

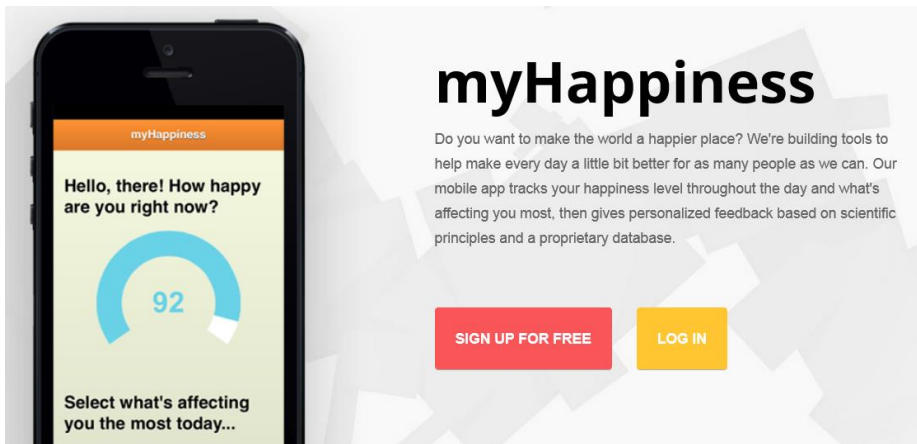
RAY WHITE



A Guide to Creating Success Through Happiness.

Daily Happiness Tool

We have created an application that will provide you with daily happiness nudges. Go to MyHappiness.io on any device to login.



You can also find more tools and resources at ConnectingHappinessandSuccess.com

Overview



Chapter 1

On August 15th, 2013, Moritz Erhardt, an intern working for Bank of America in London, died from complications created by working three days straight without sleep. He was doing a “turnaround,” which consists of an employee working all night, taking a cab home at 6 am, asking the cab to wait while he gets a quick shower and change of clothes, then hopping back in the cab to go back to work. He never got back in the cab. He was found dead in his shower. What happened?

Moritz’s death is a dramatic and immediate example of how our culture encourages many people to blindly chase success while being oblivious to the negative impacts it has on their happiness, on their health, and in certain cases on their lives. For most people these things develop over decades. The signs are there, but they are much more subtle and obscure.

I have worked with dozens of people over the past decade who speak about, research, and live happiness and success. We have analyzed definitions of success collected from over 240 people and found that most contained the word "happiness," or at least concepts related to happiness. Most people connect success and happiness in their minds but have difficulty making the connection in their actions. Much like Moritz, only to a lesser degree, they pursue success single-mindedly, with the expectation that they will be happy once they achieve success; and that the more success they achieve, the happier they will be. Unfortunately that formula is backwards.

Success doesn't lead to happiness. Happiness leads to success.

Personally, I have been in business settings for over 35 years, and I have seen hundreds of examples of people working hard and unwittingly sacrificing happiness in pursuit of success, which they think will make them happy. It starts out innocently enough--not having time to go out with friends, not getting home in time for dinner with a spouse or kids, not having time to exercise or pursue a fulfilling hobby--but soon amounts to missing positive moments in life because they are busy trying to build a life that will be full of positive moments.

The drawback doesn't reveal itself until 5 or 10 years down the road, when a goal set early on has been achieved (a raise, a promotion, or a nice car); but for some reason, the satisfaction and fulfillment that were supposed to accompany the goal...don't. I have seen both men and women break down crying from the stress of wanting to give 100% in their work, yet feeling sad and unfulfilled because they were missing time with their new baby or significant other. Have you ever met someone who felt they'd missed their biggest opportunity? It's sad. Because missing important moments in your life leads to stress, and stress leads to unhappiness, disease, and a host of other challenges.

One example is a woman I worked with. Her name was Tina.

Tina was poised and confident, the kind of person that her peers wanted to emulate and every manager wanted to hire. She showed great leadership and had tremendous success early in her career. Five years, two promotions, and one baby later, she was sitting in a restaurant, tears streaming down her face from the stress of trying desperately to be successful in so many areas of her life while wondering what happened to the promise of happiness. She is

one of hundreds of examples that played out in many different ways, but always had the same root cause. The long hours of hard work and dedication were never paid off with happiness, fulfillment, and satisfaction. They only led to more long hours and hard work in trying to reach the next goal, which itself was supposed to lead to happiness, fulfillment, and satisfaction.

Let me say it again: Success doesn't lead to happiness. Happiness leads to success.

This book is intended to teach you how to happily put in those long hours and dedication--how to be happy first, and then have that happiness lead you to even greater success. It is not a choice between happiness and success, or a choice between working hard and being happy. They are intertwined, and the actions you take to make yourself happier will also provide the energy, motivation, and positive habits that will lead to your success.

From early in my career I have been involved in researching success and leadership, and eventually happiness and the science behind happiness.

In the seminars I've led over the years on leadership and success, happiness is always a key discussion topic. People are no longer content to sacrifice everything to become successful at their job. They want to work and be happy at the same time.

The challenge is that people get caught up in an ambitious chase for success and unwittingly delay or even bypass their opportunities for happiness with the belief that happiness would come after the project was finished, after the next promotion, after the next big bump in salary, or after they land that next perfect job. Too often, it doesn't come as expected, and they end up forever looking over the horizon believing that happiness is just over the next hill. Those I have observed who did find happiness made simple, uncomplicated choices and changes in their lives. They found the secrets of happiness, and as a result, also became much more successful in the process.

How Happy and Successful Do You Feel?

Most people feel relatively happy and successful, and at the same time are looking to become even happier and more successful. It is natural to feel like there is more and to want to move to that next level. It is an instinct that helped our ancestors survive and prosper. The challenge is that many of us don't know what steps to take to become happier and more successful, or we don't know the correct steps. See if you identify with any of the examples below.

Have you ever woken up to the alarm and hit the snooze button too many times because you just didn't want to get out of bed and go to work? Have you ever had that feeling of dread in the pit of your stomach where you can't imagine going back into that office and facing that sadistic supervisor who seems to want to make your life miserable? What about that crazy manager in the other department who makes your life difficult just because she can?

Have you ever left the office at 8 or 9 pm with four more hours of work to do and three impossible deadlines for the next day? Have you ever felt so overwhelmed you wanted to cry or hide somewhere? These feelings can be especially confusing, given that six months ago you were on top of the world and everything was going great. Sometimes we feel as if we are on top of the mountain; at other times, down in a deep valley. What's going on?

Have you ever worked and worked and worked to get a promotion or raise you deserve, been really excited for about 30 days, and then wondered when the next raise or promotion would come? Have you ever gotten your life perfectly in line with your dreams, had everything on track, and then sat back and asked the question, "Why don't I feel happy? I should feel happy; what's wrong with me?"

Have you ever felt like what you did just didn't seem to matter and wasn't as important as what everyone else was doing? Have you felt like no matter how hard you tried you just couldn't make a difference? Does it ever seem like you are constantly banging your head against a wall and nothing ever changes?

These feelings are all natural and are indications that, armed with a little more information, you can take steps to become happier and more

successful. As part of our culture, we learn to chase success as an end result rather than a daily habit. We are taught that the reward for success is happiness, and some day we will get to be happy if we just fight through and spend enough time being unhappy.

Happiness and success are connected. They are intertwined in our actions, but they are not a pinnacle we reach. They are daily habits and practices. They are small things we choose to do every day that eventually lead to milestones of success along a journey that lasts our entire lives. The antidote to the feelings described above is to choose positive actions every day that will help us feel contented and fulfilled, that will help us feel like we matter and can make a difference, and that will help us feel hopeful and excited to get up every morning.

Research also clearly indicates that happier people are healthier, have better relationships, and are more successful. Stress kills. So the antidote to stress, which is the cause for many health challenges, is happiness.

The good news is that there are steps you can take, and choices you can make, to be happier.

Where Things Get Off Track

"Happiness is not in our circumstances, but in ourselves. It is not something we see, like a rainbow, or feel, like the heat of a fire. Happiness is something we are"

John B. Sheerin

We want to be content, and we believe that getting that big house, promotion, or raise will be the thing that makes us feel fulfilled. Unfortunately, it is not achieving those goals that provides contentment. It is actually the daily process of working toward those goals that results in contentment, satisfaction, and fulfillment. It is not what we ultimately achieve, but what we achieve every day.

It doesn't work to try to be eventually happy or eventually successful. Life is better if we can find happiness and success every day in our daily adventures. Like John Sheerin mentioned above, happiness is something we are. The nice house will not bring contentment; it is simply a milestone on

our daily journey to be happy and successful. The contentment comes from the satisfaction of knowing how much hard work and grit we put in on a daily basis to get the house. The roadblock to happiness and success is not in wanting to reach these milestones. It is that we are waiting for success and happiness rather than implementing it and experiencing it every day.

You can learn habits and techniques that will help you practice happiness every day. Let's start by looking at how many of us define happiness and success.

Analyzing Definitions of Success and Happiness

Happiness and success are connected. They are intertwined in our lives by similar thoughts, feelings, and aspirations.

I've compiled more than 240 definitions of success from leadership classes, coaching and mentoring sessions, and research. Based on the key words used in each definition, we categorized the definitions into one or more representative concepts. The results were clear: People use similar concepts to define happiness and success, and the two are interrelated. Happiness was mentioned in more than 25% of the definitions of success, and the top two concepts in the definitions of success were the same as the top two concepts in the definitions of happiness.

Concept	Success Rank	Happiness Rank
Contentment (contentment, satisfaction, and fulfillment)	1st (tied)	1st
Others (building positive relationships & creating a better world)	1st (tied)	2nd
Achievement (and accomplishing goals)	3rd	4th
Happiness	4th	N/A
Wealth (and financial stability)	8th	Not Mentioned
Success	N/A	7th

“Happiness is more than a mere pleasurable sensation. It is a deep sense of serenity and fulfillment.”

Mathieu Ricard

The concept of contentment, which includes contentment, satisfaction, and fulfillment, was the top concept mentioned in the definitions of happiness, by a significant margin. It was also one of the most identified concepts in the definitions of success. Different people, in different environments and at different times, all came to similar conclusions when they defined success or happiness. Basically, they all agreed that feeling content, satisfied, and fulfilled in our lives is foundational to being successful and to being happy.

The next highest-ranked concept in the definitions of both success and happiness was others. Others includes building positive relationships with friends and family, contributing to the community, and helping make the world a better place. So most people place a high value on how we help others when they define happiness and success.

The concept of achievement, which includes achieving or accomplishing goals, was the third most mentioned concept in the definitions of success, and was the fourth most mentioned concept in the definitions of happiness. Achievement is part of success, but most people also believe we will be happier if we are achieving.

Interestingly, the concept of acquiring wealth or financial stability was a distant eighth for the definitions of success, only mentioned 6% of the time; and it was not mentioned at all in the definitions of happiness.

When we started this research, our assumptions were that most people would include the concept of acquiring wealth and financial stability in their definitions of success. What we found was that the concept of contentment was significantly more prevalent than the concept of wealth in their definitions. They indicated that money in the bank, a nice house, or a nice car, are all just means to help them feel contented, fulfilled, and satisfied.

How this Book is Organized

This book is divided into seven sections. The first four teach us how to be happier, and the last three focus on being more successful. We start with the research and science so we can understand what creates our challenges and how we can overcome them. We follow that with explanations of what to do and how to do it, and then we provide activities that will help you practically implement the recommendations and build the habits that will help you be happier and more successful.

1. **Pleasure vs. Happiness** - The first concept of the book is about understanding the difference between pleasure and happiness. Pleasure comes from external stimuli like food, pay raises, and playing Xbox. Happiness is an internal feeling of contentment, satisfaction, and fulfillment. We need both in our lives, but pleasure has strings attached: too much pleasure can take away from happiness rather than add to it.

2. **Taking Control of Your Life** - The second concept covers taking control of your life. Science shows that you can choose to be happier and can implement actions that will make you happier. Understanding that you are not a victim of your circumstances, but rather that you are in control of how you feel and the choices you make, empowers you to take actions that will lead to happiness and success.
3. **Positive Relationships** - The third concept we cover is positive relationships. Other people are an enduring part of our lives, and our ability to build positive relationships with them, no matter what their faults and mistakes are, is a key to our happiness and success.
4. **Higher Purpose** - The fourth concept is finding a higher purpose. We want to matter and make a difference in the world. Identifying and living our higher purpose helps us focus our efforts on something bigger than ourselves.
5. **Defining Success** - The fifth concept we cover in the book is defining success, which leads off our discussion about how to become successful. You can't reach success if you have not clearly defined what it is.
6. **Clarify and Prioritize** - The sixth concept is clarifying and prioritizing. Once you have defined success you have to decide what takes priority. What are you going to do every day, and what are you going to stop doing?
7. **Implement with Discipline** - The seventh and final concept is implementing with discipline. Neither happiness nor success can be achieved without making choices daily that will move you forward on that path. Success and happiness are about what we do every day.

Our goal for this book is to help you understand how happiness and success are connected and provide specific actions you can take to become happier and more successful on a daily basis. Let's get started by learning the differences between happiness and pleasure.