



BROADCASTING HAPPINESS eBook

The Science of Igniting and Sustaining Positive Change

MICHELLE GIELAN

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Michelle Gielan, national CBS News anchor turned positive psychology researcher, is the bestselling author of *Broadcasting Happiness*.

Michelle is the Founder of the Institute for Applied Positive Research and is partnered with Arianna Huffington to study how transformative stories fuel success. She is an Executive Producer of “The Happiness Advantage” Special on PBS and a featured professor in Oprah’s Happiness course.

Michelle holds a Master of Applied Positive Psychology from the University of Pennsylvania, and her research and advice have received attention from *The New York Times*, *Washington Post*, *FORBES*, *CNN*, *FOX*, and *Harvard Business Review*.



WE ALL ARE BROADCASTERS

What we broadcast predicts success.

Our words can move other people from a fear-based mindset in which they see obstacles as insurmountable, to a positive mindset where they see that change is possible and take action. What makes the difference is what we choose to broadcast.

Research shows that a positive outlook leads to:

31%

more productivity

25%

better performance rating

23%

less stress

37%

increase in sales

3 GREATEST PREDICTORS OF SUCCESS AND TRAITS OF THE POSITIVE BROADCASTER

Positive Broadcasters

use their words and actions to show that positive change is possible and that our behavior matters.

WORK OPTIMISM

People with work optimism believe that **good things will happen** to their company or family. They see the reality of a situation but realize that they have the power to take action to move the situation towards the positive as much as is possible.

POSITIVE ENGAGEMENT

When faced with stressful situations, people who have positive engagement **believe that they can succeed.**

SUPPORT PROVISION

The more you **invest in the success of others**, the more likely you are to succeed.

The POWER Lead

is a positive, optimistic, inspiring beginning to a conversation or other communication that sets the tone for the ensuing social script.

→ Fuels potential + Growth-focused + Motivates + Encourages positivity

→ Shows that we have control over our choices, mindset, and

→ **OUR HAPPINESS**

ANYONE can use the Power Lead,
whether you're a CEO, a young professional,
a partner, or even a child.

Use the Power Lead with...

NEGATIVE PEOPLE: SHORT CIRCUIT THEIR NEGATIVITY

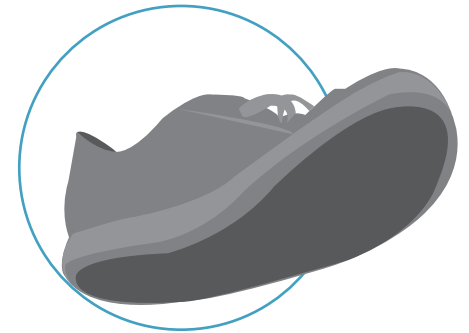
Sometimes people get stuck scanning the world for threats. Protect yourself and use the Power Lead with these **3 common types of negative people**:



THE PSA EXPERT makes sure you know of all the negative things to look out for now and in the near future.



THE TORNADO whirls into the conversation with the most dramatic bad experience and continues to fuel it with drama.



THE SQUASHER jumps in to tell you something negative, in a matter of fact way, that leaves no room for hope.

Use the Power Lead with...

CONVERSATIONS

The next time someone asks you “How are you doing?” scan for something positive and specific to share, instead of just automatically replying “I’m fine,” or worse, “I’m tired.”

MEETINGS

Begin your meeting by recognizing a staff member who’s done something great lately and helped make others’ jobs easier, or consider sharing some positive recent achievements of the company.

EMAILS

It can be hard to determine tone in emails without visual cues, so adding in “Hi,” “Hope you’re doing well!” or an upbeat subject line can go a long way towards conveying a positive mood.

REPORTS

Highlight the wins to date and convey the goal of the report in a positive manner, right at the beginning.

CHILDREN

Help them learn to scan for the positive by asking, “What’s something great that happened at school today?”

STARTING YOUR DAY

Kick-off your morning right by having your alarm be your favorite music, instead of your usual buzzer, or post positive affirmations in plain view for you to read while you’re getting ready.

FACT CHECKING THE STORY

is the practice of ensuring that you have the right facts to accurately portray the present. It is also the process of discovering facts that lead to alternative and more beneficial future outcomes.

FACT CHECK IN 3 EASY STEPS

1. Isolate the stressful thought-Break it down to the specific thought that's triggering your stress. i.e. "I am never going to finish this project in time."

2. List the reasons why it's true-Let yourself have time to work through the problem and why you feel the way you do. This will help you better understand the situation. Don't use emotions as proof though, just list the facts.

3. Look for facts that illuminate a new story-Though more challenging, this is the most important step, as you're now scanning your reality for **fueling facts**.

Look at all angles of the issue and for equally true facts that you might have overlooked at first.

Fueling Facts:

the facts from our reality that give us hope and a feeling of empowerment.

When Fact Checking make sure to use your GPS

Get an accurate time frame-Try to determine exactly how long this problem will last. Use similar past experiences as references.

Pinpoint the smallest domain-Although you might be feeling stressed out in multiple areas of your life, it's important to trace the route back to the strongest (and specific) source of stress.

Scan for possible resources and past achievements-Often in times of stress, we have more resources at our disposal than we might realize. If we can identify the social support, talents, skills, and physical resources available to us, we'll be better prepared to successfully handle the situation at hand.

Quick Tune-up!

If you're short on time and you quickly need to change the story to positive, it's time for a quick tune-up. It only takes one fact to show a new reality. Try: adding a fact, subtracting a fact, or reversing a fact.

i.e. Recently, you've been feeling that your boss is unhappy with your performance. By adding the fact that she's also been complaining about the entire team's performance, you see a new story. This story prompts you to check in with her, and she tells you that she is getting a divorce. By fact checking, you've illuminated an entirely new story.

CONTAGIOUS OPTIMISM

sharing your story is just the first step. To create a real network of positive communication, it's essential to get others to join you in your broadcast.

Step 1: Activate Your “31”

31% of employees describe themselves as positive, but aren't expressive of their positivity—what we call **hidden broadcasters**. Hidden broadcasters who are activated into positive broadcasters are key because people notice when these normally reserved folks do share their thoughts. Discover who your “31” are by asking questions to find out where they stand.

Step 2: Raise the Status of the Broadcaster

When dealing with content, we have **creators** (those who make the content), **curators** (those who decide what content to share) and **consumers** (those who read and take in the content). By giving your consumers smart content, you can help elevate their status to curator and help them look good to their network. Make it relevant news that they'll want to share to show that they're in the know. The more curators in your network, the stronger your broadcast.

Step 3: Put some feeling in it!

Research has found that content is more likely to be shared and go viral if it is positive and makes us feel happiness, joy, elation or awe.

Step 4: Be Practical

People are more likely to share content that has led to behavior changes or action in their own lives. You'll have the best success when you target specific content to a key audience, instead of widely broadcasting to your entire network.

Step 5: Decrease the Activation Energy

Make your message eye-catching and easy to share! Decrease the activation energy your curators have to use in order to share your content with their networks.

Step 6: Operationalize the Message

Share your message in as many different ways and across as many platforms as possible. Not only will you reach a bigger, more varied audience, but you'll also create a spiral of positive behavior and reinforcement.

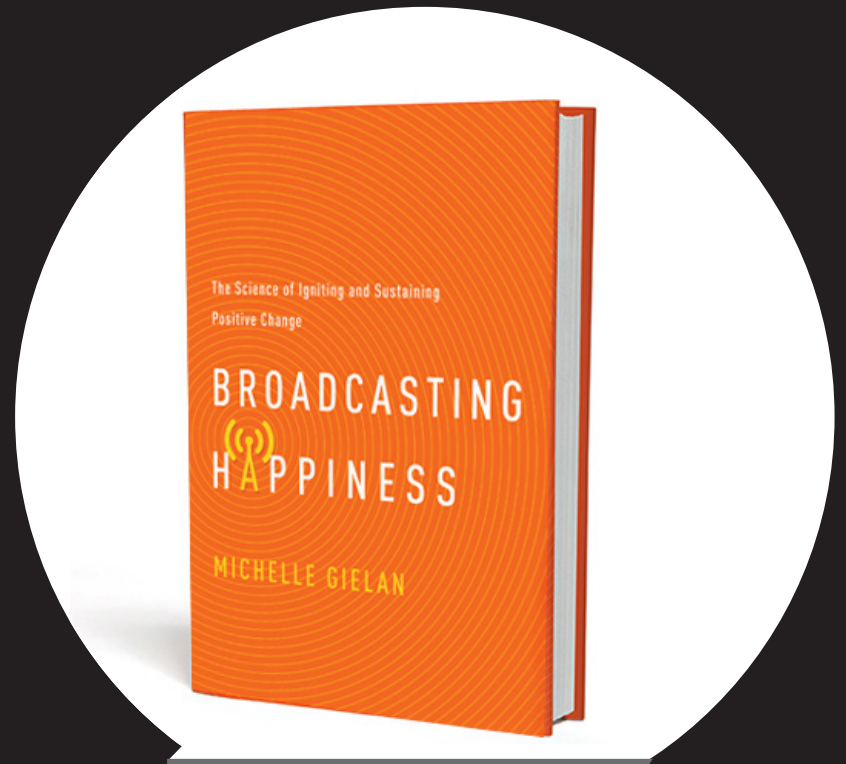
You don't have to avoid the negative. Frame bad news in a positive way that shows steps we can take in our thinking and actions to make the best of the situation.

i.e. A manager asks his consultants to share success secrets or stories from clients. Then, he creates a quarterly one-page graphical report on topics like "How our Clients are Making a Difference," for consultants nationwide to share with their customers. These reports give his company's 1200 consultants high value info to easily share, thereby raising their status with their customers.

small words can have a
BIG IMPACT

*Be the spark that ignites others to change their
story and create a culture of positivity*

Let's join together



Instant Best-seller!

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