

# Positive Strategic Design card set

## *Reference Guide*



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Further reading will make it possible to optimally apply positive strategic design. The happiness strategies are derived from literature research. This guide presents the references for each separate strategy. When choosing a specific strategy you are encouraged to use these references to understand and apply the science behind it.

### **BUSINESS COMPETENCE**

*Higher purpose*  
4 - 5

*Ethical Awareness*  
2 - 3 - 6 - 7

*Transparency provider*  
1 - 5 - 10

### **LEADERSHIP CAPABILITY**

*Design leadership*  
8 - 9 - 10 - 11

*Servant leadership*  
11 - 12 - 13 - 14 - 15 - 16

*Need focus*  
11 - 16 - 17 - 18 - 19 - 20 - 21

### **EMPLOYEE WELL-BEING**

*Touchpoint education*  
4 - 9 - 11 - 22

*Social cohesion*  
4 - 11 - 23 - 24

*Pleasurable Environments*  
4 - 11 - 24 - 25

*Goal setting*  
4 - 23 - 24

*Company perception*  
4 - 5 - 26

### **CONSUMER WELL-BEING**

*Value communication*  
5 - 27 - 28 - 29

*Touchpoint facilitation*  
9 - 27 - 28 - 29

*Company perception*  
5 - 26 - 27 - 28 - 30

**Important:** When less familiar with either Strategic Design or Positive Design it is also recommended to gain at least novice understanding of each domain. The last 2 pages of this guide overviews literature that presents important fundamentals for both domains. This will assist in strengthening your understanding of the domains' design and research focus.

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### HAPPINESS STRATEGIES

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### **RULES OF THUMB**

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