



AP DIJKSTERHUIS

Op naar geluk

De psychologie van een goed leven

PROMETHEUS • BERT BAKKER



[diensten](#) • [over ons](#) • [resultaten](#) • [lezingen / workshops](#) • [blog](#) • [contact](#)

VOORUITGANG DOOR GEDRAGSVERANDERING

Wij pakken maatschappelijke problemen aan door **gedrag** van mensen te veranderen. Wetenschappelijk onderbouwd en vooral effectief.

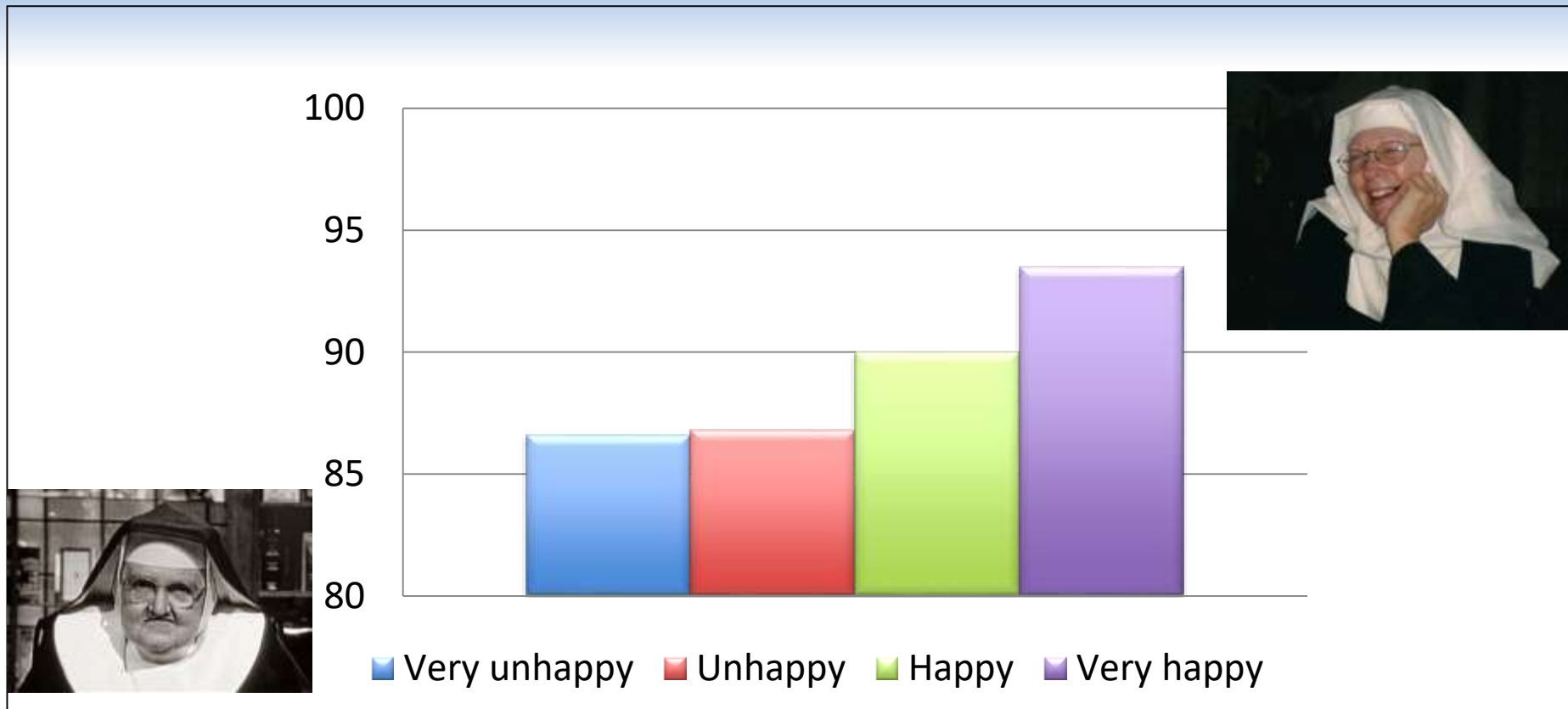
BEKIJK WAT WE DOEN

Towards happiness

Happiness

- gives energy
- leads to lower blood pressure after stress
- allows you to tolerate more pain
- leads to a better functioning immune system

Towards happiness

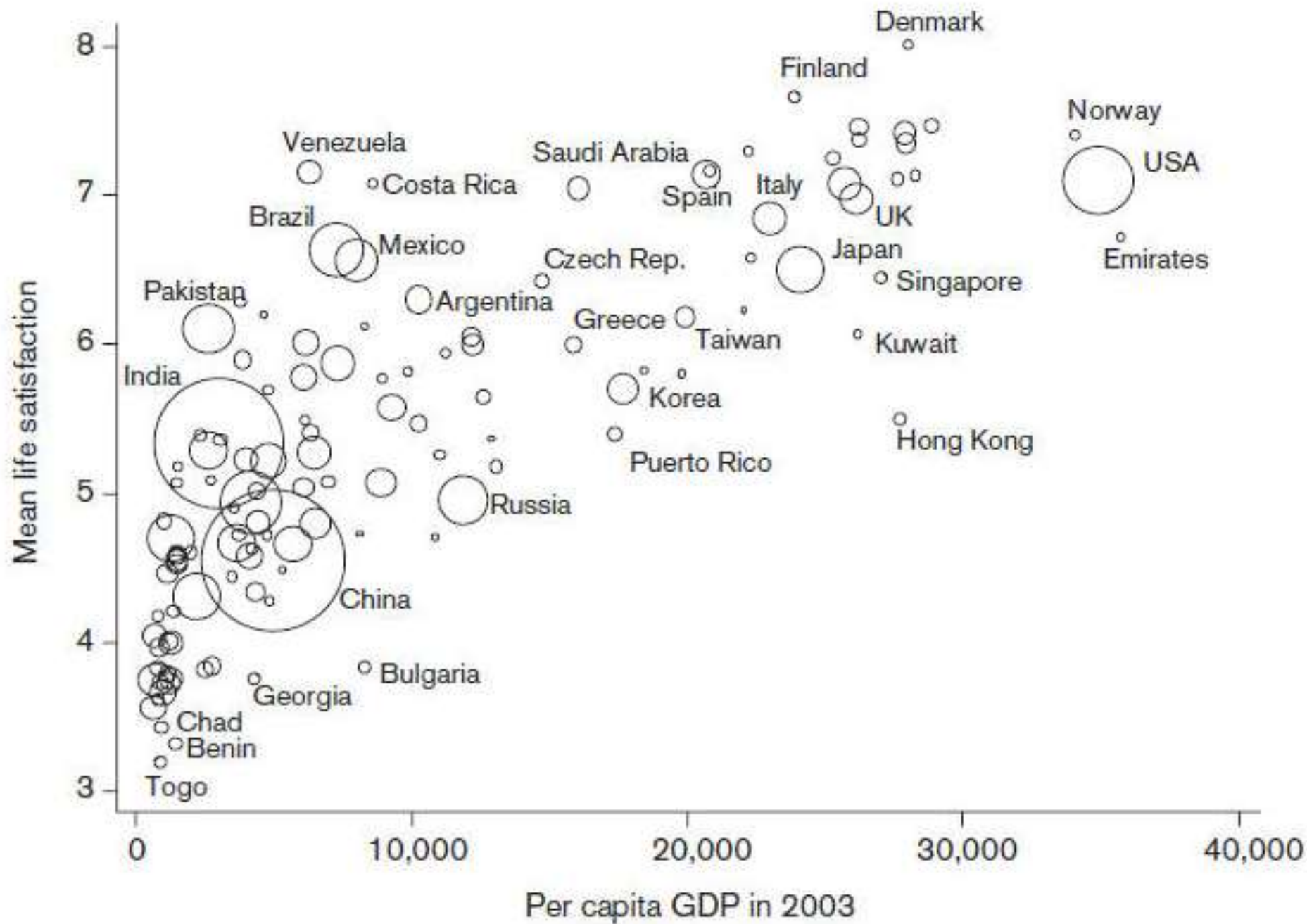


Towards happiness

Can we achieve happiness?

Isn't it mostly genetic and dependent on circumstances?



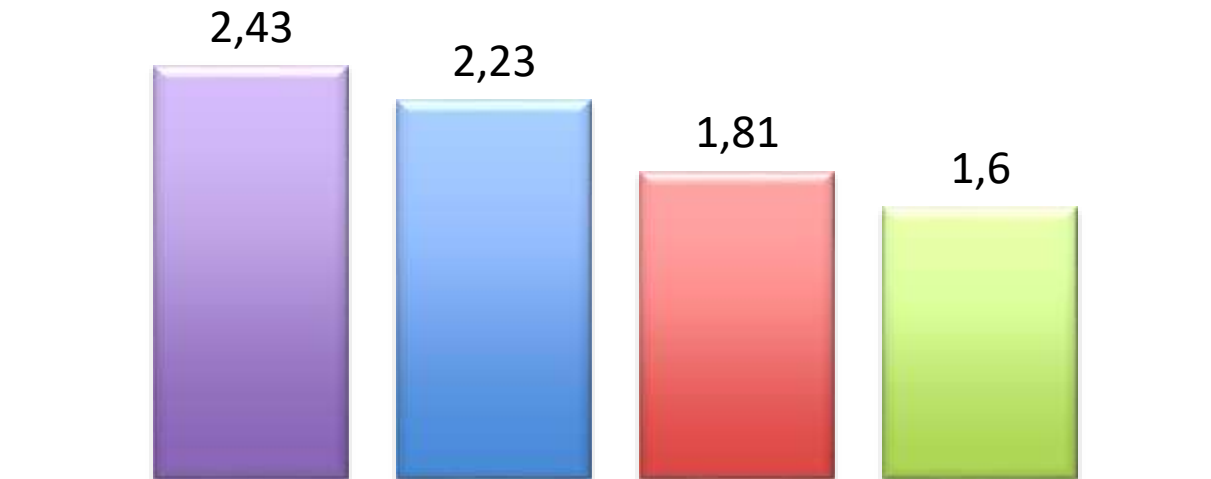




Towards happiness

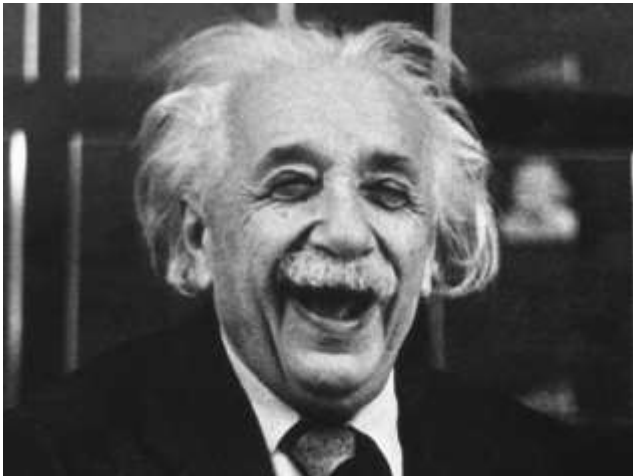
Satisfaction with life Calcutta (1-3)

■ Students ■ Slum ■ Prostitutes ■ Homeless



Towards happiness

Happiness correlates with intelligence and attractiveness.



Towards happiness

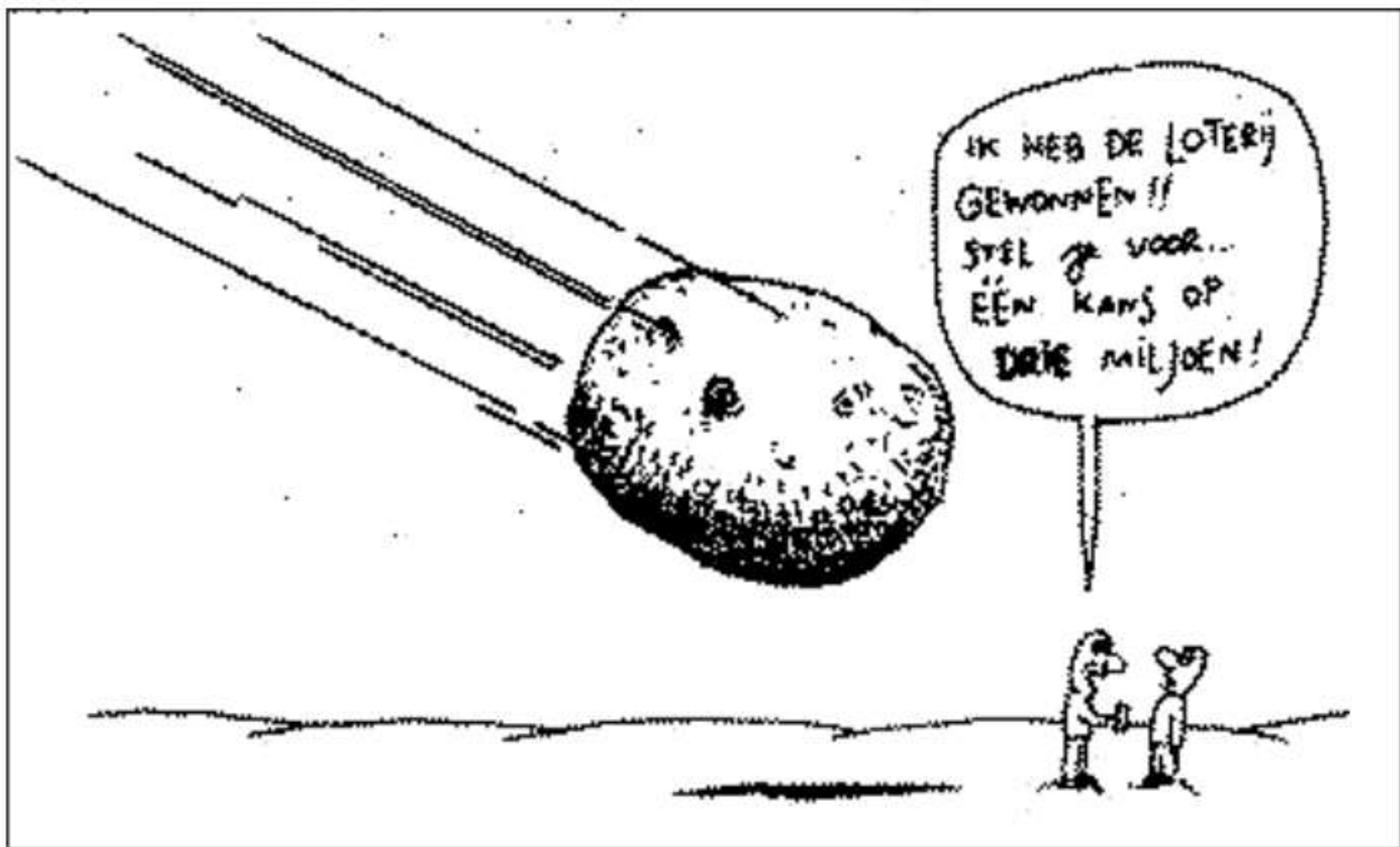
Happiness

- ...is partly genetic (depression, schizophrenia)**
- ...correlates with intelligence**
- ...correlates with attractiveness**
- ...correlates with income**

Pursuing happiness

A hopeless idea

PLANEET KAMAGURKA



Towards happiness

Hoe happy are you after:

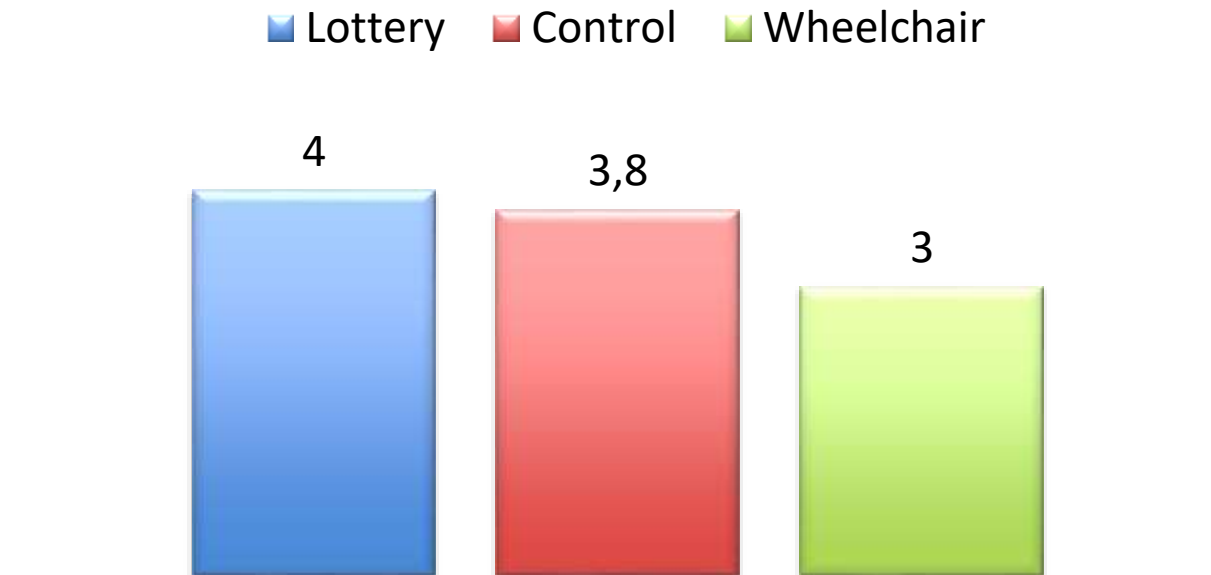
You win between 50.000 and 1 million dollar in a lottery?

You have an accident and have to spend the rest of your life in a wheelchair.



Towards happiness

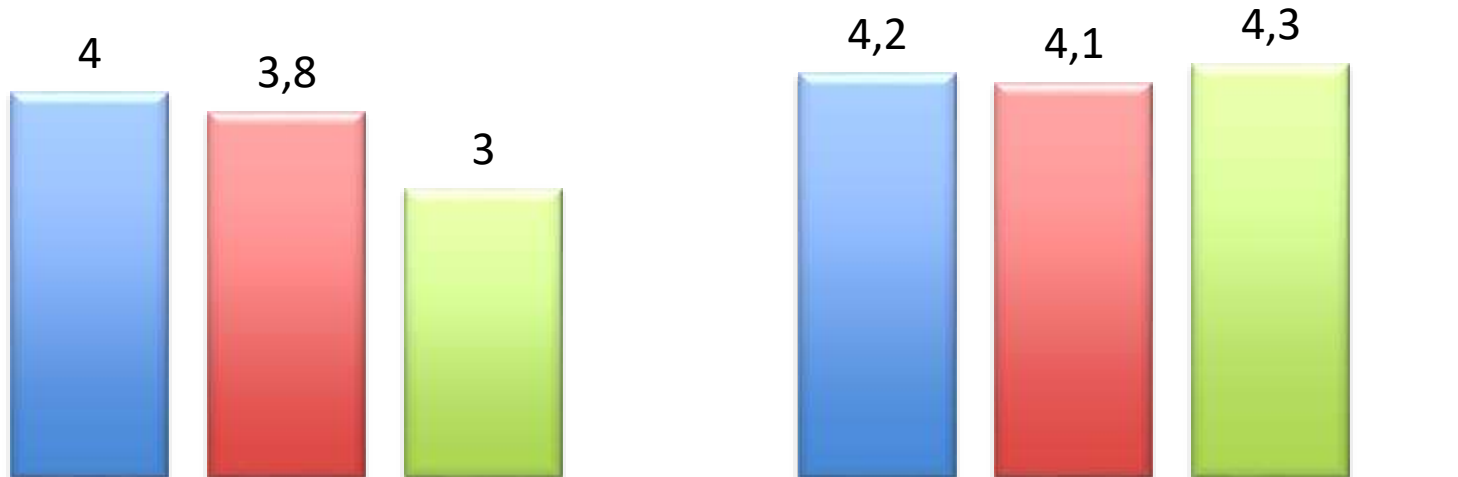
Happiness immediately afterwards:



Towards happiness

Happiness immediately and after six months:

■ Lottery ■ Control ■ Wheelchair





Towards happiness

Happiness	Net income	Work vs private time
1. Denmark	1. US	1. Denmark
2. Finland	2. Switzerland	2. Spain
3. Netherlands	3. Luxembourg	3. Belgium
4. Norway	4. Belgium	4. Netherlands
5. Switzerland	5. Canada	5. Norway

Towards happiness

Why do we think circumstances are so important?

- 1. Immediate reward/punishment**
- 2. Focusing illusion**
- 3. Correlation versus causation**



Towards happiness

Immediate reward/punishment

Beginning students are asked...

a) How happy they are

b) How happy they would be two months after their relationship ends

Towards happiness

Happiness of students (1-7)

■ Now ■ After break-up

5,5

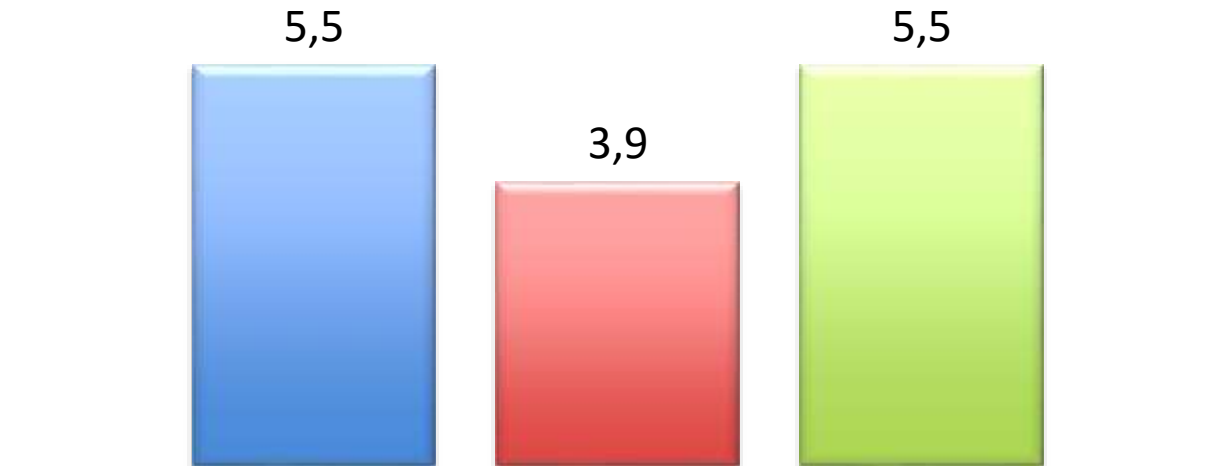
3,9



Towards happiness

Happiness of students (1-7)

■ Now ■ After break-up ■ Really?



Towards happiness

Focusing illusion

“California dreaming”: Where are people happier? In Michigan or in California?



Towards happiness

Correlation versus causation



Towards happiness

Happiness =

***40% genes + 10% circumstances + 50% choices we
make***

“Many assume my business success has brought me happiness. But the way I see it, I am successful because I am happy.”

Richard Branson



HAPPY

The word 'HAPPY' is rendered in a bold, black, sans-serif font. Each letter is decorated with a variety of small, solid-colored circles in shades of blue, red, green, yellow, orange, pink, and purple. The dots are placed at the intersections of the letter strokes and along the edges, creating a vibrant, polka-dot effect.

WORK

The word 'WORK' is rendered in a bold, black, sans-serif font, matching the style of the word above. It is also decorated with small, solid-colored circles in a similar color palette of blue, red, green, yellow, orange, pink, and purple. The dots are placed at the intersections of the letter strokes and along the edges, creating a vibrant, polka-dot effect.

Towards happiness

Two MAJOR guidelines

Three smaller tips

The happiest workers are:

- Florists and gardeners, 87 per cent say they are happy
- Hairdressers and beauticians, 79
- Plumbers, 76
- Marketers and PR people, 75
- Scientists and researchers, 69
- Leisure and tourism workers, 67
- Construction workers, 66
- Doctors and dentists, 65
- Lawyers, 64
- Nurses, 62
- Architects, 62
- Child care and youth workers, 60
- Teachers, 59
- Accountants, 58
- Car workers and mechanics, 57
- Electricians, 55
- Caterers, 55
- HR and personnel staff, 54
- IT and telecommunications workers, 48
- Bankers, 44.

John blijft gewoon doorwerken

■ Wat zou jij doen als je een smak geld zou winnen? Reizen, feesten, dure spullen kopen? Stoppen met werken? Of toch maar liever wc's ontstoppen en dakgoten repareren?

De Schot John Doherty uit Elderslie was in de wolken toen hij hoorde dat hij 14,6 miljoen pond had gewonnen in een loterij. Daar had hij altijd al van gedroomd. Maar stoppen met werken? Nope!

De maandag nadat hij de prijs gewonnen had, verscheen de 52-jarige loodgieter weer gewoon in zijn overall. Hij zegt dat hij zijn werk nog heel leuk vindt. Bovendien wil hij zijn trouwe klanten niet in de kou laten staan.

Towards happiness

You receive 20 dollar and are asked to

- a. Buy something for yourself*
- b. Buy something for a friend*

*What do you think makes you
happier?*

Towards happiness

You receive 20 dollar and are asked to

- a. Buy something for yourself*
- b. Buy something for a friend*

What do you think makes you happier?



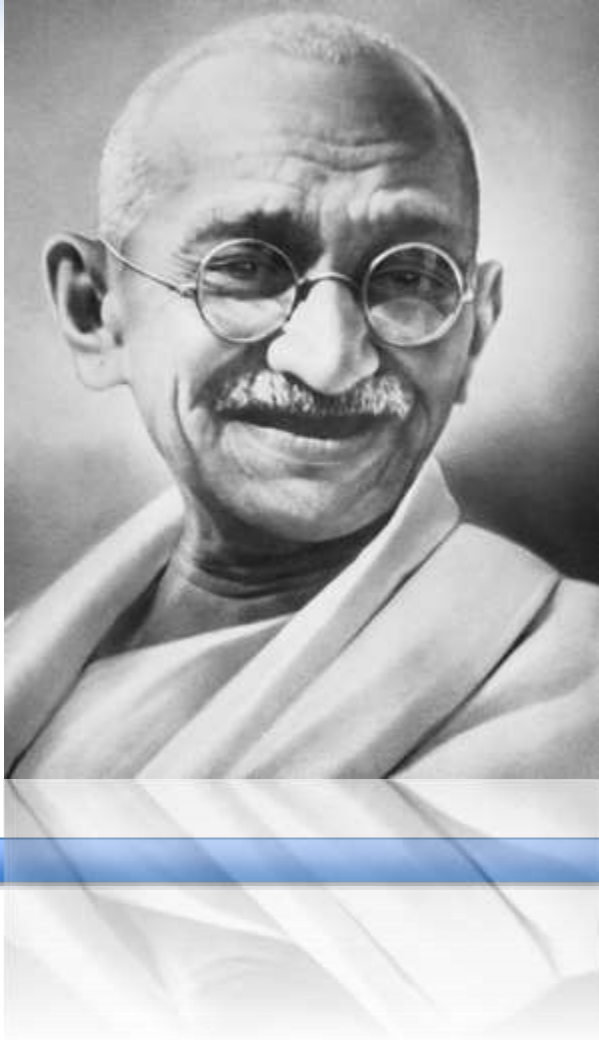
Op naar geluk

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Towards happiness

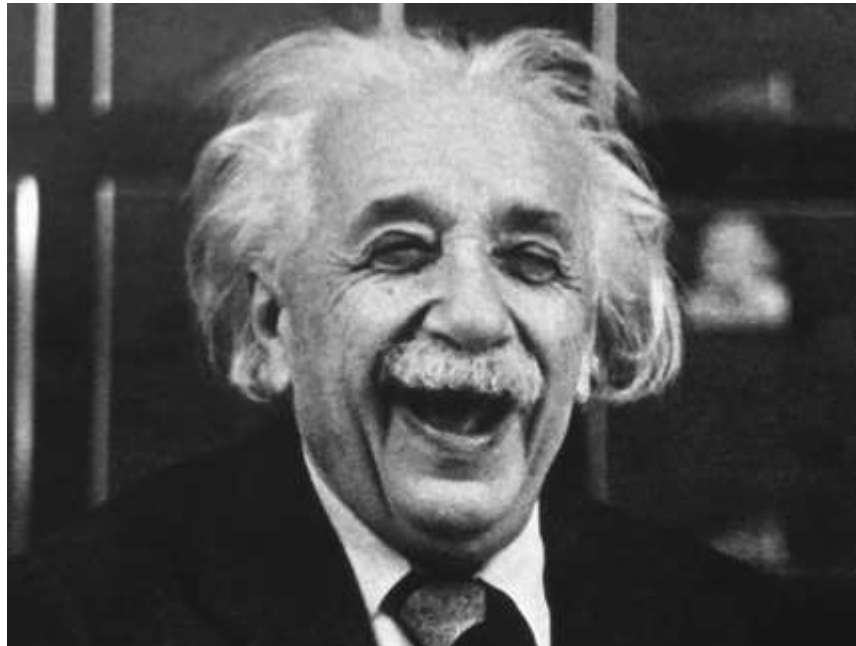


“Happiness is dependent on what you can give, not what you can receive”

Mahatma Gandhi

Towards happiness

Why are scientists happy?







Towards happiness

Why are bankers unhappy?

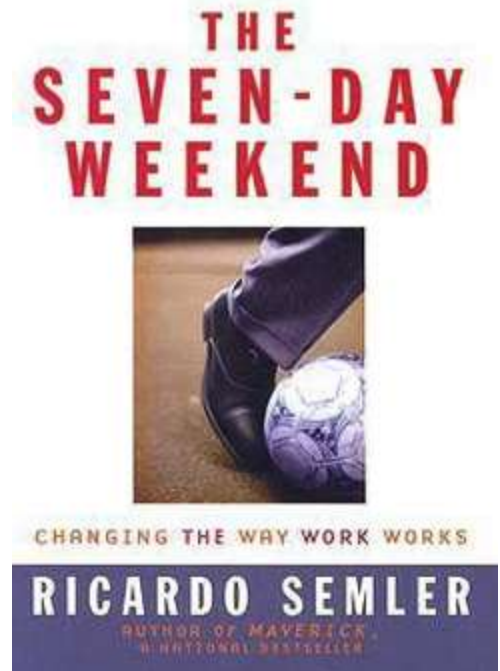


Towards happiness

Threats:

Every rule, every strict procedure, undermines feelings of autonomy

9 to 5?



Towards happiness

Threats:

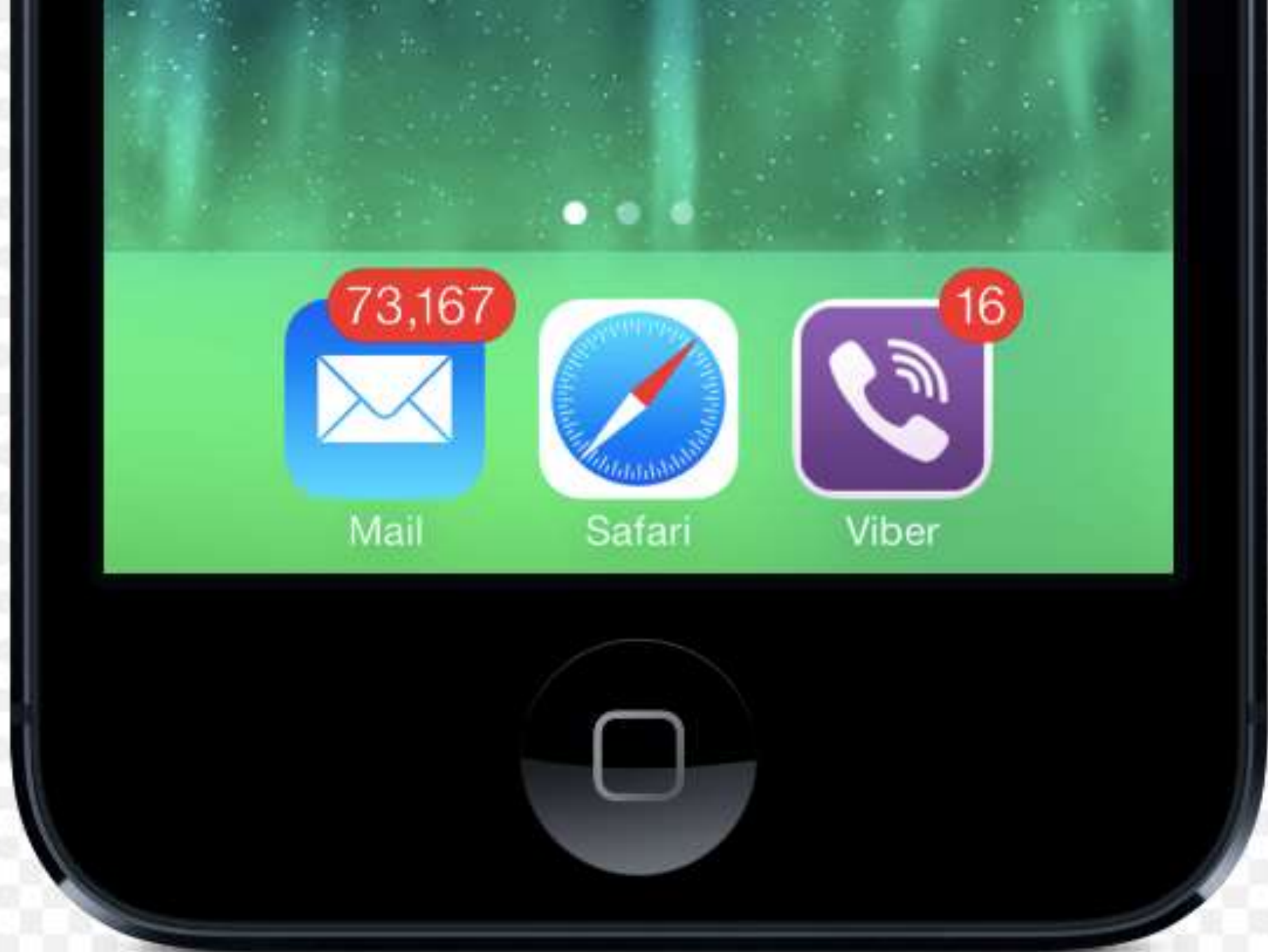
- 1. Rules***
- 2. Deadlines***
- 3. Pressure***
- 4. Bureaucracy***
- 5. Superfluous meetings***
- 6. Too much competition***
- 7. Hierarchy***
- 8. Too much emphasis on extrinsic rewards (money)***
- 9. No real holidays***

Towards happiness

Give people as much responsibility as they can handle, as fast as possible:

- They will develop faster. Why preside over a committee for the 17th time when a younger colleague can do this as well?***
- People will have more fun. Challenges are more fun than routine jobs.***
- People will devote more time and energy.***
- People at the top will have more time to think about the future. Strategy, vision, creativity, new products.***





Towards happiness

Tip for e-mail and other media. When you receive a message, there are three things you are allowed to do:

- 1. You reply immediately***
- 2. You throw it away***
- 3. You decide, very concretely, when you are going to reply (To do list tomorrow 9 in the morning)***

Do not let it simmer in the back of your head!



Towards happiness



Towards happiness



Op naar geluk

Tip: Buy time



Towards happiness

Tip: What went well



What went well:

Towards happiness

If you're ever sad, just remember the world is 4.543 billion years old and you somehow managed to exist at the same time as David Bowie.