



Here is your **Balanced Achievement Success Newsletter!** We hope the brief stories and insight put forth will help you in your success and look forward to being a part of your future endeavors!

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The Science of Happiness

There has been a lot of speculation over the years about what "happiness" REALLY means. It is a VERY subjective idea, and each of us has our own unique definition. During a recent presentation I was giving on the Formula For Success, one of the key components is identifying "Success" as it, too, is a very personal and subjective idea. One young lady in the audience said her definition of success was "Happiness". As the presentation continued, I used *her example* of Happiness = Success to help show what steps can be taken to achieve success, as defined *by the individual*. Another young lady, looking quite upset by these examples, approached me after the presentation and adamantly stated "*Happiness does not equal success!*". "Hmm," I said, "so how do you define success?" She stated that success is achieved through pain and hard work. I replied, "So success to you is pain?", to which she replied "*Yes!*". "So, by YOUR definition, success =



pain?", "Yes", she replied again. So after a bit of thought, I simply stated to her that if Success means pain **TO HER**, and she **WANTS** success, doesn't that mean that pain makes **HER** happy? She thought for a second and begrudgingly admitted that this was true, with a smirk on her face.

The point of this is that when people talk about happiness, they generally think of smiling, positive outlook and friendly demeanor, but to **EACH INDIVIDUAL** it is can be quite different! The young lady above was the most extreme example I have seen. To the majority of us, happiness is *not* a painful concept, nor is success!

A 2005 article in *American Psychologist* does a very good job of describing the *science* of happiness and that one's happiness CAN be improved! In the article, it mentions that web sites devoted to positive psychology are burgeoning, and some of the most popular include www.apa.org/science/positivepsy.html, www.bus.umich.edu/Positive/, www.reflectivehappiness.com, and www.positivepsychology.org/. You can also find the 12 page study on the University of Pennsylvania web page at <http://www.ppc.sas.upenn.edu/ppprogressarticle.pdf>. The point being, the first step in ANY effort to improve our lives, whether from the scientific approach or the esoteric is to identify where we are *now* and mapping out a plan to get there, with targeted *action*. So, the first step in ANY Balanced Achievement process to help people achieve higher levels of personal AND professional success is to have them take the [Personality Snapshot](#) and rate *themselves* in 10 areas of their life. The key to the Personality Snapshot's effectiveness is to rate yourself based on YOUR opinion, not other people's expectations!



That said, how do YOU feel about YOUR level of success in your life? Take the simple [Personality Snapshot](#) to have the **FREE** analysis done and e-mailed to you within 2 business days. After all, the most important part of ANY journey is NOT where you are going, it's knowing where you are starting!

Have a GREAT day!

Please share this newsletter with your family, friends, co-workers or management at your company to help more people achieve balance!

The [Balanced Achievement](#) web page!



- www.DeadSeal.com is now launched! Check out the 1 minute video describing what a dead seal has to do with YOUR success!

Mark you calendar!

- Bob will be presenting the **Formula For Success** June 10th at the [Hutto Area Chamber of Commerce Lunch 'N Learn!](#)
- Bob will be presenting at the "[P2P Commerce Expo: Direct Selling With A Human Touch](#)", June 12th.
- Follow Bob Kenworthy and Balanced Achievement now on Twitter, Facebook or LinkedIn!



To schedule a **FREE, confidential** initial meeting, in person, or via phone, call us at (512) 961-8314 or e-mail inquiries@BalancedAchievement.com



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