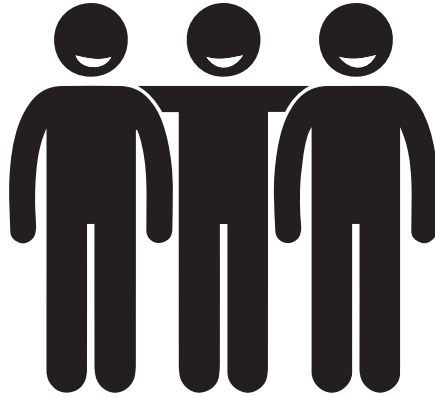# Positive Design

POSITIVE EMOTION

This element is about feeling good. Enhancing positive emotions by stimulating the related drivers and overcoming or changing perspective on drivers that are related to negative emotions. Here the focus is on gaining positive affect from satisfying deficiency needs to a pleasurable experience, and satisfying growth needs to an enjoyable experience.

Positive Design

ENGAGEMENT

It is about being absorbed by the activities one is engaging in. The holistic sensation one experiences when acting with full involvement is called the flow state. The focus here is on fulfilling, challenging and interesting activities that captivate someone to be fully engaged in the moment. Individual valuations and preferences come to play in this process and thus are defining in what makes an activity balanced in engagement.

Positive Design

RELATIONSHIPS

Social connections are important aspects in life. There is even a causality between social relationships and health. People thrive on authentic connection and social cohesion, and require emotional and physical interaction to fully encompass the human experience.

Positive Design

MEANING

Meaning regards understanding and making sense out of one's existence and its impact on others. Further, to have a purpose and goals that one strives for. Having a meaningful existence is beneficial in gaining positive affect and can help people to cope with developmental crises.

Positive Design

ACCOMPLISHMENTS

The positive affect one gains from having goals that give one meaning can be strengthened through achievement of those goals. Sense of accomplishment is achieved by having goals and ambitions and working towards them. The ingredients for accomplishments are interest, ability and perseverance, independent of the scale it occurs on.

Strategic Design

ENVISIONING

Imagining and incorporating a future-oriented and long-term perspective both into an innovation strategy and into the objective of design projects.

Strategic Design

INSPIRING

Making stakeholders, internal and external,
confident enough to think and act differently.

Strategic Design

ALIGNING

Steering the solution in a direction that complements or matches the organization's strategy, values and assets.

Strategic Design

COLLECTING

Resourceful collection of valuable information from stakeholders and environment through combined application of research and storage strategies techniques.
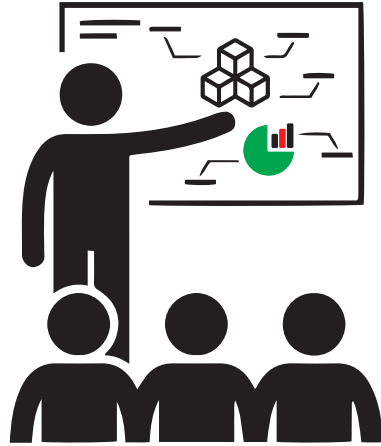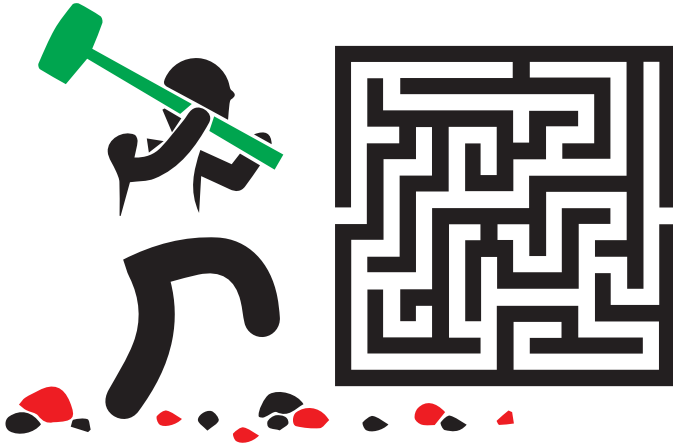
Strategic Design

EDUCATING

Building design capacity within an organization by teaching them the ins and outs of design.

Strategic Design

EMBRACING
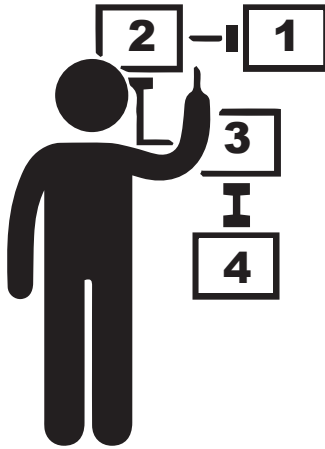
Creating widespread organizational commitment to the project outcome and the design approach used during the project.

Strategic Design

SIMPLIFYING

Connecting and synthesizing information in a concise and meaningful manner.

Strategic Design

STRUCTURING

Defining and executing each step on the road to achieve the project's objectives, while allowing for flexibility and sensitivity to changing circumstances.

Strategic Design

TRANSLATING

Converting information from one language into another - verbal to visual, visual to verbal, tacit to explicit, explicit to tacit - to enable knowledge sharing and knowledge creation.
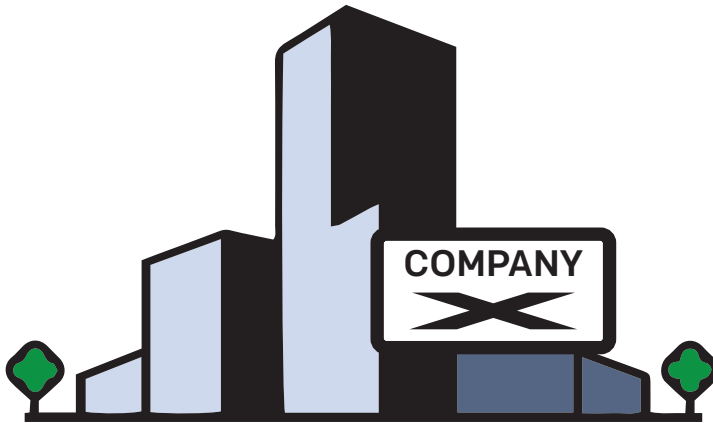
Business competence
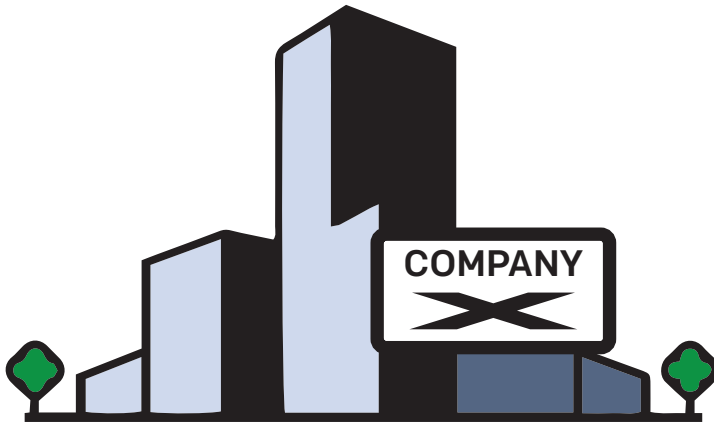
Transparency provider

Having both internal and external transparency is an important aspect of providing both the company and its stakeholders with a clear view on the past, present, and future. This is achieved by providing information both ways, from and toward the company, and taking action based on this information.

Consider

Business competence
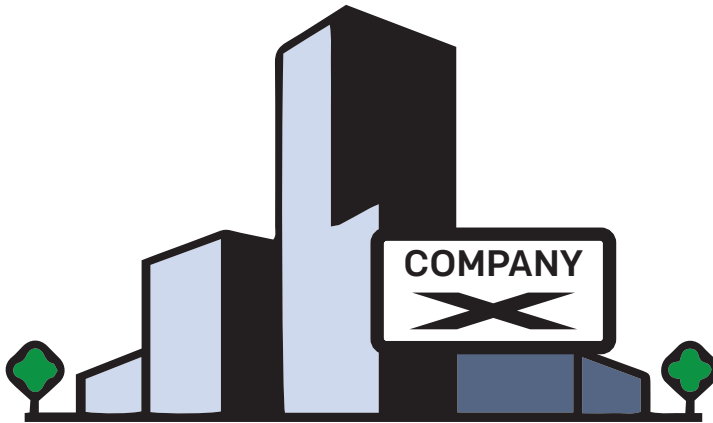
Ethical awareness

Increasing awareness of consumers calls for responsible company strategies. Sustainability and social cohesion are key aspects in maintaining control, while at the same time stimulating and providing engaging outlets and input channels.

**Consider**

Business competence

HIGHER PURPOSE

For the company to have a focus on enabling and stimulating human flourishing, it should define its purpose in the environments it is active in. Moreover, there should be a higher purpose that goes beyond making profits. It is about how the company envisions the future and what kind of role it strives to play to actualize this.

References

4 / 5

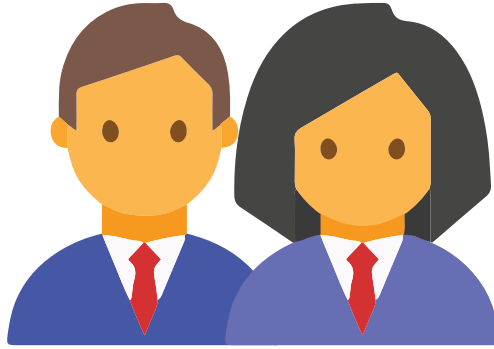**Consider**
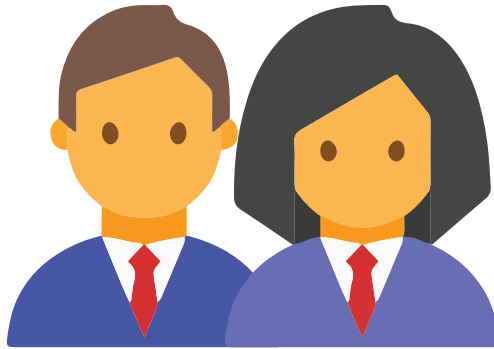
Leadership capability

Servant leadership

Happiness improving leadership is about knowing when to lead and to serve. While autonomy is the goal, being able to help when needed makes the change. Understanding the emotions and personalities of people. It is about providing the resources necessary for employees to thrive while creating a work environment that enhances employees' well-being.

References
11 / 12 / 13 / 14 / 15 / 16

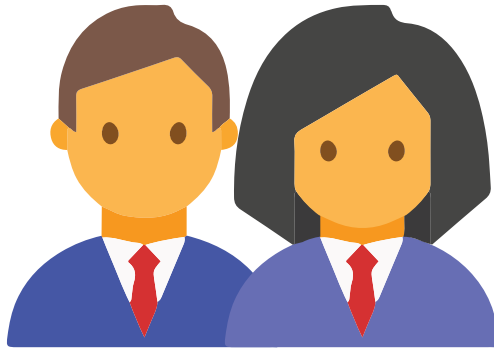**Consider**

Leadership capability

DESIGN LEADERSHIP

The deeper design is integrated in the company and its activities, image, and people, the bigger the impact on the profits, costs, development time and valuation of the company. (Also consider the *Strategic Design Practices*)

**Consider**

Leadership capabiity

NEED FOCUS

Improving happiness is recognizing behavior and the needs that are linked to that behavior. As leadership it is useful to overview the needs employees have and provide them with adequate care to satisfy those needs. In doing so it is important to periodically check if all needs are taken care of.

References
11 / 16 / 17 / 18 / 19 / 20 / 21

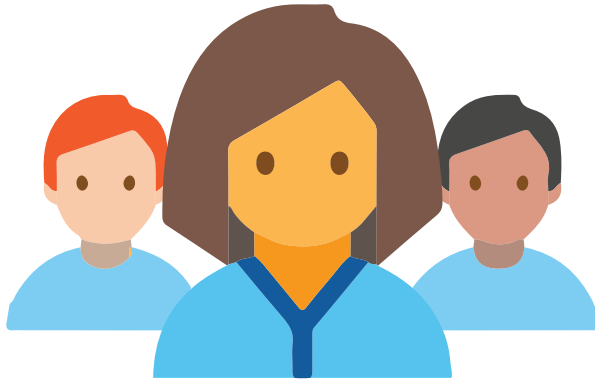**Consider**
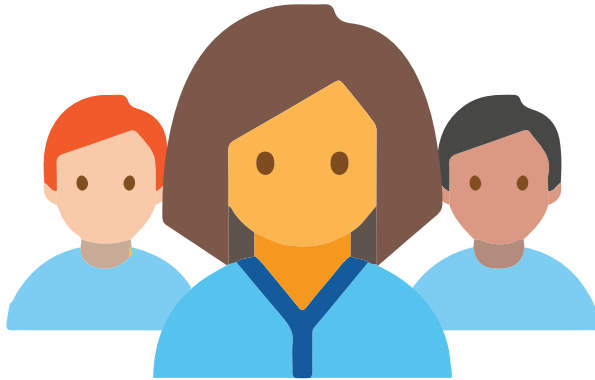
Employee well-being

TOUCHPOINT EDUCATION

Creating awareness of the impact of an employee's actions and stimulate them to take responsibility will improve the internal an external touchpoints they encounter. In doing so employees will feel valued and empowered to provide consumers and colleagues with adequate care.

References
4 / 9 / 11 / 22

Consider
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Employee well-being

COMPANY PERCEPTION

How a company is perceived is vital in stimulating the happiness of employees. Making them feel part of something meaningful increases their commitment and making the job characteristics valuable on a personal level will increase their need to identify with their work. Furthermore, knowing that the company offers its consumers added value will improve their perceived impact.

References
4 / 5 / 26

**Consider**
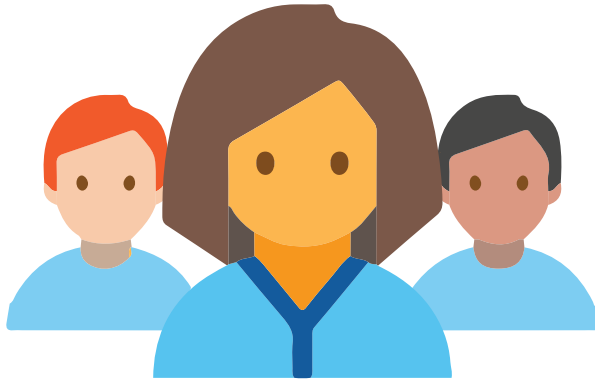
Employee well-being

GOAL SETTING

Aligning personal and company goals is a valuable way of letting employees identify with the company, and with that stimulate their commitment. Having periodic evaluations helps them see concrete and measurable outcomes. Having employees' short-term and long-term goals aligned will improve their happiness and perceived impact.

Consider
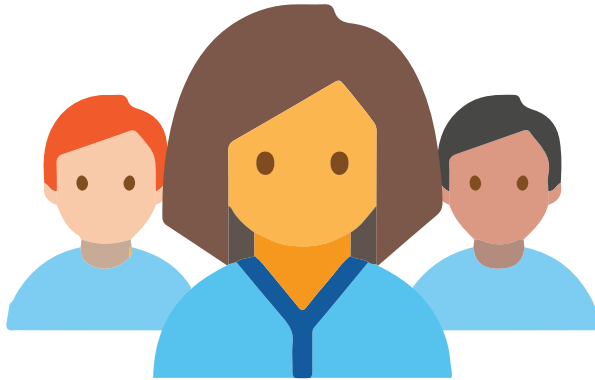
Employee well-being
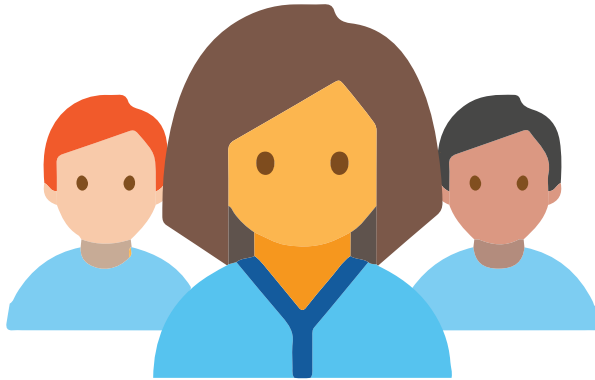
PLEASURABLE ENVIRONMENTS

A comfortable and stimulating workplace is vital to support immersion and energy of employees. It is about an individual's direct or indirect interaction with the work environment, be this physical workplace or digital workplace.

References
4 / 11 / 24 / 25

Consider

Employee well-being

Social cohesion

Fostering positive relationships between employees plays an important role in creating a work culture that has a positive impact on the individual and collective. Providing sufficient collaboration in a producitve and innovative way is part of sustaining social cohesion. Moreover, offering fun and leisure experiences add to the collective happiness.

References
4 / 11 / 23 / 24

**Consider**

Consumer well-being

COMPANY PERCEPTION

How a company is perceived is vital in stimulating the happiness of consumers. Making them feel part of something meaningful increases their commitment, and making the solution characteristics valuable on a personal level will increase their need to identify with the company. Furthermore, knowing the company is ethically aware and engaged in virtuous behavior is proving to an increasingly important aspect of the company perception.

References
5 / 26 / 27 / 28 / 30

Consider
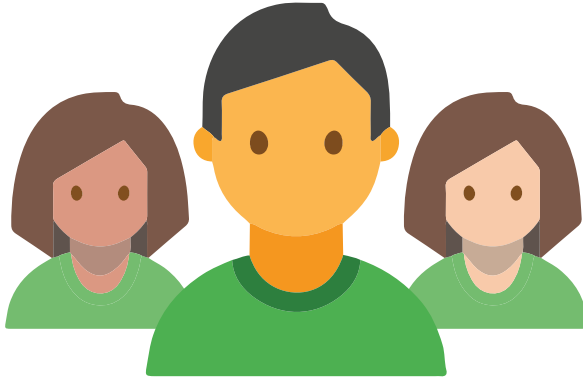
Consumer well-being

VALUE COMMUNICATION

For a company to add to the happiness of a consumer is to focus the value they try to create on happiness enhancing aspects. Furthermore, it is necessary to communicate internally about the value that is proposed and actualized, and align those when communicating this to the consumer. In doing so the value proposition will be more in line with the value consumers expect or look for.

References
5 / 27 / 28 / 29

Consider

Consumer well-being

TOUCHPOINT FACILITATION

Offering consumers happiness enhancing touchpoints by providing them with educated employees and meaningful information systems. Sustained by offering feedback systems, co-creation possibilities, and automatization and personalization of touchpoints.

References
9 / 27 / 28 / 29

Consider