

Measuring What Makes Life Worthwhile

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099

TED Lectures Note-taking Activity

1. It's not what you do that makes you happy. It's how you do it.
2. The joy of life = happiness.
3. Inquire about the employee's sense of meaning and the customer's emotional connection.
4. More loyalty from both employees and customers.
5. Tangibles – the things that can be measured.
6. The country of Bhutan.
7. GDP – Gross Domestic Profit. GNH – Gross National Happiness.
8. Not to create happiness, but to create the conditions for happiness to occur.
9. That Americans do spend their time concentrating on what they don't have.
10. 40.
11. Because GDP does not measure what is important in life.
12. Service: which is intangible.
13. It increases profits, which are tangible.