

URL: <https://stvp.stanford.edu/clips/factors-that-enable-happiness>

Research shows that happiness must be created, not found. Stanford Graduate School of Business Professor Jennifer Aaker believes that creating an environment that allows for happiness offers longer-lasting joy for oneself and other members of a community. This environment would enable people to find real meaning, make real connections, and feel that they are a part of something bigger. In addition, this is a particularly important concept in the digital age.



Transcript

So based on these three paradox, I wanted to argue, how might we rethink happiness? And the idea I'd like to put forth is, rather than finding happiness, could we create environments that enable that happiness? And what would that look like? And there's a lot of research that starts to show that if we unplug from this goal of finding happiness to what is an environment that would allow for happiness, not only do you become self-oriented but that you actually make decisions and create environments that do correlate with sustainable happiness for you as well as others.. So what would that environment look like? There is significant amount of research to show that finding a way to enable people in that environment to find meaning is incredibly important, to fundamentally find connections, and to feel that they are a part of something bigger.. There's other factors as well, but these three are sometimes lacking in the environments in which we're trying to find jobs right now or even the start-ups that you're trying to build here at Stanford and outside of Stanford..