GNH in Business: case study B. Grimm

Dr. Ha Vinh Tho
Program Director
GNH Centre Bhutan
GNH in Business: case study B.

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Program Director
GNH Centre Bhutan
My path to GNH
"Since wars begin in the minds of men, it is in the minds of men that the defenses of peace must be constructed."—Preamble, Constitution of UNESCO
"Since wars begin in the minds of men, it is in the minds of men that the defenses of peace must be constructed."—Preamble, Constitution of UNESCO
peace in oneself
peace in the world
The GNH Framework

4 Levels of GNH:
1. A new development paradigm
2. A measurement tool: index
3. A policy screening tool
4. A shift in mindset
Planetary Boundaries

SOCIETAL HAPPINESS

A. Needs
All human beings, regardless of the environment in which they live, require adequate satisfaction of their need for food, water, shelter, security & respect. All of this, in turn, is dependent upon a sustainable environment.

B. Holistic Development Agenda
A transformative agenda with interconnected solutions:
- Environmental conservation
- Sustainable & equitable socio-economic development
- Preservation & promotion of culture
- Good Governance

C. Responsible use of resources
Natural, social, human and economic resources to ensure present and future sustainability

E. Happiness Skills
Drawn creatively from human historical experience, wisdom traditions and modern science

D. Outcome: Equitable & Sustainable Society
Progress assessed through indicators, including:
- Ecological diversity & resilience
- Living standards
- Health
- Education
- Cultural diversity & resilience
- Community vitality
- Time balance
- Good governance
- Psychological wellbeing
4 Levels of GNH:
1. A new development paradigm
2. A measurement tool: index
3. A policy screening tool
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GNH in Business

Case Study: B. Grimm Group
Four elements of implementation

- Defining the overall vision
- A shift in Mindset
- Measuring what matters: index
- Aligning the systems with the values and goals screening too
GNH CENTRE
THAILAND

ความสุขมวลรวมประชาชาติ
GNH in Action under the Patronage of GNH Centre Bhutan
An overall vision
B. Grimm
SINCE 1878

Doing Business with
Compassion
for the Development of Civilisation
in Harmony with Nature
GNH Centre Thailand
Implementing GNH in your company

1. How can your company align its vision and mission as well as its strategic planning, team processes, and daily interactions with your overall purpose and values?

2. How can the impact on the Happiness and Wellbeing of your employees, stakeholders, society, and environment be measured for each of your businesses?

3. What screening tools do your executives and managers need to ensure that their decisions are aligned with your company’s vision, mission, strategy, and values?

4. What learning and development processes are needed to develop the necessary Happiness Skills at all levels in your company?

Metta
- Good Governance

Karuna
- Preservation of the environment
- Ecological Diversity and Resilience

Mudita
- Time Use
- Psychological Wellbeing
- Community Vitality
- Cultural Diversity and Resilience

Uppekha
- Sustainable and equitable socio-economic development
- Living Standards
- Health
- Education

What is Happiness according to GNH?

Beyond just a fleeting pleasure, Happiness is a deep connection in three levels:

Deep Connection to Your Self
- Mindfulness, Self Care

Deep Connection to Others
- Appreciation, Deep Listening

Deep Connection to Nature
- Compassion for other living beings and for our planet
A shift in Mindset
Training Happiness skills
A shift in Mindset Training Happiness skills

Mindfulness-based training to develop Happiness Skills as inner condition of Happiness

Research on social and emotional learning, mindfulness, and compassion show new opportunities for holistic education. Developing neural circuits for positive emotions can be transformed through experience and training (‘neuroplasticity’). Happiness and well-being in life can be enhanced through training. (Michael J. Chirico & Brian Schneider)
Mindfulness-based training to develop Happiness Skills as inner condition of Happiness

Research on social and emotional learning, mindfulness, and compassion show new opportunities for holistic education. Underlying neural circuits for positive emotions can be transformed through experience and training ("Neuroplasticity"). Happiness and well-being as skills can be enhanced through training (Richard J. Davidson & Brianna Schuyler)
Measuring what matters and adapting the GNH index
Measuring the outer conditions of Happiness: GNH survey

- Living Standards
- Health
- Psychological Wellbeing
- Time Use
- Education
- Cultural Diversity and Resilience
- Good Governance
- Community Vitality
- Ecological Diversity and Resilience
Another was to measure GNH in our company

Please circle on the scale from 1 to 5 how much effort your organisation currently dedicates to the following questions and aspects (1 = no effort, 5 = maximum effort)?

B. Holistic/sustainable business strategy
   - financial
   - good management
   - human/social/culture
   - environment

C. Responsible resource use
   (circular & sharing principles)

D. 1. Are we measuring how our products/services impact societal wellbeing?
    2. Do we measure wellbeing outcomes among stakeholders?

A. 1. What human needs do we fulfill, if any?
    2. Do our products or services improve wellbeing & happiness?

Purpose & Success = Societal Wellbeing

E. Do we help our stakeholders increase emotional intelligence through skills in mindfulness, compassion, respect, acceptance, belonging, interconnectedness?
Implementation of the GNH Program

Levels of implementation

**Vision**
- What do we want to be?
  - How can our company align its vision, mission, and values to reflect the principles and values of GNH?

**Mission**
- How do we want to get there?
  - How can our company align its strategic decisions and projects with the principles and values of GNH?
  - How can the impact on the happiness and wellbeing of our internal and external stakeholder groups be measured?

**Values**
- What do we need to do?
  - What learning and development processes are needed to develop happiness skills at all levels in our company?
  - What can our company do to strengthen the conditions for happiness?
Implementation
Prototyping GNH pilot projects
Module 2 Training of B.Grimm In-House Facilitators during 15-18 September 2016

Domain: Health 😊

Internal

<table>
<thead>
<tr>
<th>Objectives</th>
<th>Actions</th>
<th>Time Line</th>
<th>Person in Charge</th>
<th>KPI</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Health Promotion for all employees via Sport Day</td>
<td>Oct - Dec 17, Jan 17</td>
<td>HR</td>
<td></td>
<td></td>
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<tr>
<td>2. Wellness program for employees</td>
<td>Oct - Dec 17, Jan 17</td>
<td>PR/HR</td>
<td></td>
<td></td>
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<tr>
<td>3. Health check-up participation</td>
<td>now</td>
<td>SHE</td>
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<td></td>
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<tr>
<td>4. Health risk assessment for employees</td>
<td>now</td>
<td>SHE</td>
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</table>

KPI:
- Efficiency on production
- Zero accident
- Sick leave reduction
- Annual Incident report (daily/monthly):
# Discussion of first drafts of Action Plans

Follow-up Session on 11 November 2016

<table>
<thead>
<tr>
<th>Domains</th>
<th>Staff</th>
<th>Family</th>
<th>Customer</th>
<th>Social</th>
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</thead>
<tbody>
<tr>
<td>Living Standard</td>
<td></td>
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<tr>
<td>Health</td>
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<td>Culture Diversity</td>
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</tbody>
</table>

- **Staff**
  - Awareness: [details]
  - Health: [details]
  - Psychological Well-being: [details]
  - Education: [details]
  - Culture Diversity: [details]

- **Family**
  - Living Standard: [details]
  - Health: [details]

- **Customer**
  - Sharing: [details]

- **Social**
  - B. GRIMM Learning Center: [details]
# Implementation of the GNH Program

**Action Planning Template**

| Stakeholder Group (e.g. Employees) | Objectives | Activities | Implementation Details | Person in charge | Timeline in 2017 | Budget | Living standards | Education | Health | Environment | Community Vitality | Time-use | Psych. Well-being | Good Governance | Cultural resilience |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | | | |

- **What we already do ...**
- **What else we can do ...**
GNH Organizational Transformation Program

**Second round** with more B.Grimm companies

**Preparation**

- Info-Day for Executives
  - March 3, 2017
- Selection of participants
  - (Executives & In-House Facilitators)

**Training of Executives and “In-House Facilitators”**

<table>
<thead>
<tr>
<th>Training Module 1</th>
<th>Follow-up Sessions</th>
<th>Training Module 2</th>
<th>Follow-up Sessions</th>
<th>Training Module 3</th>
<th>Follow-up Sessions</th>
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<tbody>
<tr>
<td>May 15-19, 2017</td>
<td>1-2 days per month</td>
<td>Sep, 2017</td>
<td>1-2 days per month</td>
<td>Feb, 2018</td>
<td>1-2 days per month</td>
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**Ongoing implementation in your company**

Implementation at work by “In-House Facilitators”, supported by Executives and mentored by GNH Master Trainers
Business

- Start with the leadership: embodying the values
- Change begins within, one person at a time, before adapting the systems: buy in of staff
- GNH makes work and life more meaningful, it can become a strong incentive for recruitment, and a valuable argument for consumers