

21-Day Happiness Advantage Challenge

“Every time your brain has a success, you just change the goal post of what success looks like. You got a good job, now you have to get a better job. You hit your sales target, we’re going to change your sales target. And if happiness is on the opposite side of success, your brain never gets there. What we’ve done is we’ve pushed happiness over the cognitive horizon as a society.”

“Your brain at positive performs significantly better (31% better) than it does at negative, neutral or stressed. Your intelligence rises, your creativity rises, and your energy levels rise.”

Sean Achor, Harvard Researcher

This simple evidence based challenge made up of 5 exercises can produce transformative results for our mindset, attitude & happiness...not to mention productivity.

1. **Three Gratitude’s:** Pause to take note of three new things each day that you are grateful for. Doing so will help your brain start to retrain its pattern of scanning the world, looking not just for the negative inputs, but for the positive ones.
2. **Journaling:** Similar to the gratitude practice, but in this case, detail — in writing — one positive experience each day. This will help you find meaning in the activities of the day, rather than just noticing the task itself.
3. **Exercise:** Exercising for 10 minutes a day not only brings physical benefits, but it also teaches your brain to believe your behavior matters, which then carries (positively) into other activities throughout the day.
4. **Meditation:** Take just two minutes per day to simply breathe and focus on your breath going in and out. Doing so will train your mind to focus, reduce stress, and help you be more present in this moment.
5. **Random Acts of Kindness:** This can be something simple. Writing one positive email to praise or thank someone each day or sending a similar text or voice message. Not only does it benefit the recipient, but it also increases your feeling of social support.