

Luis Gallardo



**INTERNATIONAL
CONFERENCE
ON HAPPINESS AT WORK
MAY 18+19
2017**



Boosting your branding with happiness

Luis Gallardo



Founder of the World Happiness Summit, 2017



Global Chief Marketing Officer 2004-2012





a new model for a world in transformation



REASON

Values and Purpose
Brand positioning, UVP
Product and Price

What does a brand stand for? What does it want to be known for? These are a brand's values and beliefs.

REPUTATION

Brand Awareness
Brand preference
Perceptions
Relevance and Resonance
It is only through Reputation that we earn the trust of our clients

REVENUES

ROI, ROA, ROE
Business Margins
Profit and Value
Revenue can be tangible or intangible. It can be financial or non-financial. Each offers the same value at a fundamental level.

RESILIENCE

Perseverance
Ready for the unknown
Consistency
Commitment
Resilience is an attitude that pushes to the limit so that the next wave of success can be anticipated... and achieved...

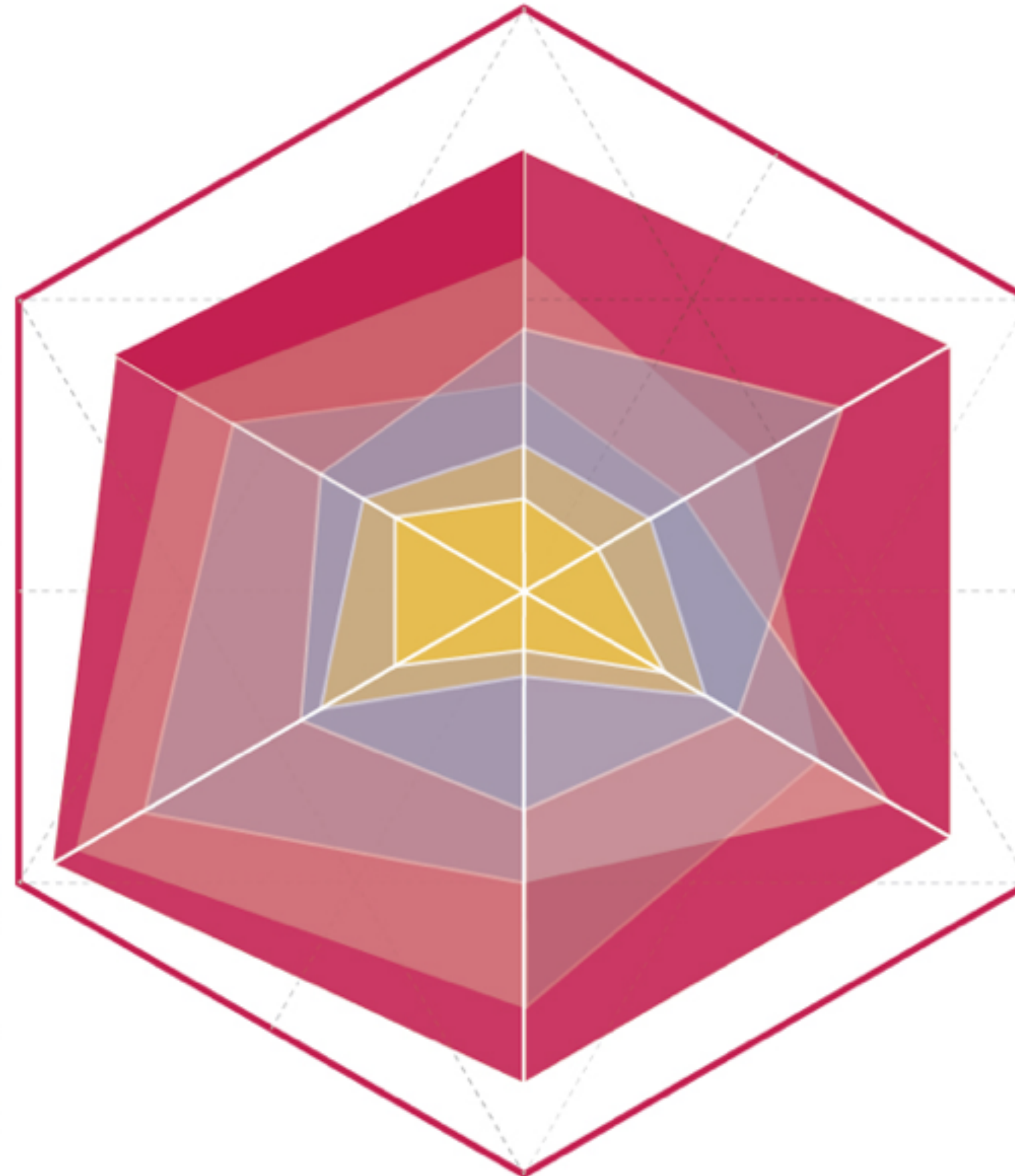
ROUSER

Leadership team
Partners
Alliances and Vendors
Rousers set high personal standards of behavior for themselves to act as a role model for others.

RELATIONSHIPS

With KEY stakeholders
Sustained over time
Creating value

What generates receipts and value creation? Not the business. People do.





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What does a brand stand for? What does it want to be known for? These are a brand's values and beliefs.

This lever focuses on Purpose definition, vision , mission and values.

It is about the WHY of the organization or product existence and the way it is differentiated in the marketplace.

What does the brand stand for? What does it want to be known for? What are the brands's values and beliefs? Does it play a higher role in society?



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Performance and Results, understanding the link between actions and results is **KEY** to growth and sustainability.



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Who is the leader and the leadership team behind the business, the brand, marketing and communications activities.

What are the leadership capabilities? Are their beliefs and values system aligned to the ones of the organization?...



RELATIONSHIPS

With KEY stakeholders
Sustained over time
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What generates receipts and value creation? Not the business. People do.

Internal, external and with every stakeholder. People in the end generate receipts and value creation.

What do our stakeholders need? How do we make it personal and deliver value to them?



REPUTATION

Brand Awareness

Brand preference

Perceptions

Relevance and Resonance

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Perceptions Management, Brand Awareness and preference. What do our KEY stakeholders think about us and our future. What do we want them to think about it?



RESILIENCE

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Ready for the unknown

Consistency

Commitment

Resilience is an attitude that pushes to the limit so that the next wave of success can be anticipated... and achieved...

How do we react to change and issues? Are we ready for the unknown?

Does the business have the right processes, people and culture in place to anticipate and react successfully to change?



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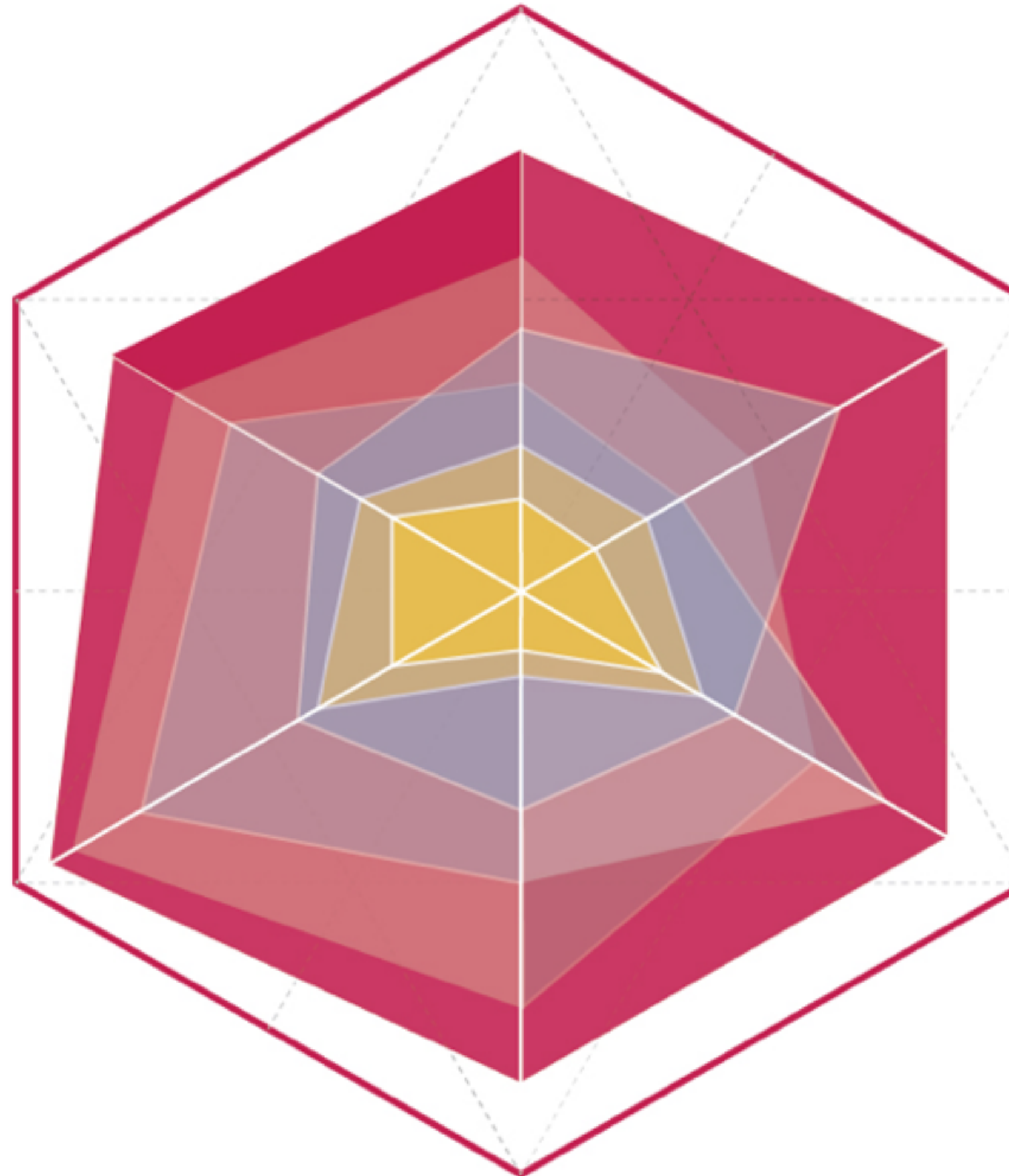
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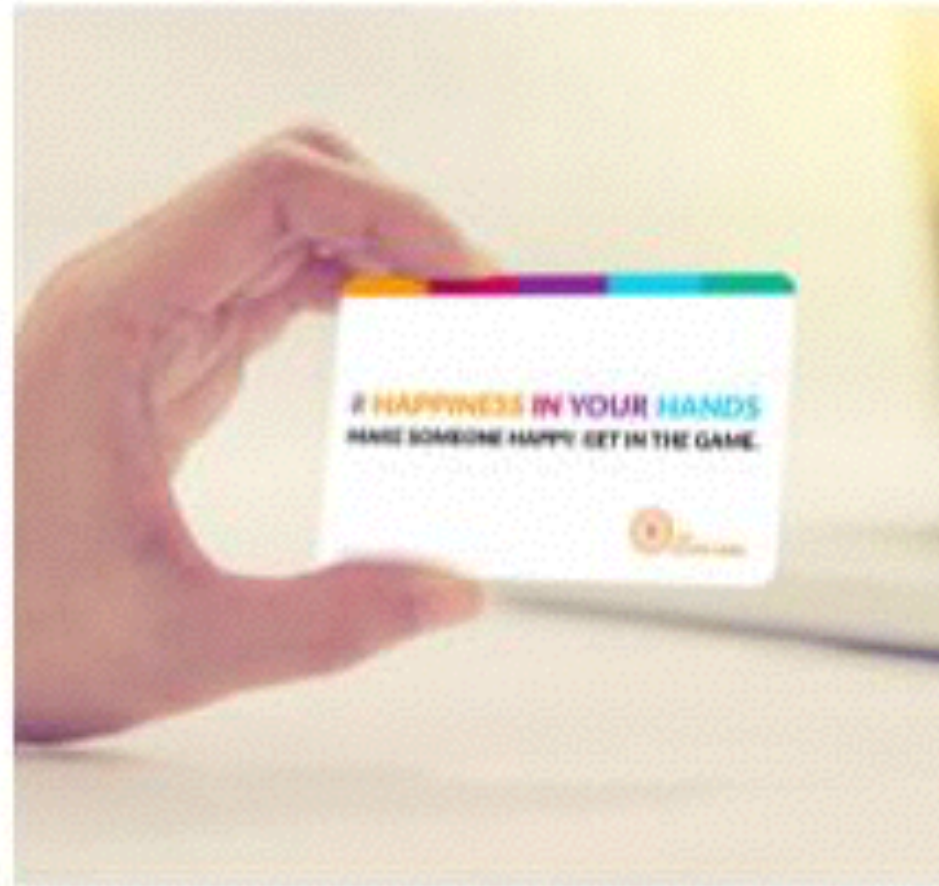
some great tools to create engagement and impact



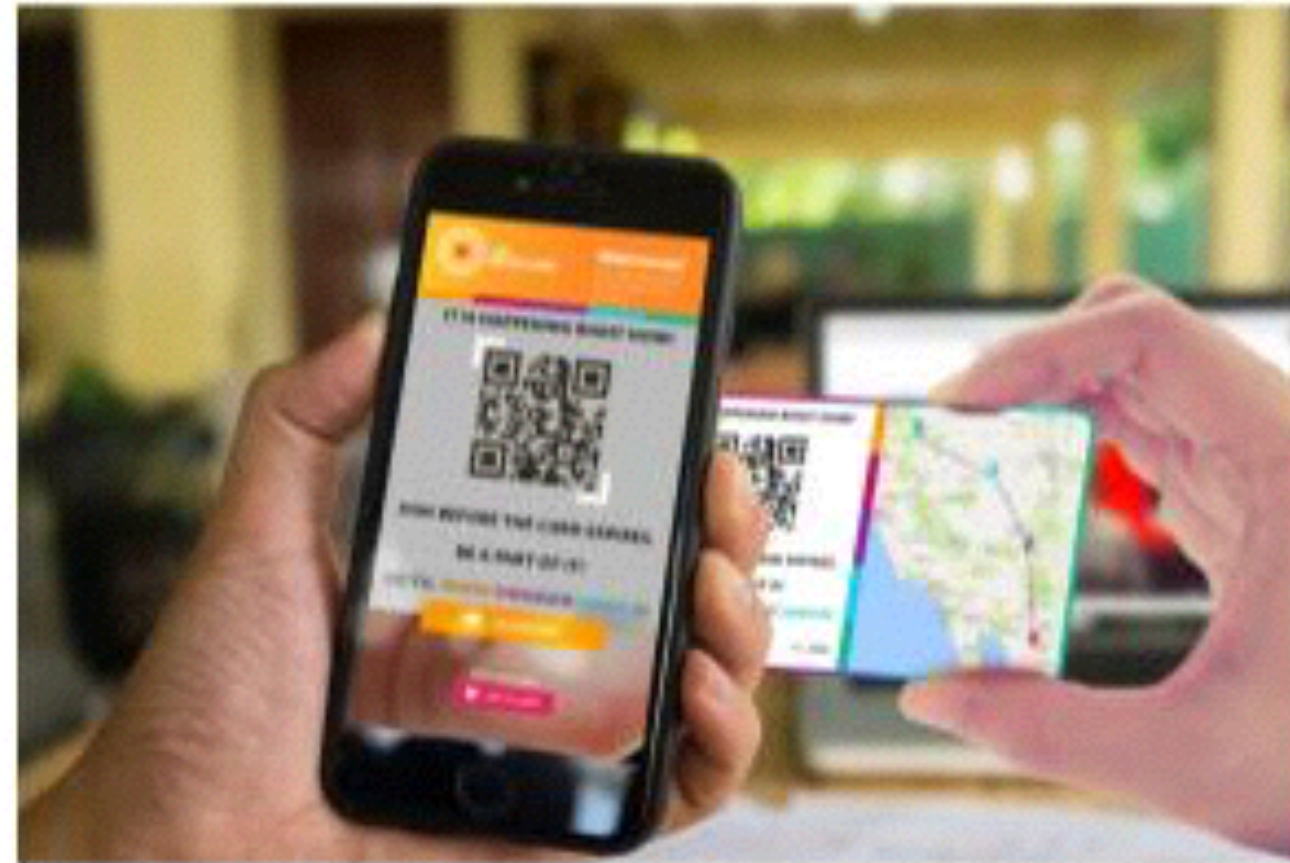
Engage your workforce in a customized game that supports a cause you all believe in.



With 3 simple steps, your employees enter the game and learn about their mission.



Employees receive a coded card, imprinted with your logo and messaging.



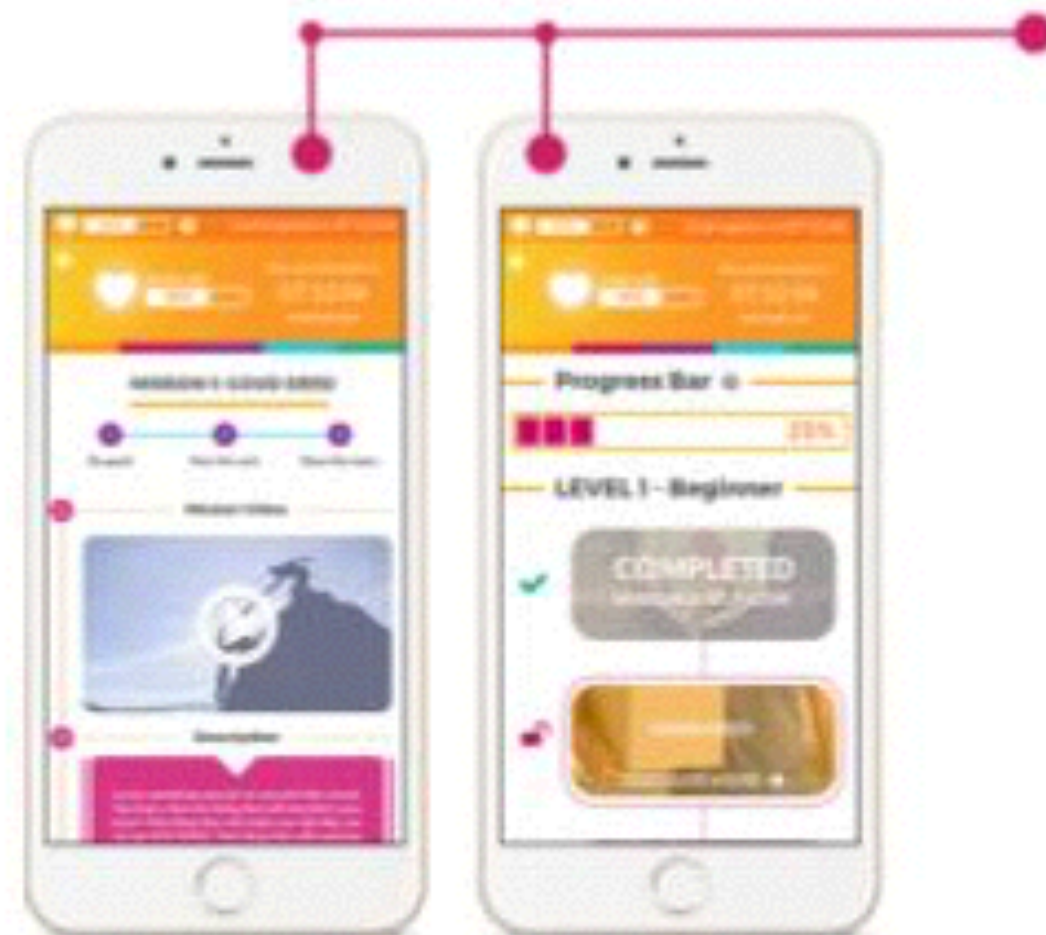
The card opens an app containing the customized experience you've developed with The Good Game team.



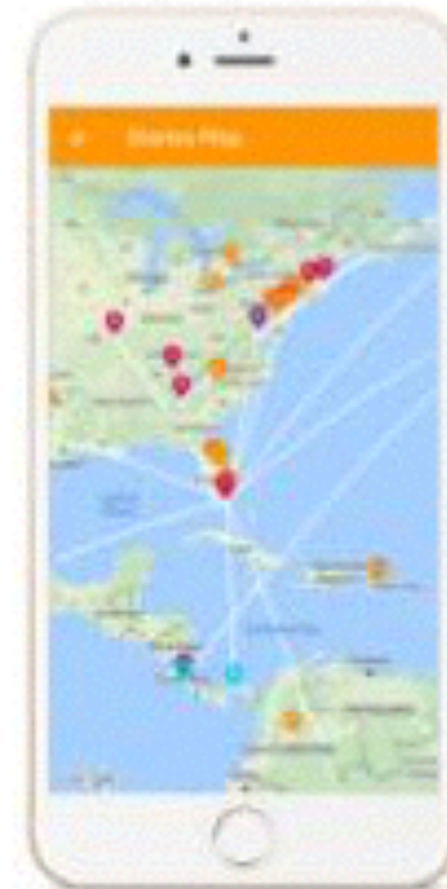
The experience begins with a video about the mission your company has chosen, and explains how employees will be "playing it forward."



Each good deed leads to another ... and another ... and another ...



Users complete a time-limited action for good, post about it, and pass the card on to the next player.



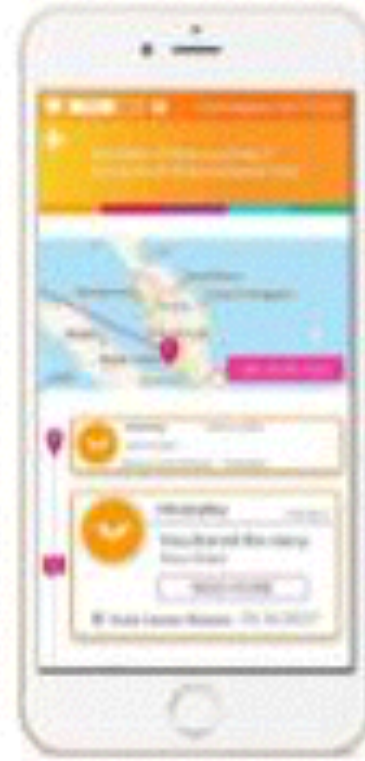
As the card travels from hand to hand, the positive effects spread across the community, the country, or the continents!



Everybody in the game can track the action. Game rules and team rewards are all structured to suit your goals.



Win. Win. Win.



Create an easy and fun experience that reinforces your brand identity.



Access real-time data, metrics, and KPIs to use in your CSR reporting.



Build relationships, teamwork, loyalty, trust and media content.



The Good Effects



Employees

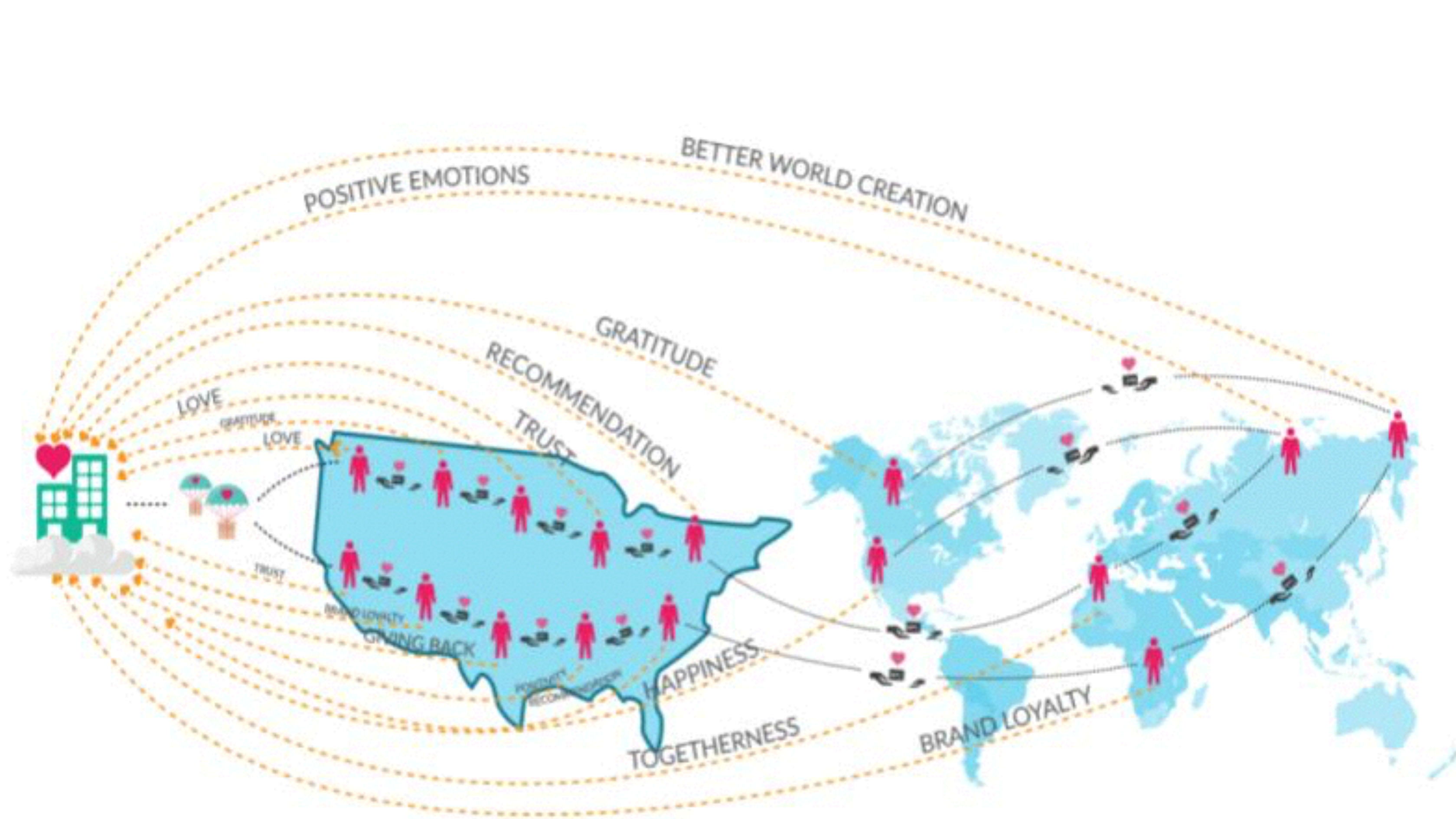
- Feel proud of the place they work
- Increase their loyalty and commitment

Community

- Benefits from the good of the mission
- Spreads the news of your positive efforts

Company

- Builds stronger workforce connections
- Gains employee and community goodwill





givday

LEVERAGE

GIVING *for* HAPPINESS

Activate purpose through giving to ignite happiness and productivity

A UNIQUE ENGAGEMENT SOLUTION



OFFERING A DIFFERENT KIND OF
EMPLOYEE ENGAGEMENT,
BUILT AROUND SHARED MOMENTS OF
HAPPINESS AND JOY ACTIVATED BY
GIVING.

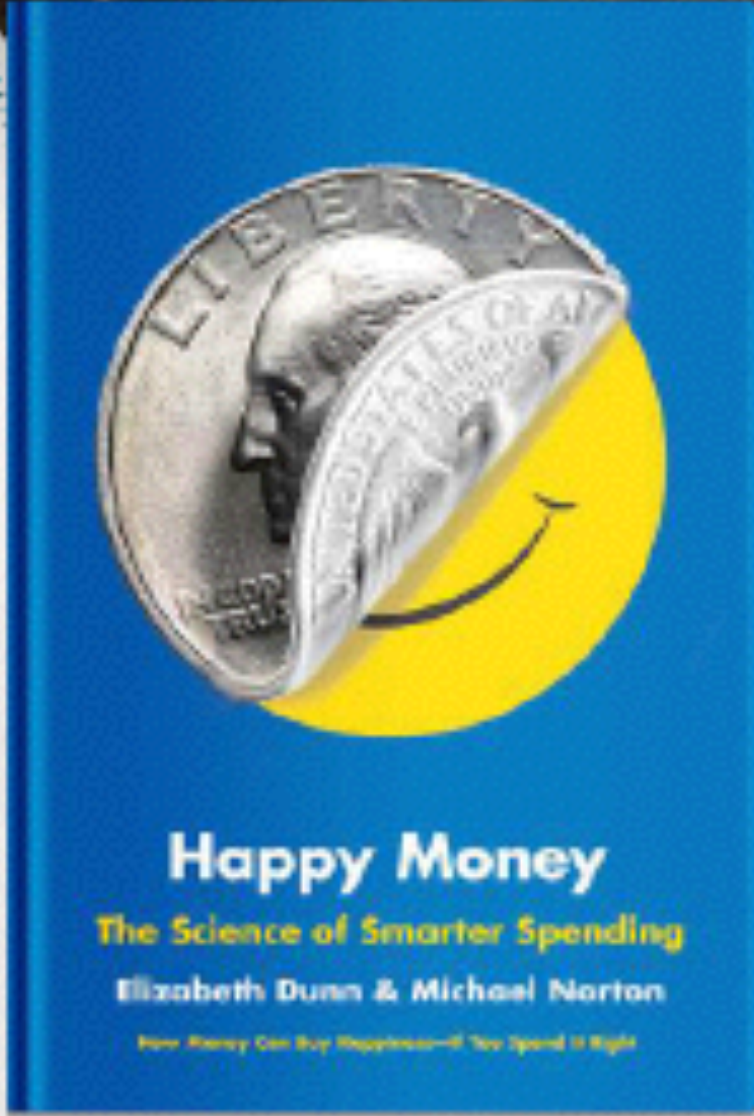


WHY GIVING



Michael I. Norton
Harvard Business School

Leading expert on what prosocial spending can do to an individual or a company and author of the "Happy Money" book,



The Science of Smarter Spending
from Harvard Business School



HARVARD BUSINESS SCHOOL

THEY GAVE



EMPLOYEES

\$15

TO BUY SOMETHING FOR



A COLLEAGUE
OR CHARITY

EXPERIMENT



THE RESULTS

Happiness



Mentoring



Collaboration



Productivity



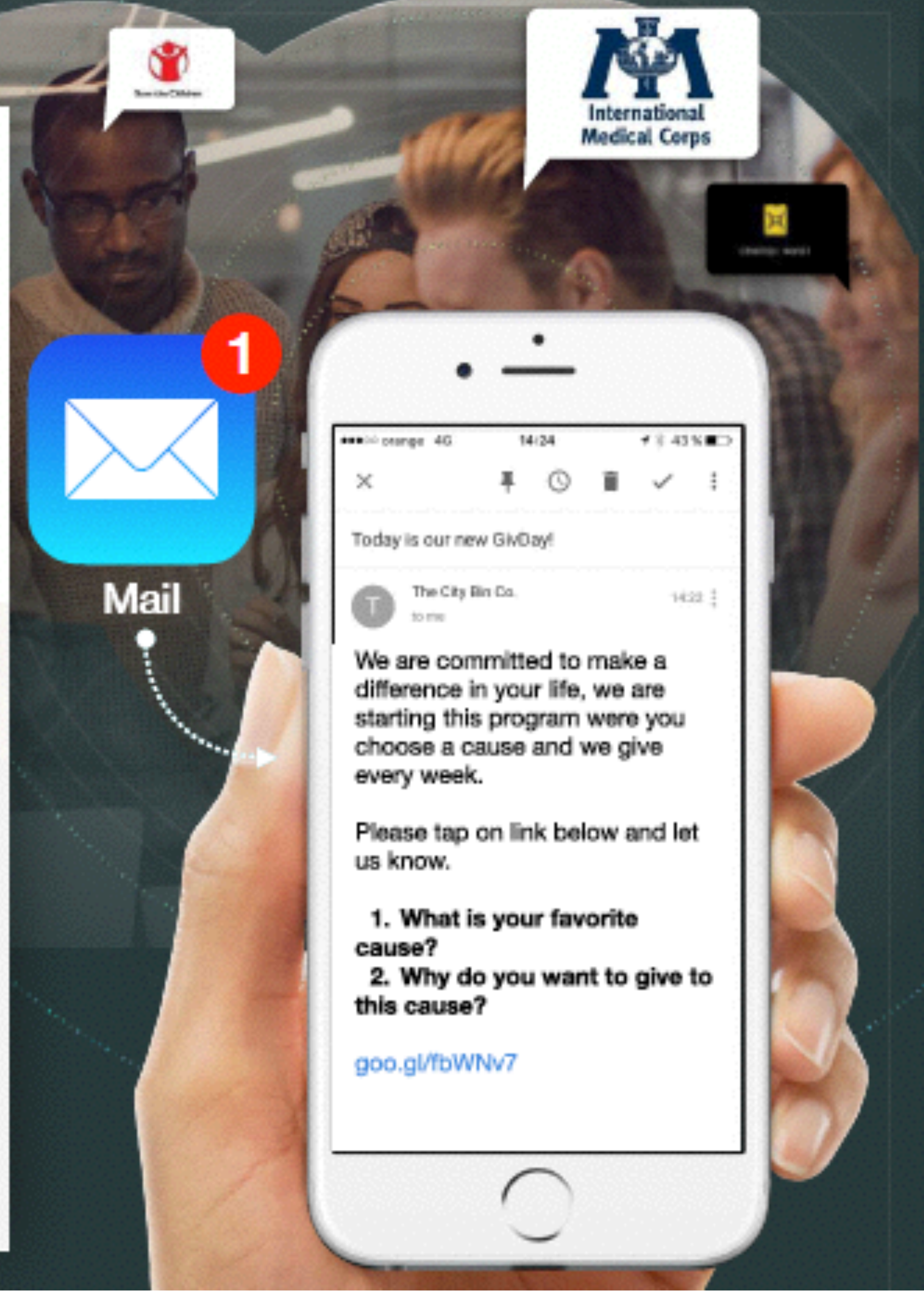
Sales



CASE STUDY

"The idea is to make contributions from The City Bin Co. more meaningful, more regular and more democratic."

- GENE BROWNE, THE CITY BIN CO.



THE CHALLENGE

Engage the employees in a fun and interactive way and make the contributions from The City Bin Co. more meaningful.

THE SOLUTION

Each Tuesday, employees receive an email inviting them to make a contribution on behalf of The City Bin Co. to a charity of their choice.



Boosting your branding with happiness

Think about the whole picture and the interconnections

engage in activities such as the good game

build on core happiness values such as giving