

The Danish method to well-being and performance

INTERNATIONAL SOCIAL WELL-BEING CONFERENCE (ISWC)
Kuala Lumpur – November 22nd 2019

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Are you happy?

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60%







Happiest countries	Countries with the least corruption	Most attractive countries for talents	Best countries to do business in	Best countries for women
United Nations – World Happiness Report 2019	Transparency International – Corruption Perception Index 2018 	IMD – World Talent Report 2018	World Bank – Doing Business 2017	US News – Best Countries for Women 2019
1. Finland 	1. Denmark 	1. Switzerland 	1. New Zealand	1. Sweden 
2. Denmark 	2. New Zealand	2. Denmark 	2. Singapore 	2. Denmark 
3. Norway	3. Finland	3. Norway	3. Denmark 	3. Canada
4. Island	4. Singapore	4. Austria	4. Hong Kong	4. Norway
5. Netherlands	5. Sweden	5. Netherlands	5. South Korea	5. Netherlands
6. Switzerland	6. Switzerland	6. Canada	6. Norway	6. Finland
7. Sweden	7. Norway	7. Finland	7. United Kingdom	7. Switzerland
8. New Zealand	8. Netherlands	8. Sweden	8. United States	8. Australia
9. Canada	9. Canada	9. Luxembourg	9. Sweden	9. New Zealand
10. Austria	10. Luxembourg	10. Germany	10. Macedonia	10. Germany

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Why do we care about
happiness in the world ?

A man in a light blue dress shirt and a dark striped tie is sitting at a desk, yawning widely with his mouth open and his hand near his face. He is looking upwards. To his left is a large stack of papers and folders. To his right is a silver laptop. The background shows a bright window with greenery outside. A semi-transparent blue box is overlaid on the lower part of the image, containing text.

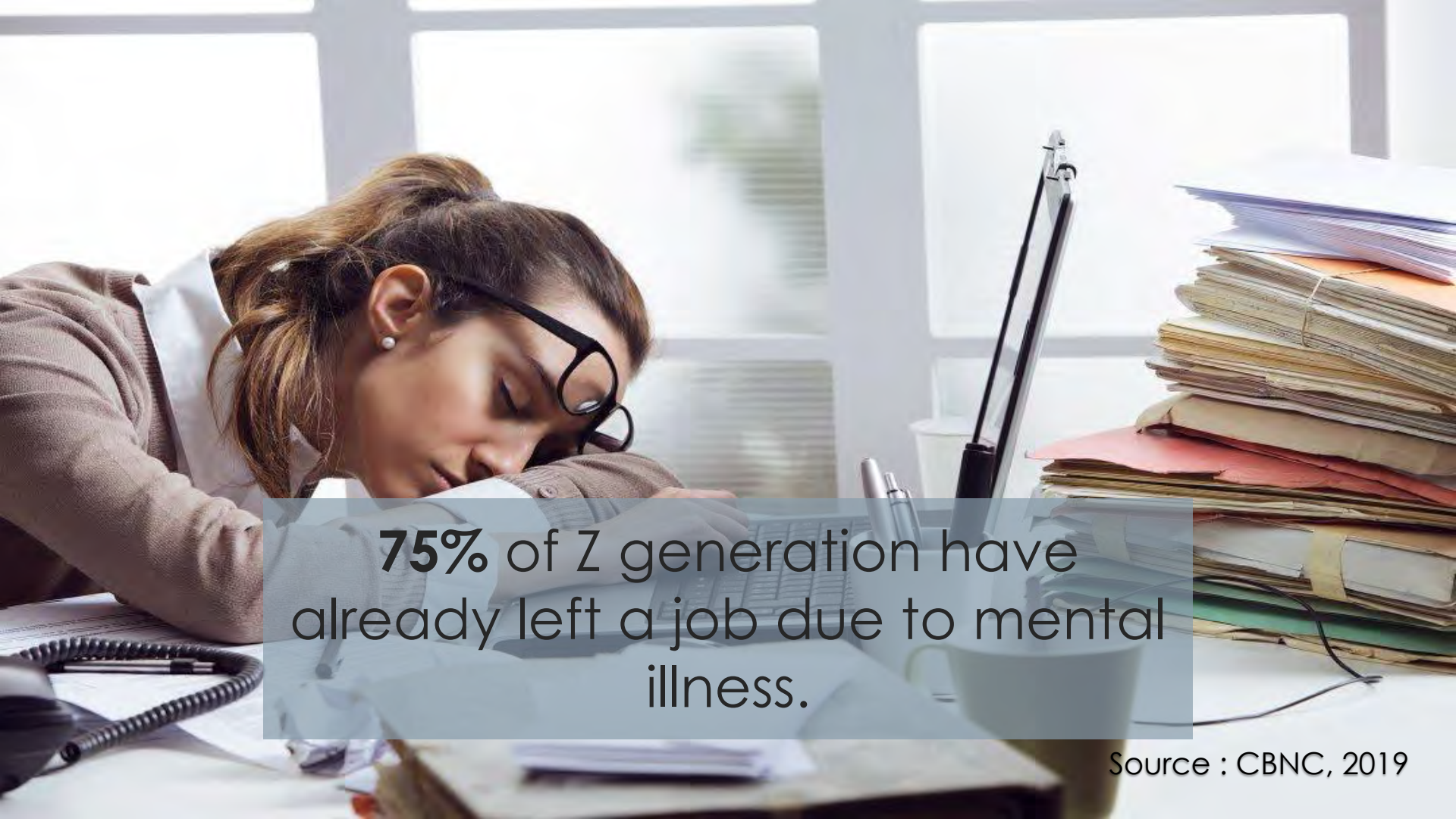
85% of employees are disengaged worldwide*

*Gallup – State of the Global Workplace Report



42% of Europeans consider themselves unhappy at work*

*Enquête Stepstone (BEL) - 2012



75% of Z generation have already left a job due to mental illness.

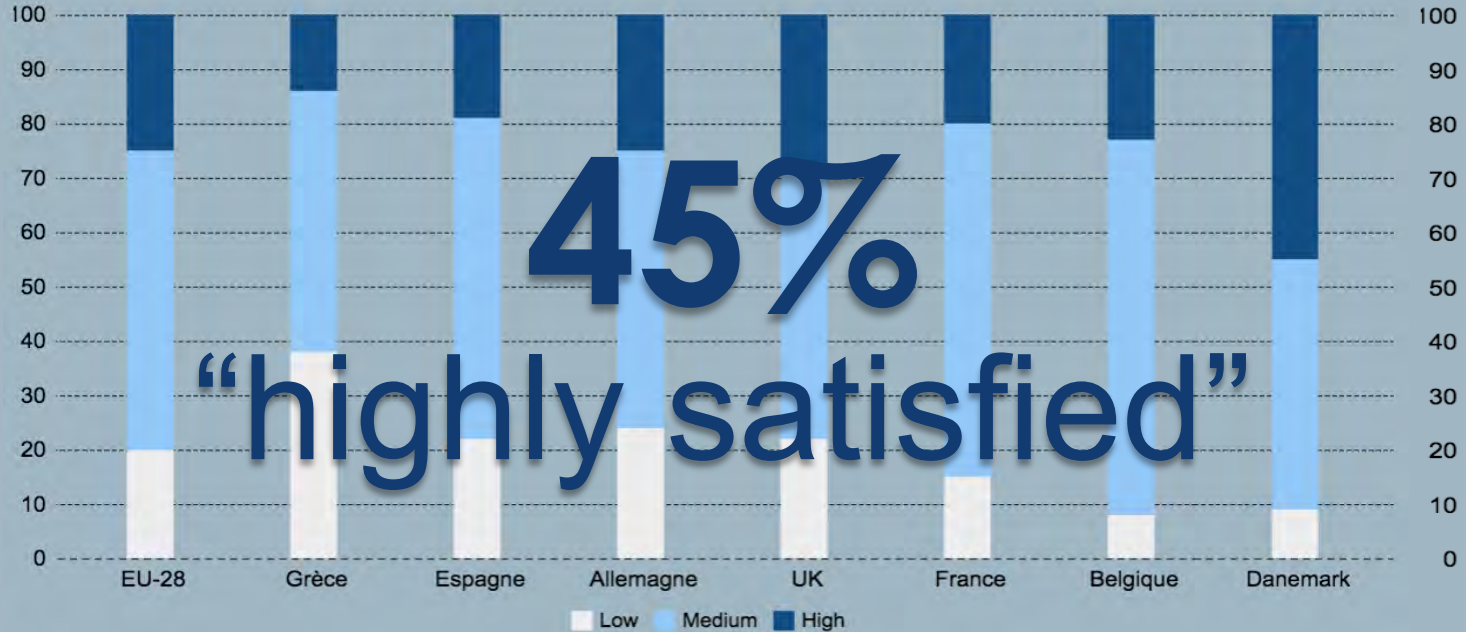
Source : CBNC, 2019

What about the Danes ?

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Job Satisfaction by country - Eurostat 2013



What can we learn from Danish leadership?

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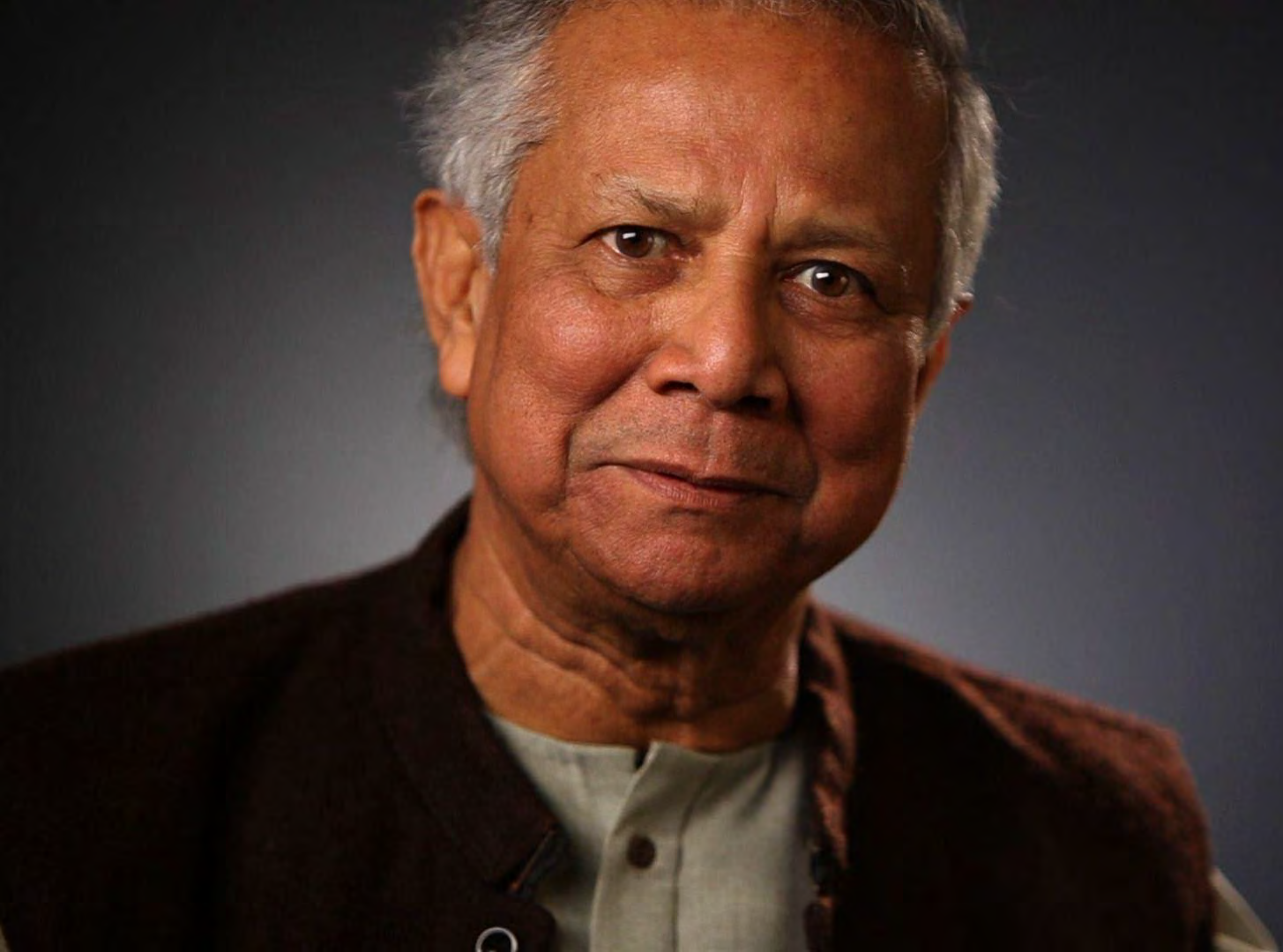
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TRUST





78% of the Danes say
they trust their peers



Are you a trustworthy person ?

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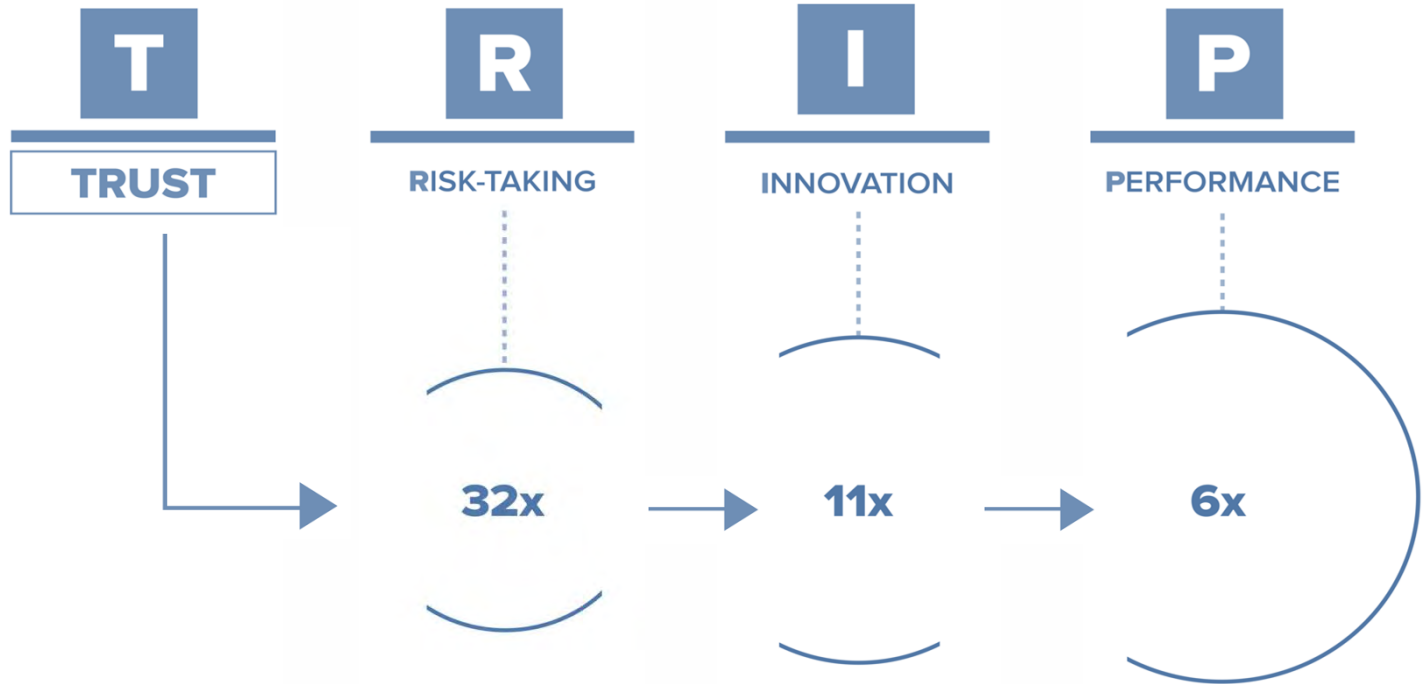
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Do what you say and
say what you do !

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LRN – *The HOW Report* (2016)

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TRUST

Say what you do,
do what you say

Treat others as
adults

**FREEDOM TO
BE YOU**

Accept mistakes
(risk taking)





Empathy Classes



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Misunderstandings and
conflicts ...

1,5 day per week !







PSYCHOLOGICAL FEAR



PSYCHOLOGICAL SAFETY

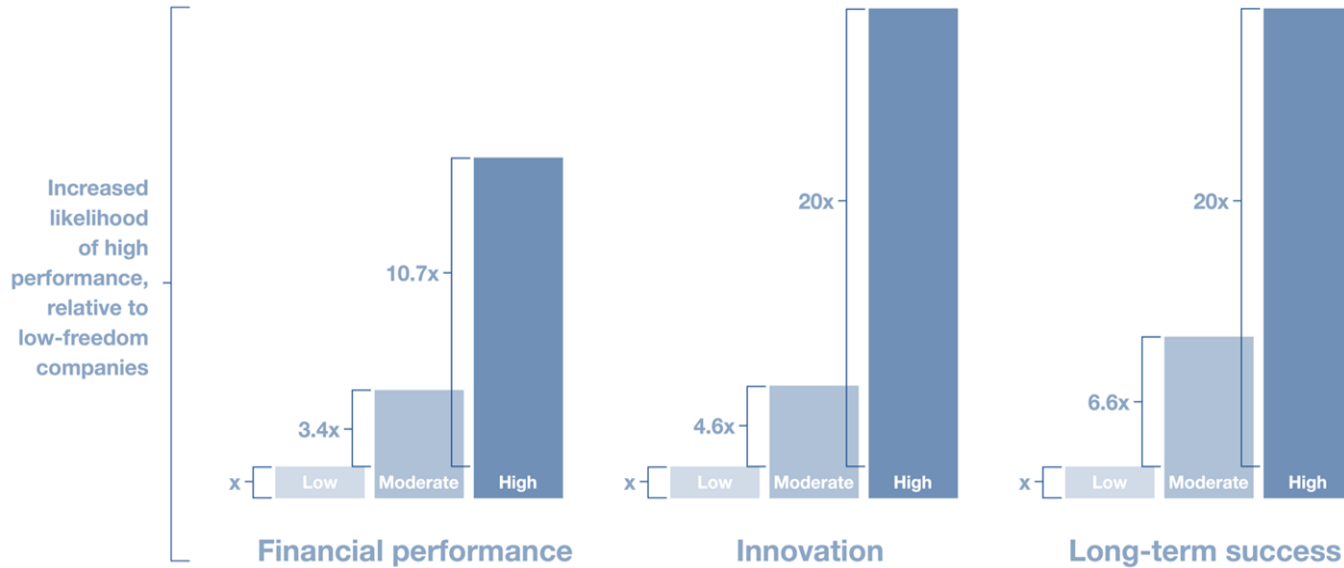
Value people for what they do...





...but also for who they are!

Freedom Boosts Business Performance



LRN – *The Freedom Report*
(présenté au Forum de Davos 2014)

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Consider the person
before the title and
function

Take time to listen and let
PURPOSE empathy be your guide

Say what is really on your
mind, talk about the
elephant in the room



**FREEDOM TO
BE YOU**



7 out of 10 Danes like...
paying taxes !
(and 12% would like to pay more ...)

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“If we wind up curing diabetes, and it destroys a big part of our business, we can be proud.”

Lars Rebien Sørensen – Former CEO of Novo Nordisk

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“A window cleaner doesn’t only clean windows. He allows the sun to come in.”

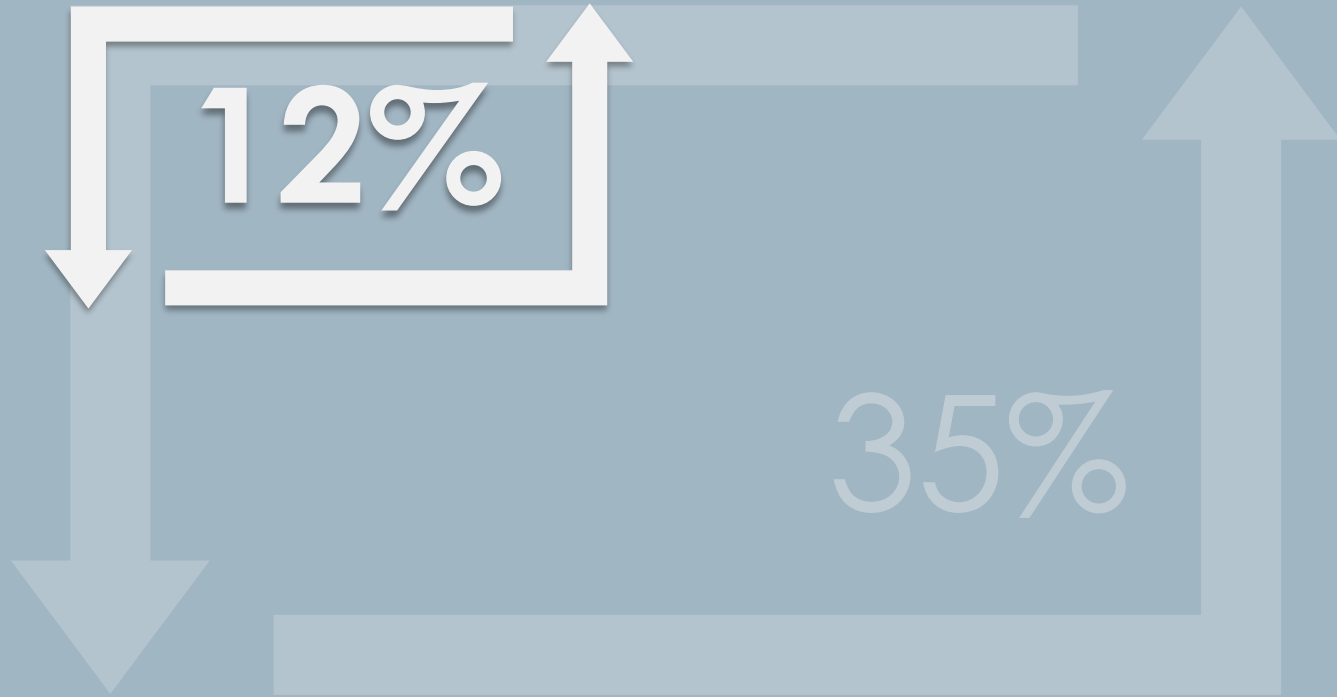
Jeff Gravenhorst – CEO of ISS

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Staff turnover rate (France)



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PURPOSE

Define your purpose in a meaningful project

Embody your values and lead by example

Value the importance of each role





“Be the change you would like
to see in the world”