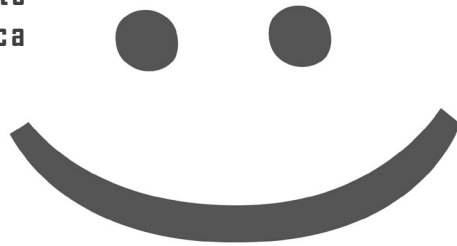


SOLUTIONS

Jan/Feb 2018

Bringing solutions and insights
to small businesses in America



Business Bliss

Perhaps one of the most important - yet most often overlooked - facets of professional leadership is happiness. Are you enjoying your role in the company? How about your team members?

There's a new breed of entrepreneur choosing happiness before profits. What's remarkable is how, in making this choice, these leaders and their companies are becoming highly profitable. By placing the happiness of their employees and customers first, they've created incredibly strong cultures and an even happier balance sheet.

So if you're one of those people setting out into the world of entrepreneurship, then it's worth spending some time defining what will make you happy as this will give your startup a more solid foundation to build upon. Happy founders are the first essential component of happy startups.

Happiness in business starts with passion

We spend most of our waking lives at work. It's a big part of who we are, so it's important that however we're earning a living, we're enjoying what we do. By finding and following your passion, you'll help

recognizing where your passion lies. Don't just think 'what do I enjoy?', but rather 'which problems do I see that get me excited?'. If you're not, it will show - in your ability to motivate yourself and others, the quality of your service or product and the relationships you build with your customers.

Happy employees = happy customers

Study after study proves that happy teams are more creative, productive and effective. Happy employees are nicer to be around, they like making their customers happy and therefore work harder to achieve that. Happy customers spend more money, are more loyal to a brand and tell their friends and family. It's a marketing plan in itself. Also, being a founder working with people you like on a business you believe in means everyone can work together towards a common, meaningful goal.

"Have fun, do good and the money will come."

Richard Branson

to give your life real meaning and your business its mojo. The path to a profitable business starts with

Happiness and effectiveness

Take a second and think about how you work when you're feeling negative, anxious or stressed. Are you creative? Inspired? Motivated? Engaged? Is your productivity at its peak? Our ability to work at our most effective reduces when we're feeling stressed or under pressure. We can't make decisions thoughtfully or work to our full potential.

Now turn it around. When you feel happy, how do you work? Are you charged up, feeling creative and positive about outcomes? More resilient and persistent when you and your team suffer setbacks?

Our brains become more alert, open to ideas and innovation when we're happy, allowing us to work to our full potential. It's a recipe for productivity that comes much easier to those whose business idea revolves around something they believe in.

There is an exceptionally strong case to show that if you build a culture to generate greater levels of happiness, purpose and engagement, you will reap the rewards - employees can self actualize, innovate, and produce better results for the company.

Visit www.duo.solutions for more.