

“What is the best measure of success?.... Happiness”

Richard Branson, 2012

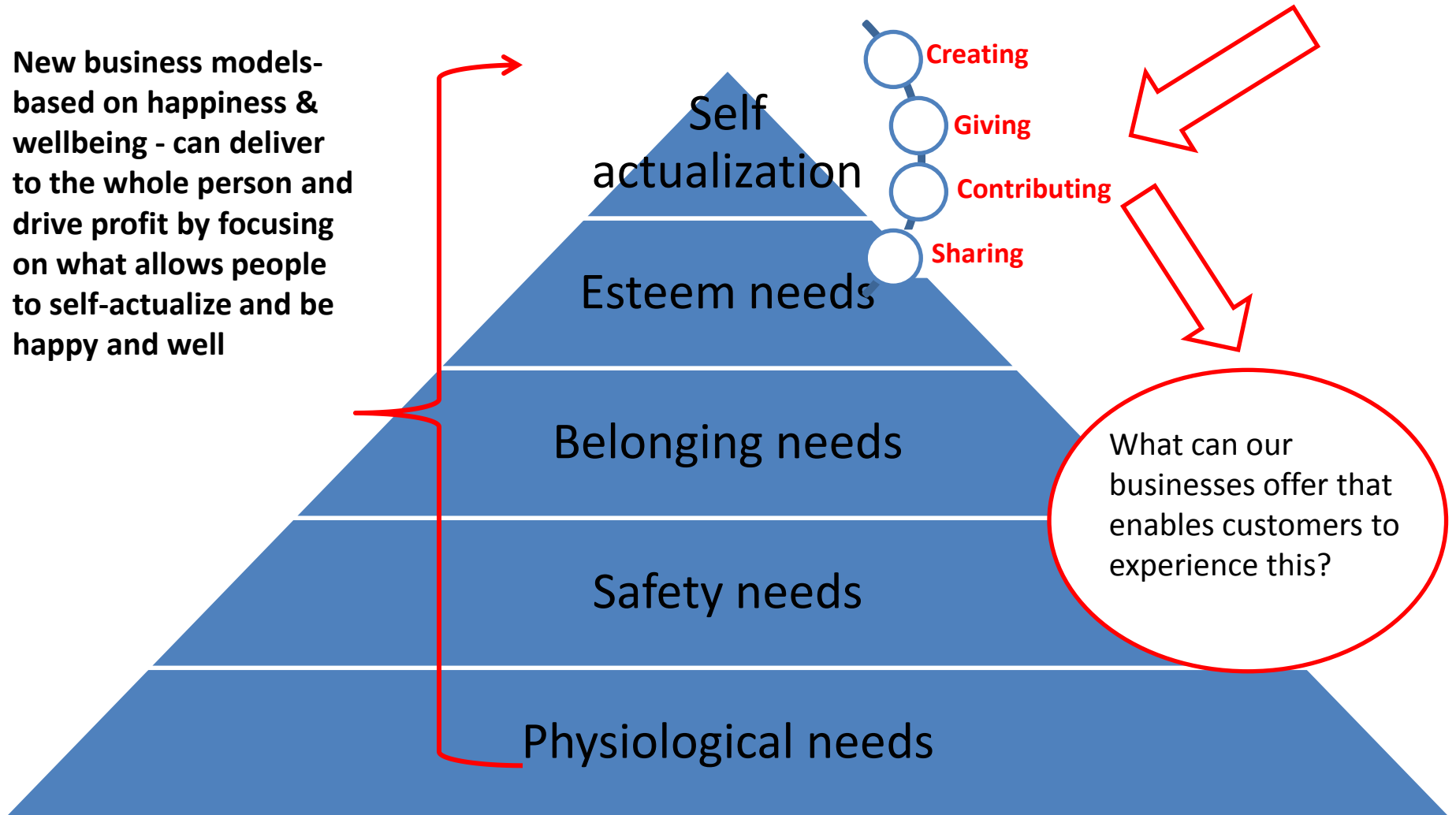
- 30+ years of happiness and wellness research → we understand the drivers and levers
- The current economic model assumes that continual growth and more consumption will eventually bring happiness and wellness.
- Yet the science shows happiness and wellness come from:
 - **Creativity, Giving, Contributing** and **Sharing**



massive opportunity

The data robustly shows that these 4 activities make us happy & well

New business models-based on happiness & wellbeing - can deliver to the whole person and drive profit by focusing on what allows people to self-actualize and be happy and well



Enabling the customers' happiness & wellness

	Example from Today	Imagine.....(for fee)
Giving	Virgin Money Giving	Co-funding an entrepreneur with SUL
Sharing	V Media is all about sharing info	Transferable gym membership for when I go on holiday
Contributing	Volunteer experiences at Pride and Purpose at VLE Facebook pages for customer engagement	-Customers enabled to volunteer via offering, e.g. on holiday, as part of journey. -Crowd-sourcing ideas for the business from customers
Creating	Fund-raising event support (London Marathon)	Art classes at airports, train stations, gyms and surgeries



