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# How To Boost Your Employees' Productivity By 12% With A Chief Happiness Officer



Paloma Cantero-Gomez Contributor ⓘ

Entrepreneurs

*I write about leadership, proactivity & European initiatives.*

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[Employees happiness in the workplace is not just fashionable but also proven to be worthwhile.](#)



To feel valued, people need to understand the direct or indirect link between what they are doing and the whole picture.



Happy diverse colleagues have fun at lunch break in office, smiling multiracial employees laugh and talk eating pizza and drinking coffee, excited workers celebrate shared win ordering takeaway food photo credit: Getty GETTY

Employees happiness in the workplace is not just fashionable but also proven to be worthwhile.  As many others already, a [study](#) conducted by Andrew Oswald, Eugenio Proto, and Daniel SgROI at the University of Warwick expose

how productivity increases on happy employees by an average of 12% what in regards to GDP and economic growth would mean a significant 3% general rise. "Having scientific support for generating happiness-productivity cycles within the workforce should help managers to justify work-practices aimed at boosting happiness on productivity grounds," concludes Dr. Sgroi.

Leading companies are beginning to take it very seriously. When Carlien Van den Bril, current CHO at [Yuki](#) met the Director Manager of this software startup, she came with an appealing proposal that will transform the culture of a business ready to scale up. It was time to extend and enrich the traditional HR functions into a powerful tool to nurture and boost the company's culture and results. It was time for a Chief Happiness Officer.

"Small things are those things that have a great impact on the well-being and happiness at work" explains Carlien. "My role is to make sure that everybody is engaged in the company and by feeling passionate about the company, that everybody is able to be happy within the company."

But employees do not engage by themselves. The company needs to work on it starting with a culture that should be fed by proper management. This culture opens up since the very first steps of recruitment. "When I call someone for an interview I always conduct it on the bases of career guidance. This approach will help the person I am interviewing to better understand the reasons and the alternative ways forward behind a possible refusal. In a most positive scenario, it will help the future employees to feel from the very beginning that this company is a place that will help them to grow." (Carlien)

Once the lucky and happy employee is on board, the Chief Happiness Officer is responsible for team satisfaction, understood as the sum up of individual happy and healthy employees, successfully aligned with their roles and responsibilities. With the [Engagement Bridge model](#) as the starting point, Chief Happiness Officers will take care of 7 first lines when making employees happy.

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## 1. Pays & Benefits.

Pays and benefits should be according to the market to ensure basic levels of satisfaction within the company. As supporting trunk of the engagement pyramid, there is no happy employee without the proper balance of them. If your SMEs or startup is struggling on this point, have in mind the 3 main pillars that make good employees jump into your business jungle: a great company culture, a successful role alignment and a fair paid. Make sure to engage them with the proper balance of them.

## 2. Workspace & wellbeing

Taking care of the physical and mental wellbeing of employees is at the very bottom of the engagement bridge. Once the work basics such as computers, desk, and chairs and proper needed working tools are in place, additional projects around this point can be quite broad and require typically very little investment of budget and time. Organize sporadic healthy breakfast to give a sense of the importance and impact of good habits. Make available for employees the contact of personal trainers or coaches. Arrange discounts in a nearby gym as part of employees benefits. Ensure that fresh fruits are every morning offered in the coffee corner. These are simple examples of small actions that have a significant impact on peoples wellbeing at work.

## 3. Open & Honest Communication

Every employee needs to feel like a 1/X part of the entire team. To feel valued, people need to understand the direct or indirect link between what they are doing and the whole picture. 🐦 There is nothing more disengaging than realizing there is no real need for your job. Open communication is vital to ensure a harmonious teamwork and quickly scalable outputs. Weekly, monthly or quarterly cross-functional team meetings focusing on progress, future goals and mistakes to learn about are very well rated tools by employees. Make sure that these moments create an engaging environment where the team learns from each other in a free space of detailed and constructive criticism.

## 4. Purpose, mission, and values

Whether if the business is big or small, every employee should be clearly aware of the purpose, mission, and values of the company. 🐦 If employees are not able to inspire their work with the company values, sooner than later, they will lose the sense of what they are doing. Passion for driving a change; fun with what we are doing, entrepreneurship allowing employees to try their ideas out; customer focus to increase the sales; fair trade to positively impact the environment, etc. Have them visibly picked and defined. There is nothing more potent than meaning and sense.

## 5. Leadership & Management

Happy and productive employees require a real alignment between management and leadership. 🐦 Leaders make the whole team row in the same direction. Average bosses make just people obey. Ensuring to set in place real leading management structures is at the core of employee's happiness. A top-down approach and flexible standards are great tools for positive leadership. But there is a huge need to get it right. The top-down approach does not mean lack of clear hierarchy, roles, and structure. Flexibility does not mean a lack of rules and schedules. Clear frameworks in place are as needed in a business as in a growing child. Without defined lines of actions and practices to follow there is no path to walk. And without a way to walk, there is no reachable destination. Ensuring the creation of a harmonious team able to enjoy a flexible approach to work and open and free communication with the management structures requires clear frameworks of actions applicable to all as the starting point.

A Chief Happiness Officer is the supporting mechanism for employees that may be experiencing both personal or professional challenges. Moving to a new house, having a new baby, going through difficult personal or family health situation or struggling with any of our professional tasks assigned are situations we all humans go through somewhere in life. Flexibility is not just a matter of working times. Flexibility also means to feel supported, encouraged and understood by your company when hard times arrive.

## 6. Job design & learning

Setting in place flexible roles vs. static functions is vital to ensure that everybody is realizing their talents while fulfilling their job. A job can be difficult or challenging, but it can never be boring. 🐦 Make sure that within the setup

structures, you are creating individual roles for each employee. Role-mapping activities within the team could help to define one or more roles per employee from their strengths with the aim to ensure that everybody gets enough energy with the tasks they are performing.

Enabling learning opportunities will support a job designing approach as well as increase your employee's happiness and productivity. Whenever is possible, create an education budget line to spend per employee that they can use according to their learning needs or professional/personal circumstances. Scheduled also smart sessions devoted to learning from each other talents.

## 7. Recognition

Feeling good at the workplace goes through enjoy clear recognition of your work by the different members of your team and the company itself. Various **tools** can be introduced among employees to ensure easy ways to give and receive feedback and praises.

Chief Happiness Officers are needed! Our workplace is our second home, and our team is our second family. There is no way to enjoy a happy and fulfilling life if we do not feel comfortable every morning when crossing the main entrance of the company building. Bring a CHO to your crew and set up in place a full range of different projects to ensure employees engagement and satisfaction. There is a new way to do business. It cost small investment, and it brings great results.

*I am an expert on international relations, holding a double bachelor degree in law and journalist. Passionate about leadership, proactivity and entrepreneurship I have launched several projects related to education, youth, social movements, human rights and fashion. I am als... **MORE***