

DELIVERING
Happiness

INSPIRE
AND
INSPIRED
Be



Jamie Naughton
Employee Engagement Strategist





Delivering Happiness

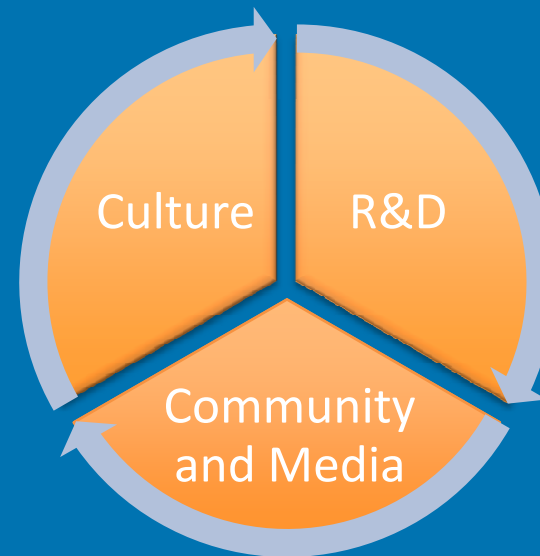
Employee Engagement Strategist

- I get to talk to people like you!

Zappos.com, Inc.

Speaker of the House

- 6+ years (Human Resources, Engagement, Operations)



Where we began...

1994-1995: Pizza business in college

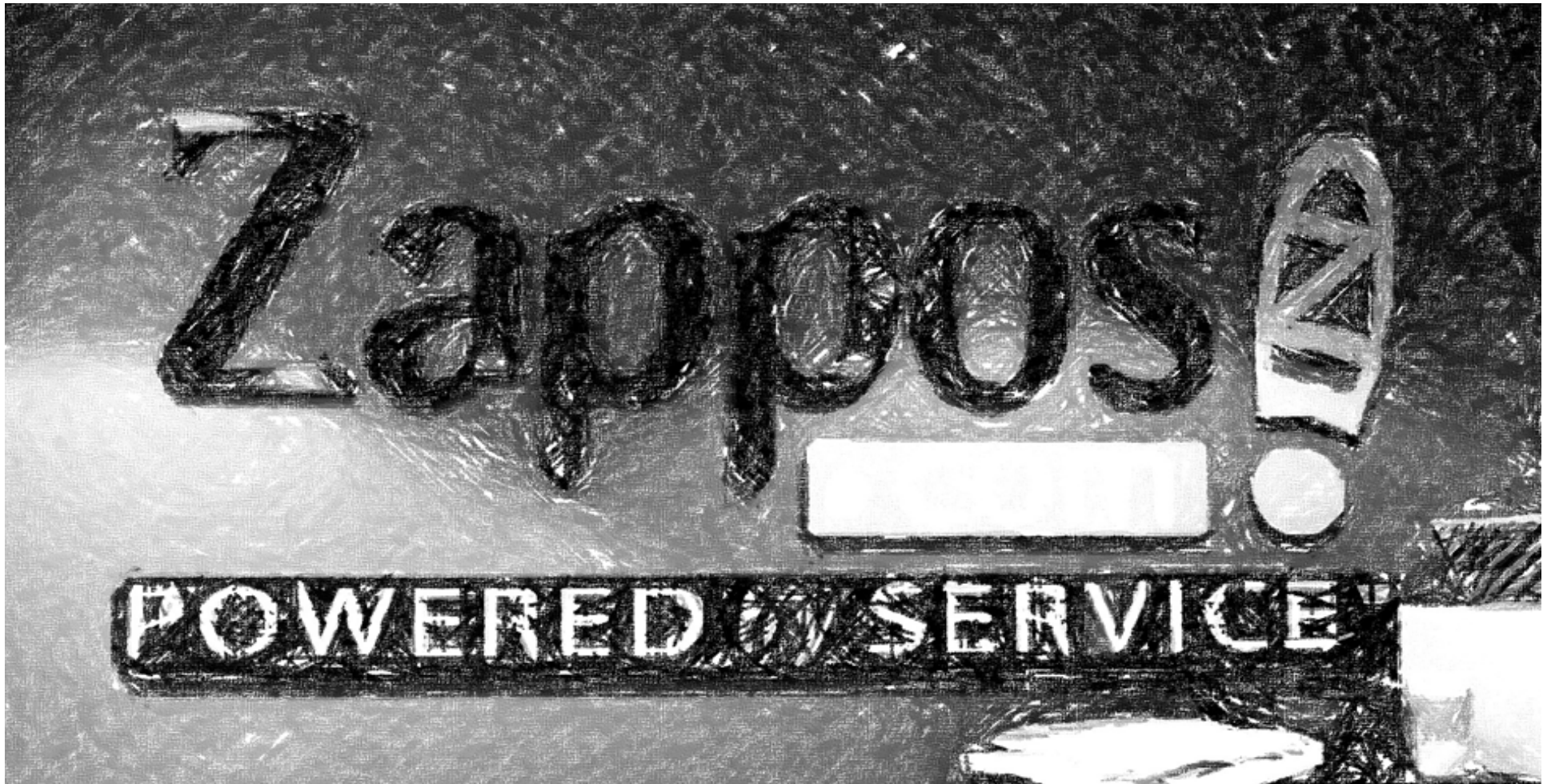
•1996-1998: LinkExchange (online advertising)

•1999: Venture Frogs (investment fund)

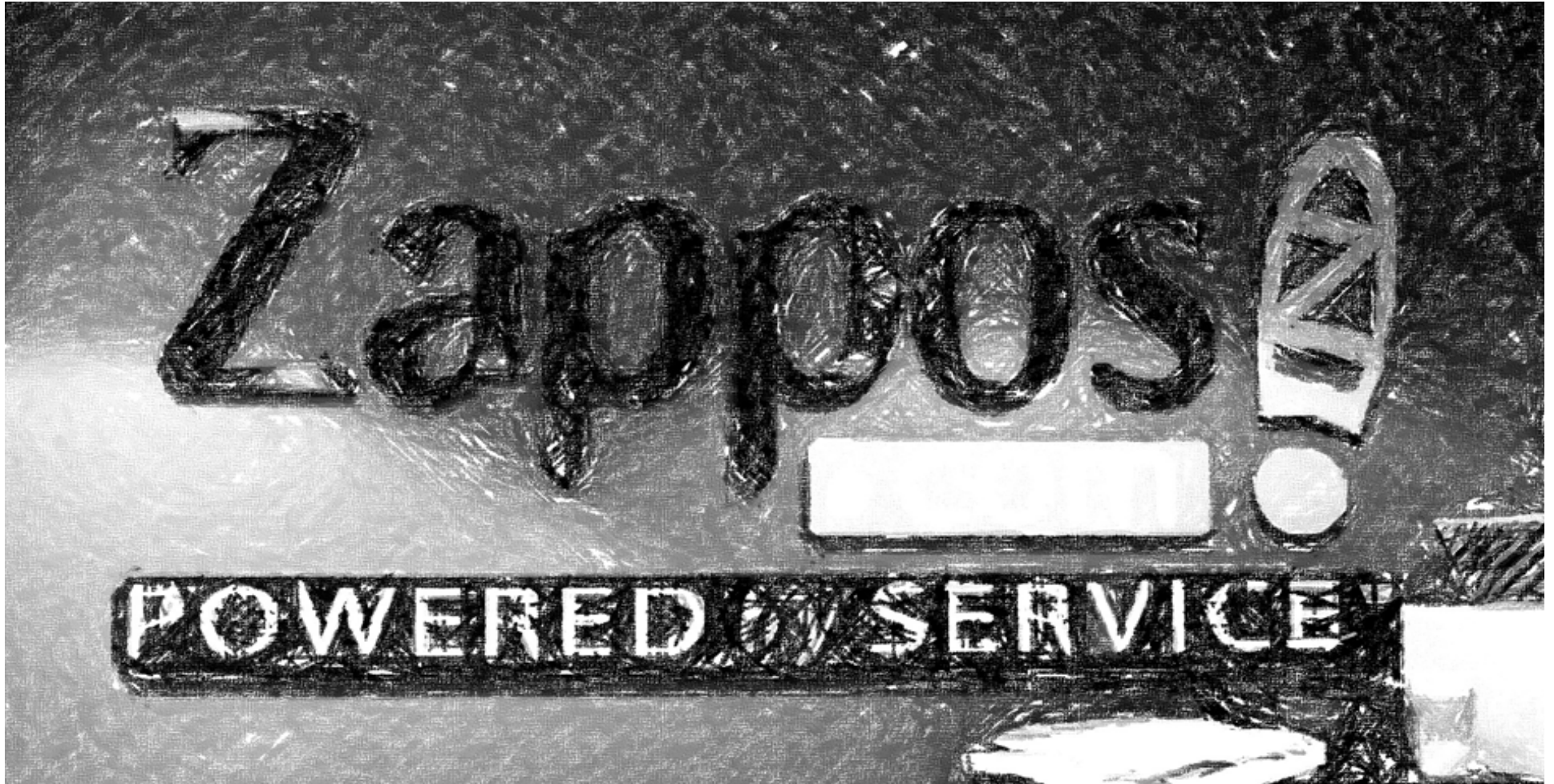
•1999-Today: Zappos.com, Inc.

•2010 – Delivering Happiness





A service company that just happens to sell shoes, clothing, handbags, accessories, housewares...




**TOP 100 BEST
COMPANIES TO
WORK FOR**

2009 #23

2010 #15

2011 #6

A photograph of a Zappos building at dusk. The sky is dark with a prominent rainbow arching across it. The building is illuminated from below, and the Zappos logo is visible on its facade. A tall light pole stands in the foreground.

Headquarters: Henderson, NV
Fulfillment: Shepherdsville, KY
2000+ employees



1,000+ brands
200,000+ styles
6 million items
in warehouse
100% inventoried

CUSTOMER EXPERIENCE



WHAT DO CUSTOMERS SEE FIRST?

- 800 number on every page
- 24 hour customer service
- Free shipping – Free returns
- 365 day return policy

CUSTOMER EXPERIENCE



WHAT DO CUSTOMERS EXPERIENCE?

- Fast and accurate fulfillment.
- Surprise upgrades
- Exceptional customer service
 - Direct to competitors website
 - No call times/quotas/sales goals

What is the #1 PRIORITY?



HOW IS CULTURE #1 PRIORITY?

Interviews – 50% Culture Based
5 Weeks of Training
Pay to Quit
Performance Reviews – 100%
Culture Based



Happiness @ Zappos

TAKE A MOMENT
TO THINK, WHAT
ARE YOUR
GOALS IN LIFE?

WHAT IS YOUR GOAL IN LIFE?



GROW A COMPANY

WHY?

RETIRE EARLY

WHY?

SPEND TIME WITH FAMILY



GET A GREAT JOB

WHY?

MAKE MONEY

WHY?

BUY A HOME



FIND A GIRLFRIEND/
BOYFRIEND

WHY?

FIND A SOULMATE

WHY?

GET MARRIED



BE HEALTHY

WHY?

RUN FASTER

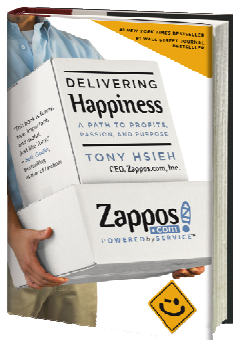
WHY?

RUN A MARATHON

WHY?



HAPPINESS



RESEARCH SHOWS WE'RE **SUPERBAD** AT PREDICTING WHAT WILL BRING US **SUSTAINED** HAPPINESS

EXAMPLES:

LOTTERY WINNERS

"WHEN I GET _____, I'LL BE HAPPY"

"WHEN I ACHIEVE _____, I'LL BE HAPPY"

HAPPINESS FRAMEWORK 1



Perceived Control



Perceived Progress

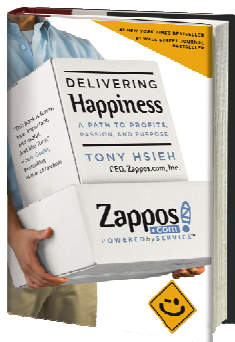


Connectedness



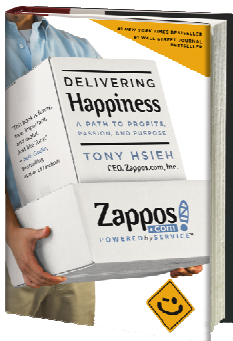
Vision | Meaning

(Being part of something
bigger than yourself)

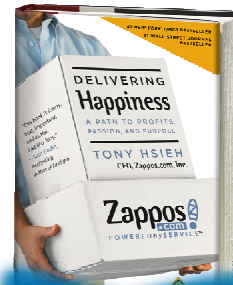


HAPPINESS FRAMEWORK 2

MASLOW'S HIERARCHY



HAPPINESS FRAMEWORK 3 3 TYPES OF HAPPINESS



Pleasure

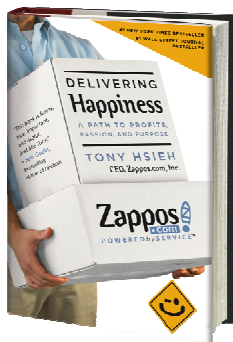
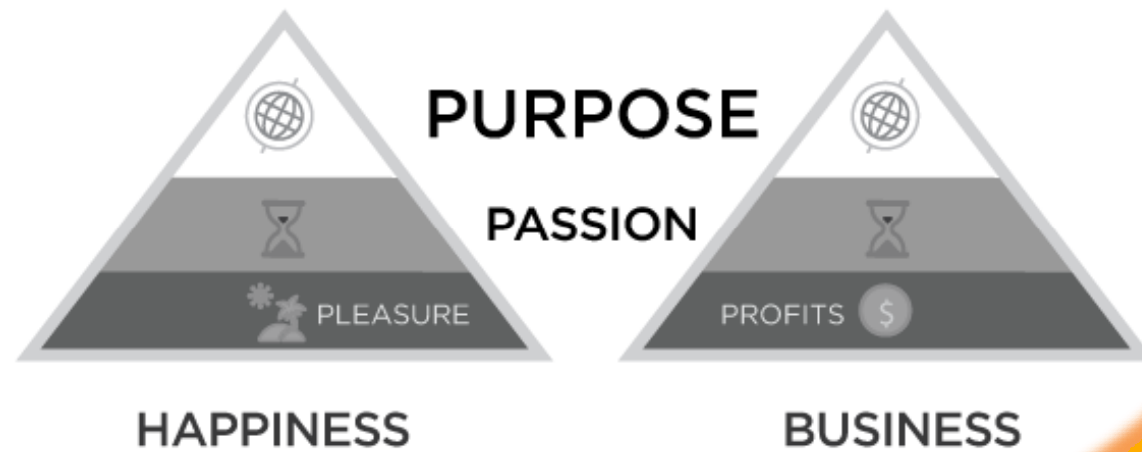
ROCK STAR

chasing the next high

MOST LONG-TERM, FULFILLING
HAPPINESS

HIGHER PURPOSE
AND MEANING
BEING PART OF SOMETHING
BIGGER THAN SELF

THE PARALLELS OF A GREAT **BUSINESS AND HAPPINESS**



HAPPINESS FRAMEWORK 1



Perceived Control



Perceived Progress

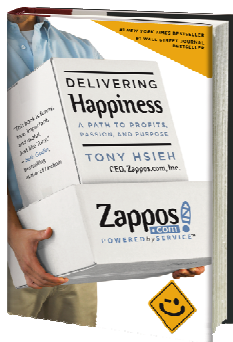


Connectedness



Vision | Meaning

(Being part of something
bigger than yourself)



Perceived Control

Customer Loyalty Team



Skill Sets

No Annual Raises

Pursue raises at your own pace by choosing what you want to learn.

Perceived Progress

Merchandising Team

$$18 + 18 + 18 = 54$$

Perceived Progress

6 + 6 + 6 = 18

6 + 6 + 6 = 18

6 + 6 + 6 = 18

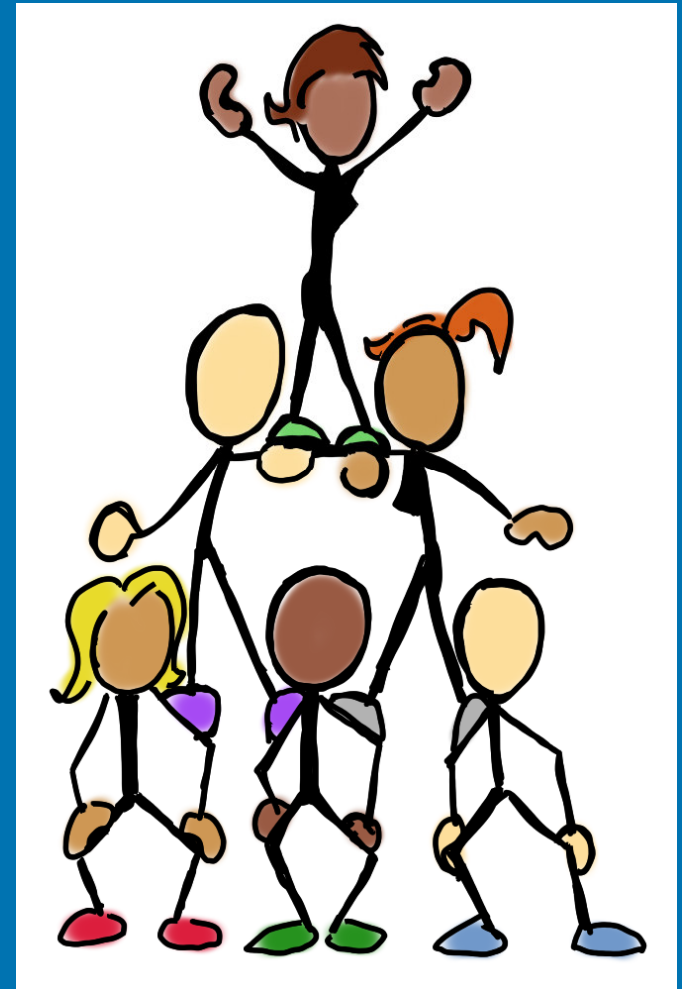
Connectedness

Clubs

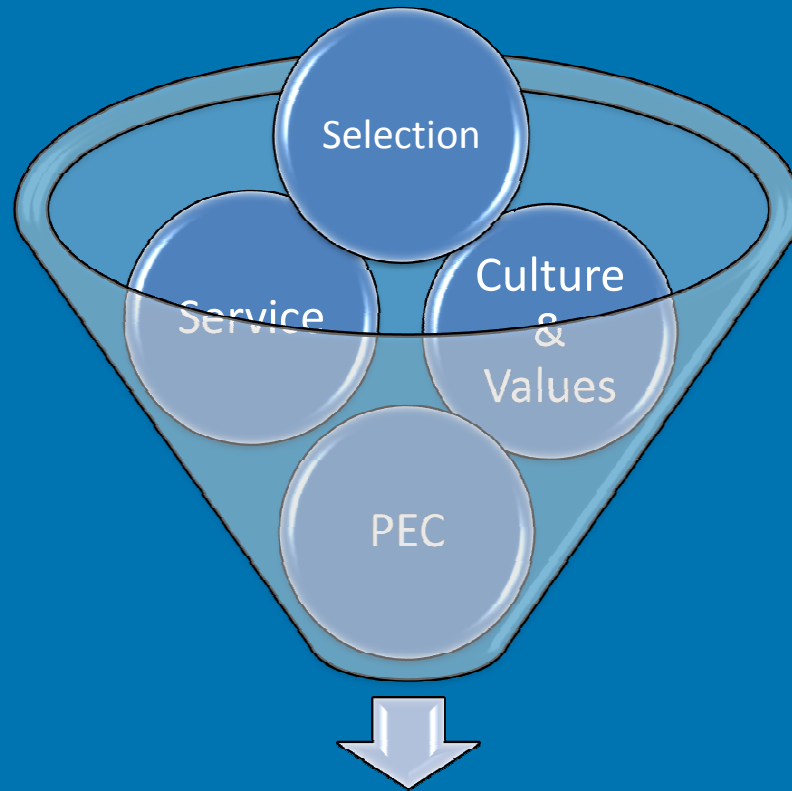
PEC

10%-20%

Events/Happy Hours



Being a part of something bigger!



Delivering Happiness

FOR EMPLOYEES



WHAT'S THE LARGER
VISION AND GREATER
PURPOSE IN THEIR
WORK BEYOND
MONEY OR PROFITS?

FOR ENTREPRENEURS



WHAT WOULD YOU BE
PASSIONATE ABOUT
DOING IF YOU DIDN'T
FEAR FAILURE AND
DIDN'T MAKE ANY
MONEY FOR 10 YEARS?

Motivation VS. Inspiration

IF RESEARCH SHOWS

VISION
MEANING
HIGHER PURPOSE

LEADS TO HAPPINESS...

WHAT'S YOUR
COMPANY'S
HIGHER
PURPOSE?

IF RESEARCH SHOWS

VISION
MEANING
HIGHER PURPOSE

LEADS TO HAPPINESS...

WHAT'S YOUR
HIGHER
PURPOSE?



THANK YOU

JOIN THE MOVEMENT!
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