Happiness in the Workplace Promotes Productivity, Retention, Long-Term Employment, and Profitability

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PURPOSE

To build a case for the development of an analytical survey tool that will help identify key components that affect happiness, engagement, and subjective well-being in the workplace in order to promote retention and long-term employment.

The development of such a tool will allow companies to evaluate how to most effectively allocate the resources they are spending on employees, positively influencing the organizations' functionality and bottom line.

RESULTS

Engagement

Enhances loyalty, growth, & profitability

Motivation

Increases performance, awareness, development & success

Retention

Enhances loyalty, growth, & profitability

METHODS

1. Literature Review
2. Semi Structured Interviews

CONCLUSIONS

There is a need for a scientifically developed assessment tool that ascertains the most effective ways to increase happiness and well-being will increase motivation, productivity and retention, which positively affects profitability.

LITERATURE CITED


ACKNOWLEDGEMENTS

It is amazing how challenges turn into opportunities. I am grateful for the things that spurred me to join the HDO program. It has brought new perspective and new direction for me. Thank you to my family and friends who have supported my quest to be happy and add to the world in a positive way.

I appreciate the time, support and input from Art Markman, Raj Raghunathan, and David Beaver more than I can convey; their feedback and insight has been extraordinary.

Thank you to Senator Lucio and staff for all the opportunities, support and encouragement. You touch lives in such meaningful and beautiful ways and truly make the world a better place!

FURTHER INFORMATION

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ALTERNATIVE SUCCESS DRIVERS

50%

Environmental
Intentional Activities
Genetics

10%

40%

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“To win in the marketplace…you must first win in the workplace.”
-Doug Conant, CEO of Campbell’s Soup

*Components listed in blue can be influenced to increase happiness in the workplace.