

# Measuring What Makes Life Worthwhile

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099

## TED Lectures Note-taking Activity

**Directions:** First listen to the lecture and take notes. Then using your notes, you will answer the following questions.

Vocabulary:

- a metric: in business and economics a number which represents an indication of how a company is doing: a stock price, for example.
- tangible: real or actual.
- intangible: incapable of being perceived by the sense of touch, as incorporeal or immaterial things.

1. What is the speaker illustrating with the example of Vivian Quoc?
2. What from context do you think “joie de vivre” means?
3. What did reading Abraham Mazlov’s “Hierarchy of Needs” inspire the speaker to do?
4. What was the result of his research?
5. What does business usually focus on tangibles or intangibles?
6. What country did he visit in the Himalaya Mountains?
7. What do GDP and GNH stand for?
8. What according to Bhutan’s Prime Minister is the goal of the GNH movement?

9. By saying that the Bhutanese do not spend their time concentrating on what they don't have – the speaker implies what about Americans?

10. How many countries in the world are studying their GNH?

11. Why did Robert Kennedy criticize the GDP as a metric?

12. Which industry – service, manufacturing or agriculture – has the greatest share of worldwide GDP?

13. According to the speaker how does focusing on employee happiness affect business?