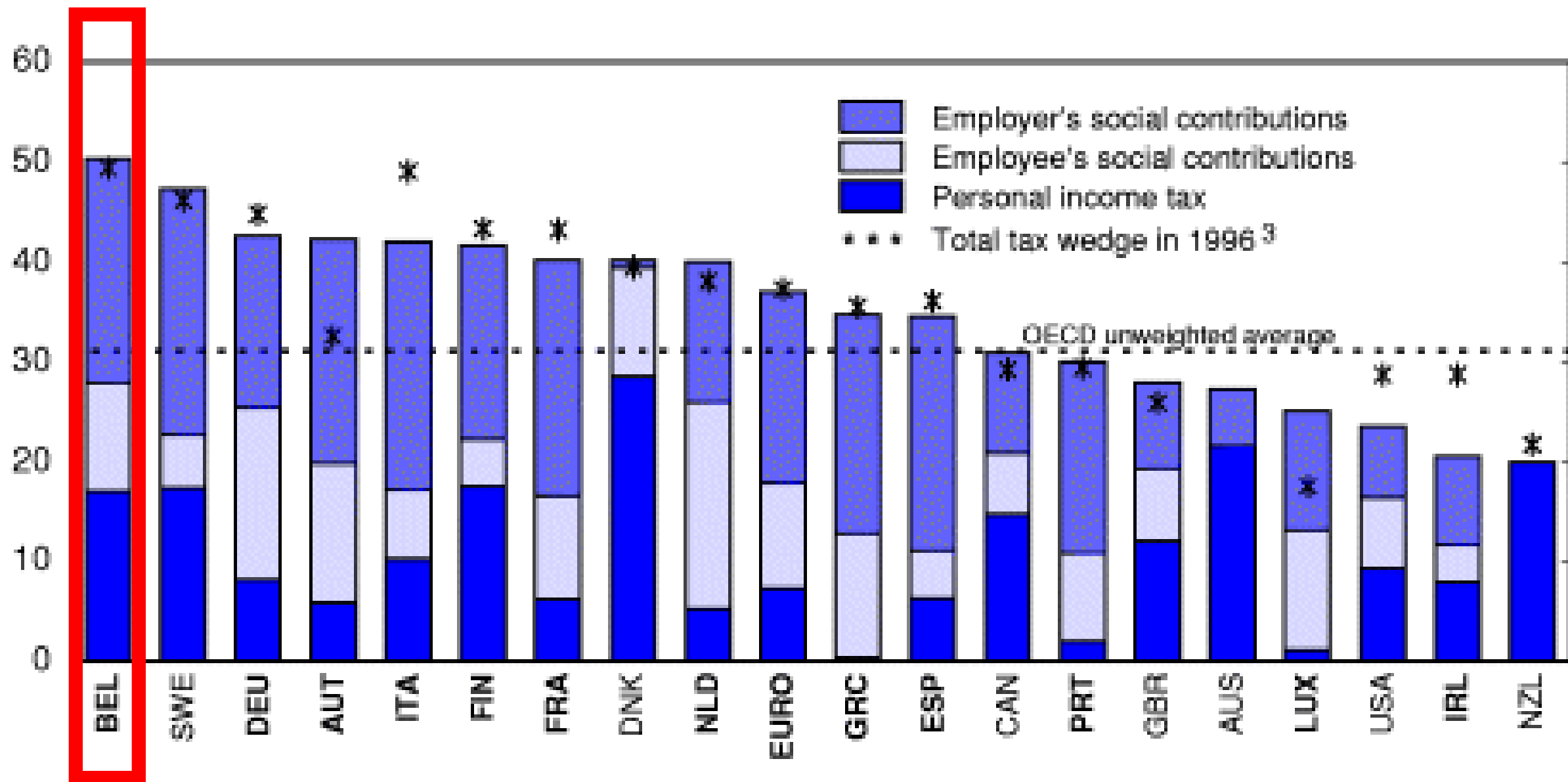


It's not **only** the
economy, stupid!

1 / 2



Not working 2012 Belgium



Tax on labour

Belgium vs Euro

"Jobkorting heeft mensen ertoe aangezet minder te werken"

20/01/11, 17u30



Lower tax on labour =>
Less work !

Jobkorting

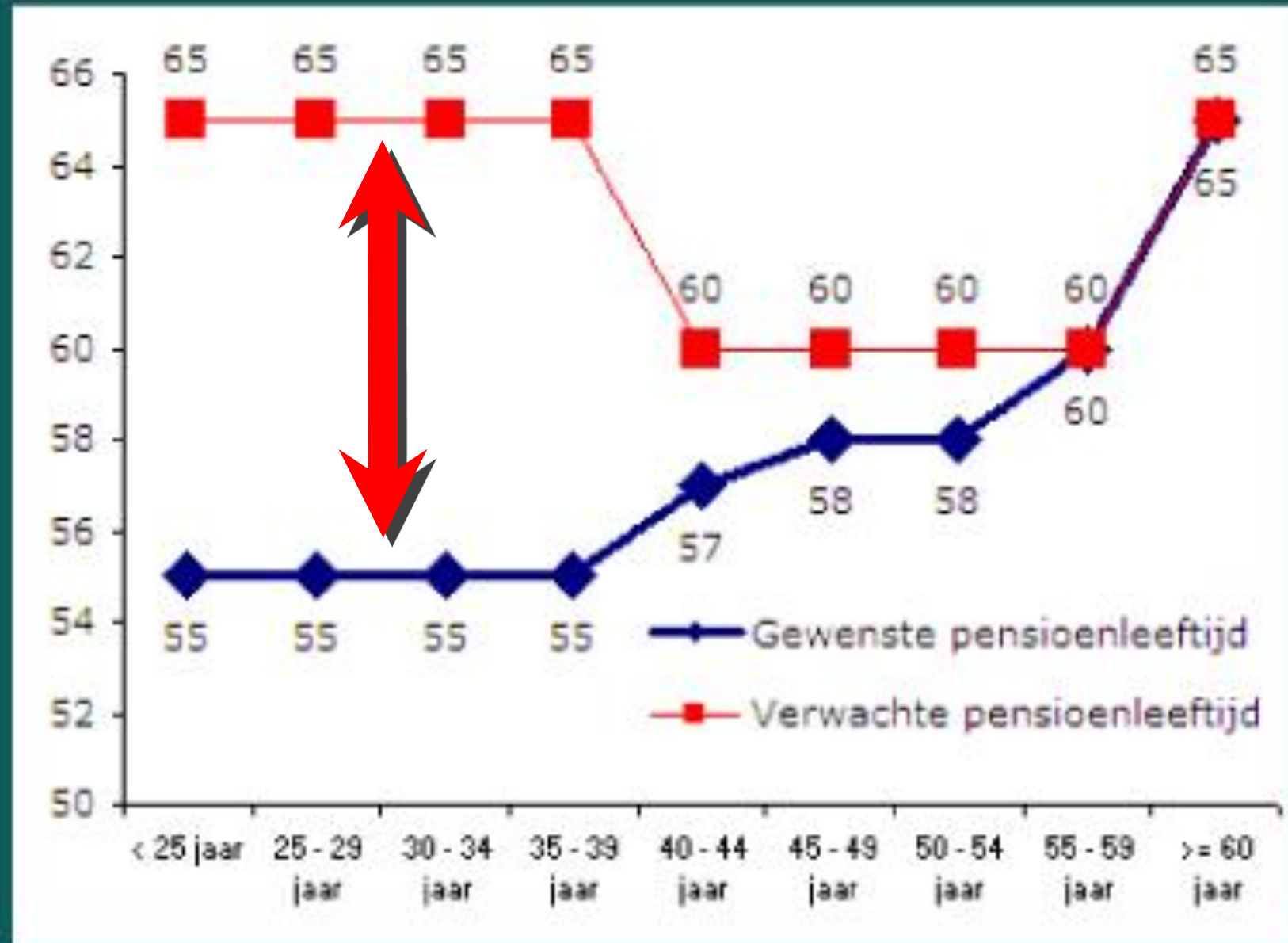
Belg heeft bijna de kortste loopbaan

Nederlander werkt zes jaar langer



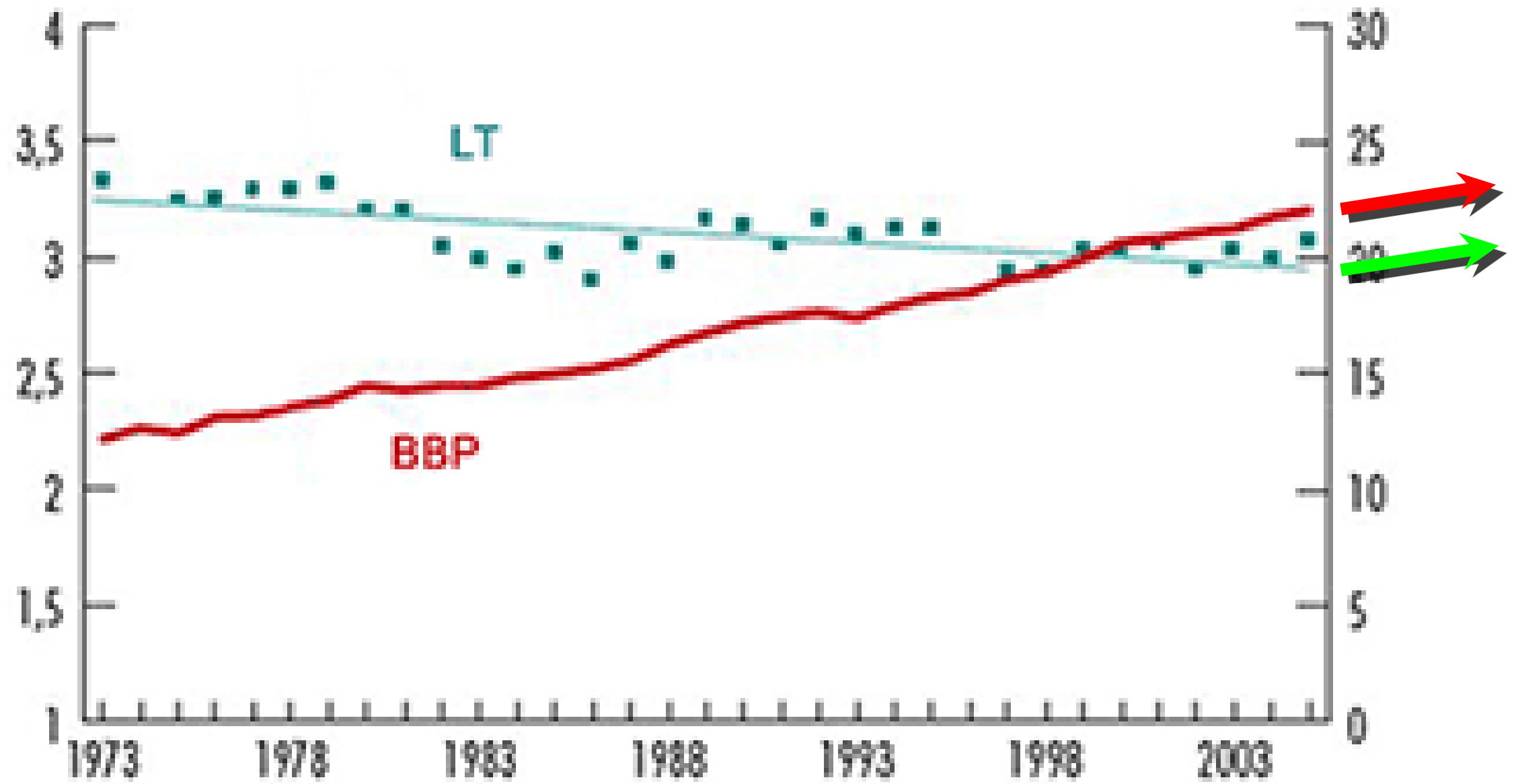
Work longer

Of course! But how?



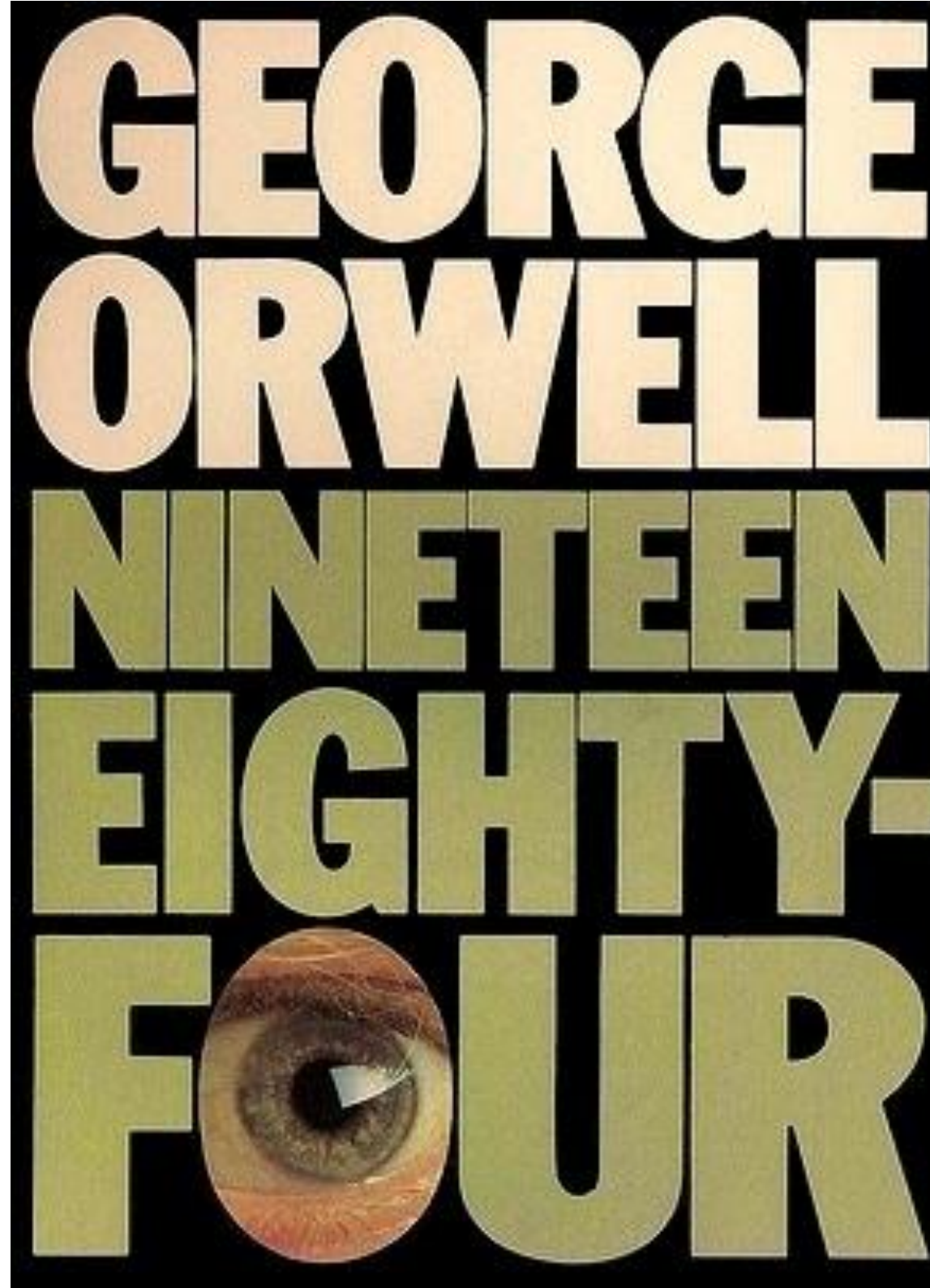
If they don't want to work longer, make them. But can we make them want?

'Pension cliff'



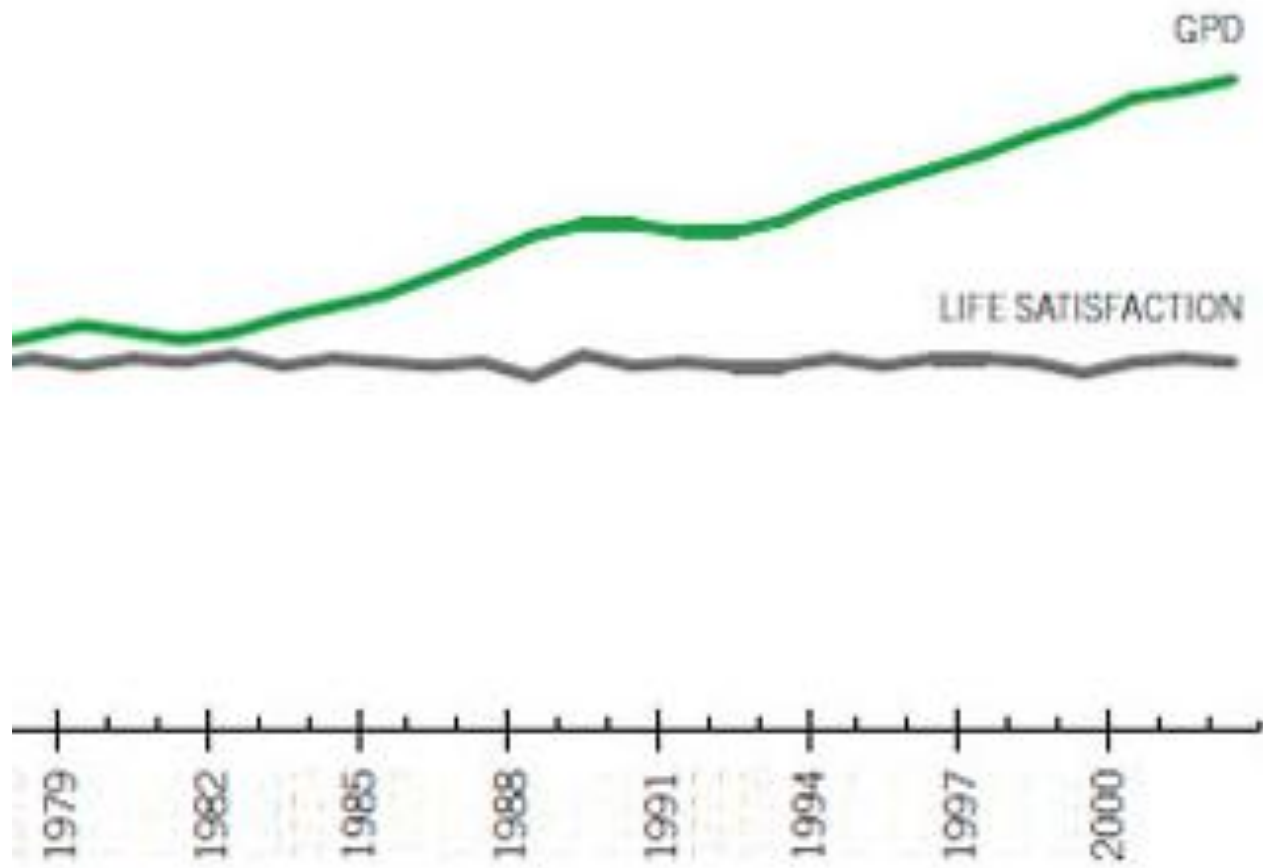
Wealth / Happiness

Belgium



Do not trust any
politician who tells you
how happy you are

Orwellian



Information is power



Parliamentary working
group

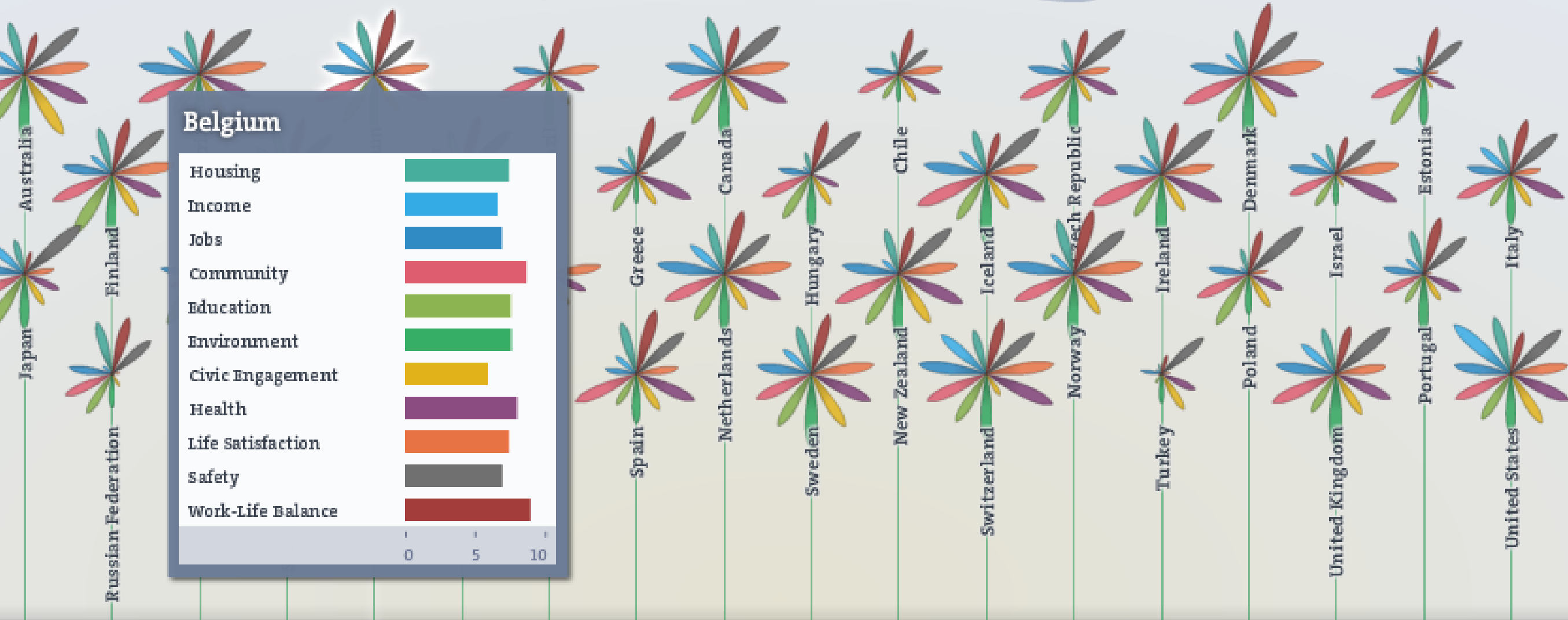
Quality of Life Indicators

Create Your Better Life Index

What is your recipe for a better life – a good education, clean air, nice home, money? See how your country measures up on the topics important to you.

Start with all topics rated equally

or set your own preferences here.



Quality of Life

Our true capital?

	Economics	Happiness
Work	Work longer	Take a break
Income	Productivity	Work-Life
Education	Lifelong learning	Talent
Innovation	Budget	Mentality
Tax	Shift	Transparant / Fair
Finance	Crush the crunch	Bottom up
Energy	Affordable	Peer to peer
Health	'White economy'	Mental health

Action

Best of both worlds

Beyond policy

- Unhappy employee = 6 x + absent (Gallup)
- Unhappy employee = 0,45 x - creative (T. Amabile - Harvard Business School)
- Happy employee = 31% more productive (S. Achor - IAPR)
- Happy employee = longer career from 4.9 up to 6.6 years

The Happiness Machine

How Google became such a great place to work.

By Farhad Manjoo | Posted Monday, Jan. 21, 2013, at 5:41 AM

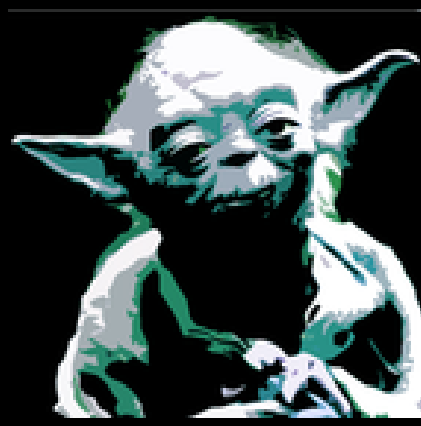


A cube at Google's global headquarters in Mountain View, Calif.
Courtesy Google.



Both hands work
together

Left and right



MAY THE

FORCE

BE

WITH

US