



# HAPPINOMETER

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Mahidol University



# HAPPINOMETER

## “Happiness Package”

### Evidence-Based

# 1 SURVEY



**Paper-based**

TH EN JA ZH MS  
KM LO VI MY ID

**10 Languages**

**Online-based**  
www.HAPPINOMETER.com

**Mobile App** download free

Google play App Store

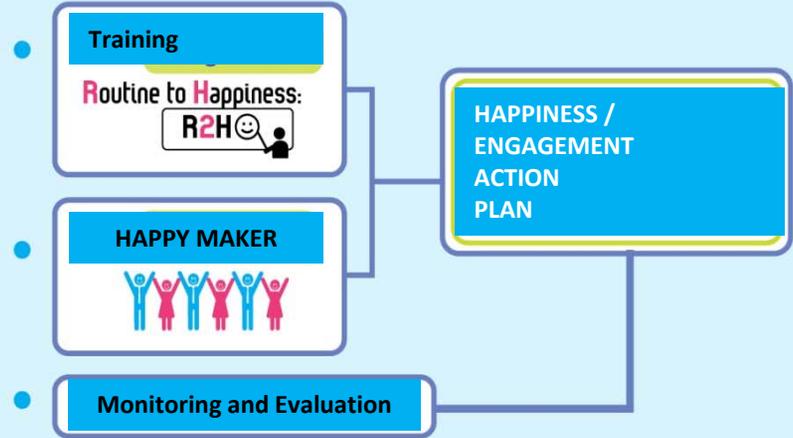
# Happiness Results

- Individual Level
- Organisational Level
- National Level



### Outcome-Based

# 2 HOW TO .....



### Short Course Training

# Routine to Happiness : R2H

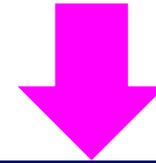
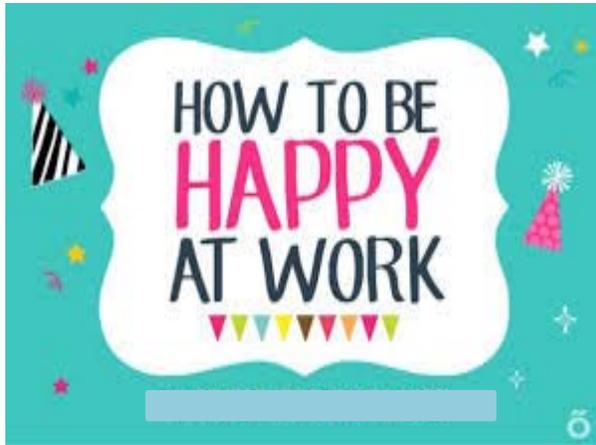




# HAPPINOMETER



- is a theoretical and practical construct representing evidence-based and outcome-based by a set of well-being and engagement dimension and action plan implementation.



## The Marketing Plan

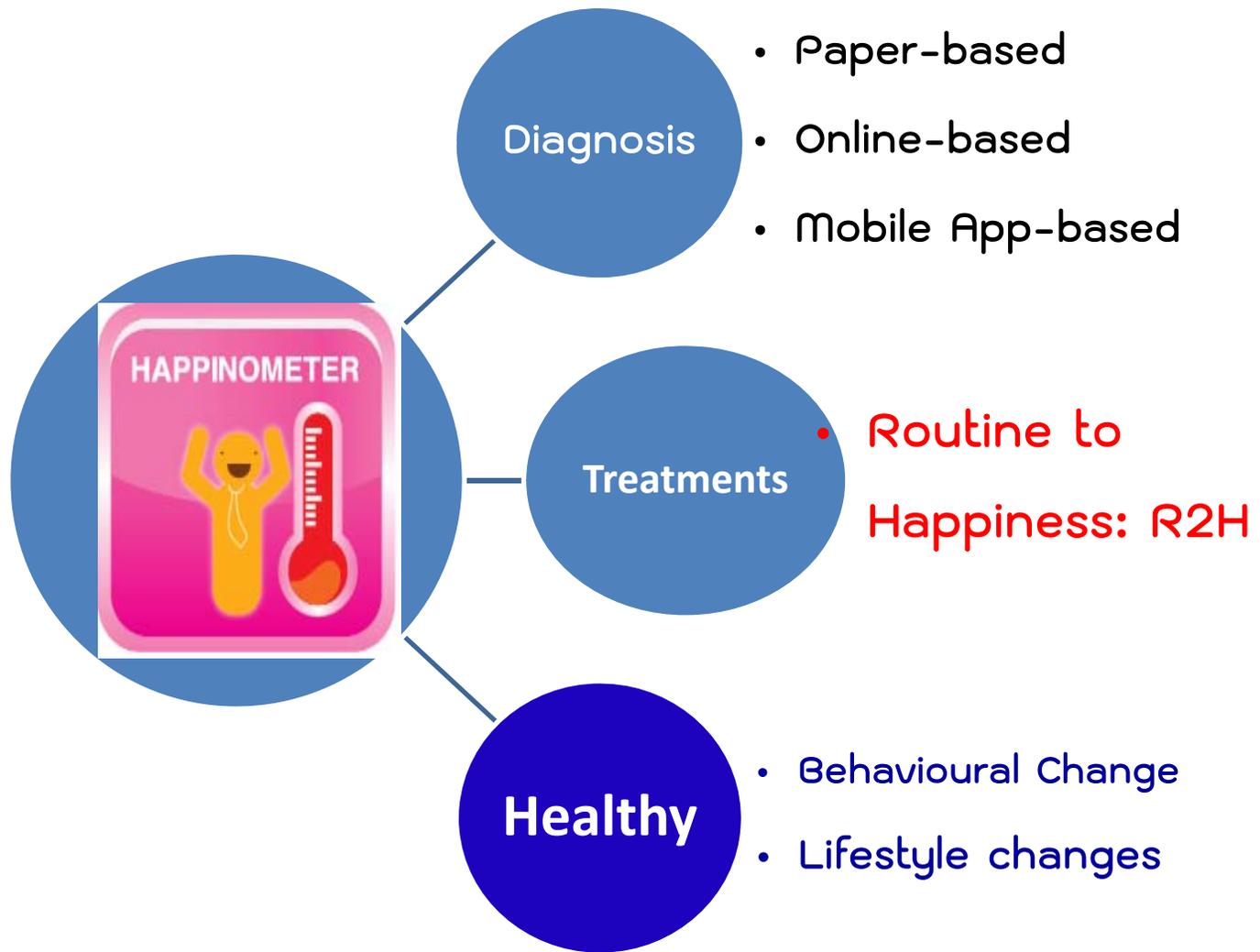
### LESSON 5.4

## The Situation (S.W.O.T.) Analysis

<b>S</b>	<b>Strengths</b> Resources and capabilities that can be used as a basis for developing a competitive advantage
<b>W</b>	<b>Weaknesses</b> Qualities that give a business a competitive disadvantage
<b>O</b>	<b>Opportunities</b> Events that could facilitate company profit and growth
<b>T</b>	<b>Threats</b> Events that could have a negative impact on the company



# HAPPINOMETER (HAPPINESS + THERMOMETER)





# HAPPINOMETER



- has been used as the standard happiness measurement for Government Sector, State Enterprise Sector, Small and Medium Enterprise (SMEs) Sector, and Private Sector, since 2010.



- is the Happiness self-assessment tool developing by using the concept of Maslow's Hierarchy of Need Theory (1954), quality of life and happiness studies as well as WHOQOL Group (1995), etc.

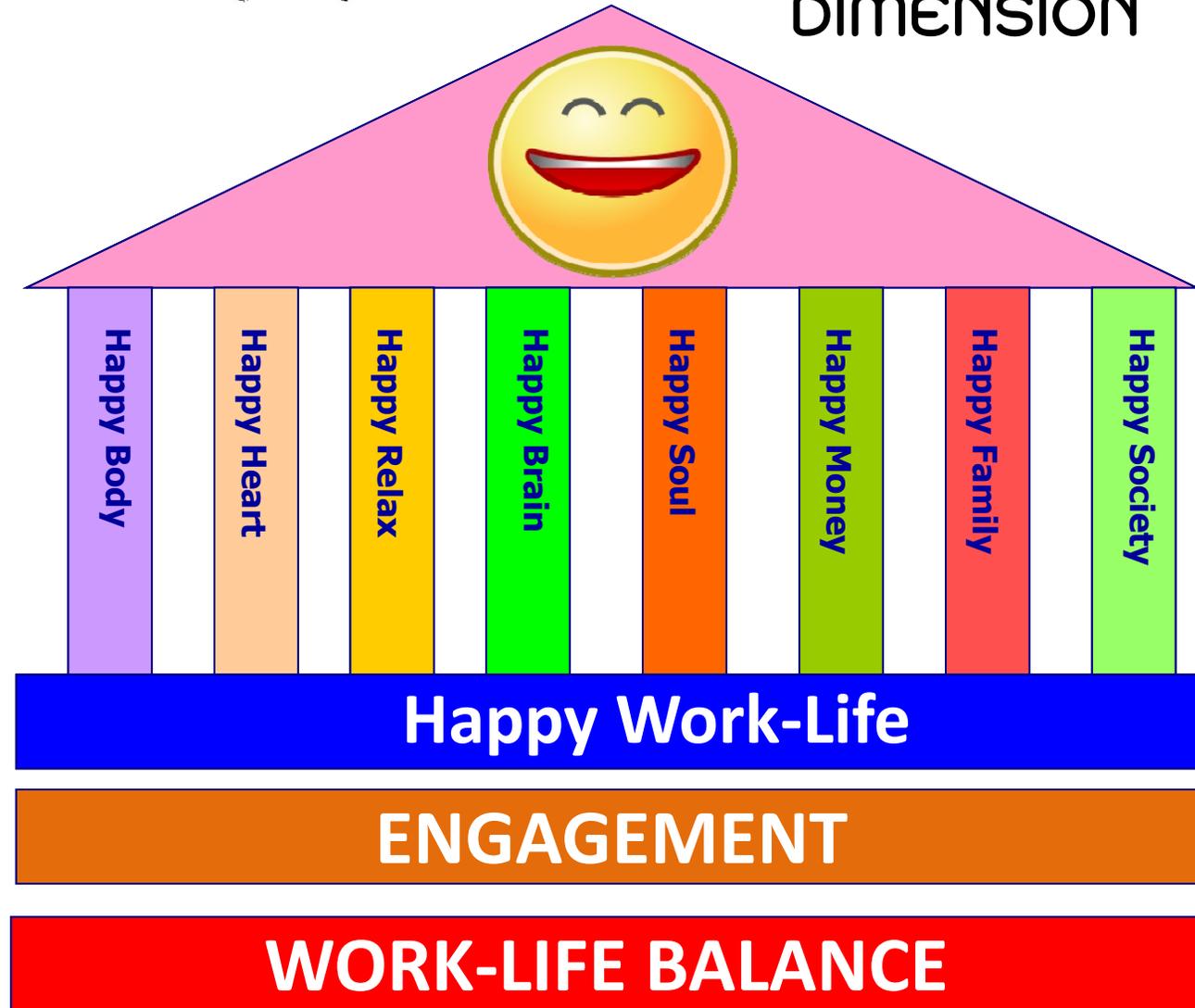


Concept/ Theory	References
Quality of Life & Happiness	Maslow, (1954); Andrews, F.M. and Crandall, R. (1975); Gunge, M. (1975); Campbell, A., Converse, P.E. and Rodgers W.L. (1976); Van Praag, B.M.S. (1993); The WHIQOL Group, (1995); Veenhoven 1997; Cummins, R.A. (1998); Hass, B.K. (1999); Diener 2000; Kim, M. and Cho, K.H. (2003); Lyubomirsky,S., King, L.A. & Diener, E. (2005)
Satisfaction	Robbins, 2003; Morse, 1995; Strauss and Sayless, 1977; Blum and Naylor, 1968
Satisfaction	Herzberg's two factor theory (1959)
Engagement	Becker,1960;Sheldon, 1971; Buchanan, 1974; Marsh and Mannari, 1977; Steers, 1997; Steers and Poter, 1983; Matthieu and Zajak, 1990; Kahn, 1990; Meyer and Allen, 1991; Lee, 1999; Schaufeli et.al., 2002; Robinson et.al,



I'm Happy!

HAPPINOMETER:  
DIMENSION





- All 9 dimensions have been developed and validity tested by 9 meetings of the multidisciplinary experts in Quality of Life, Well-being, Happiness and Mental Health aspects.



It was also tested the **reliability** by having Cronbach's Alpha Coefficient divided into each dimensions.

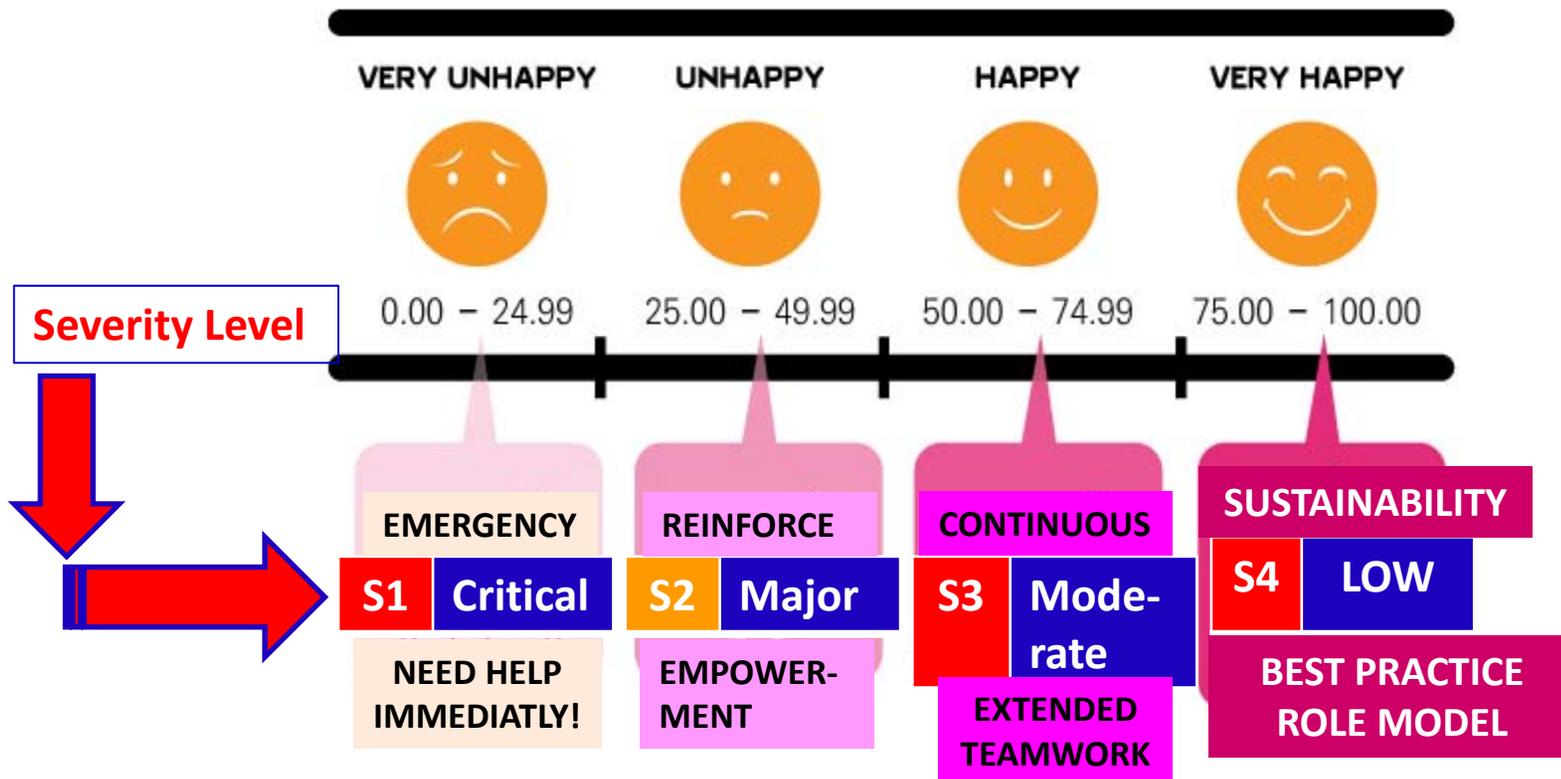
	Dimension	Reliability
	Happy Body	0.31
	Happy Relax	0.63
	Happy Heart	0.84
	Happy Soul	0.81
	Happy Family	0.73
	Happy Society	0.74
	Happy Brain	0.65
	Happy Money	0.67
	Happy Work-life	0.89



# HAPPINOMETER Average Score

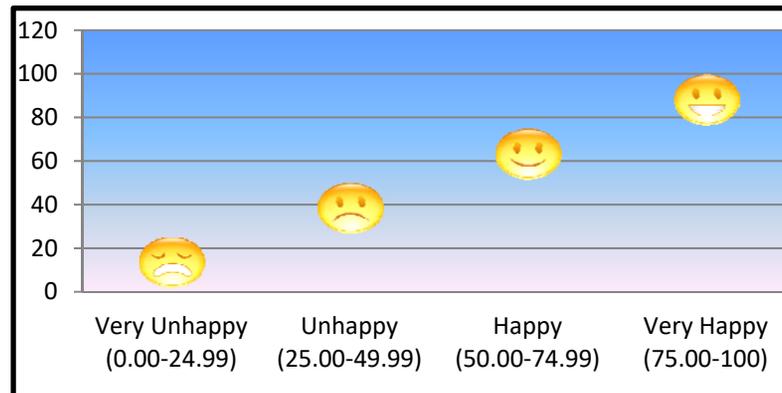
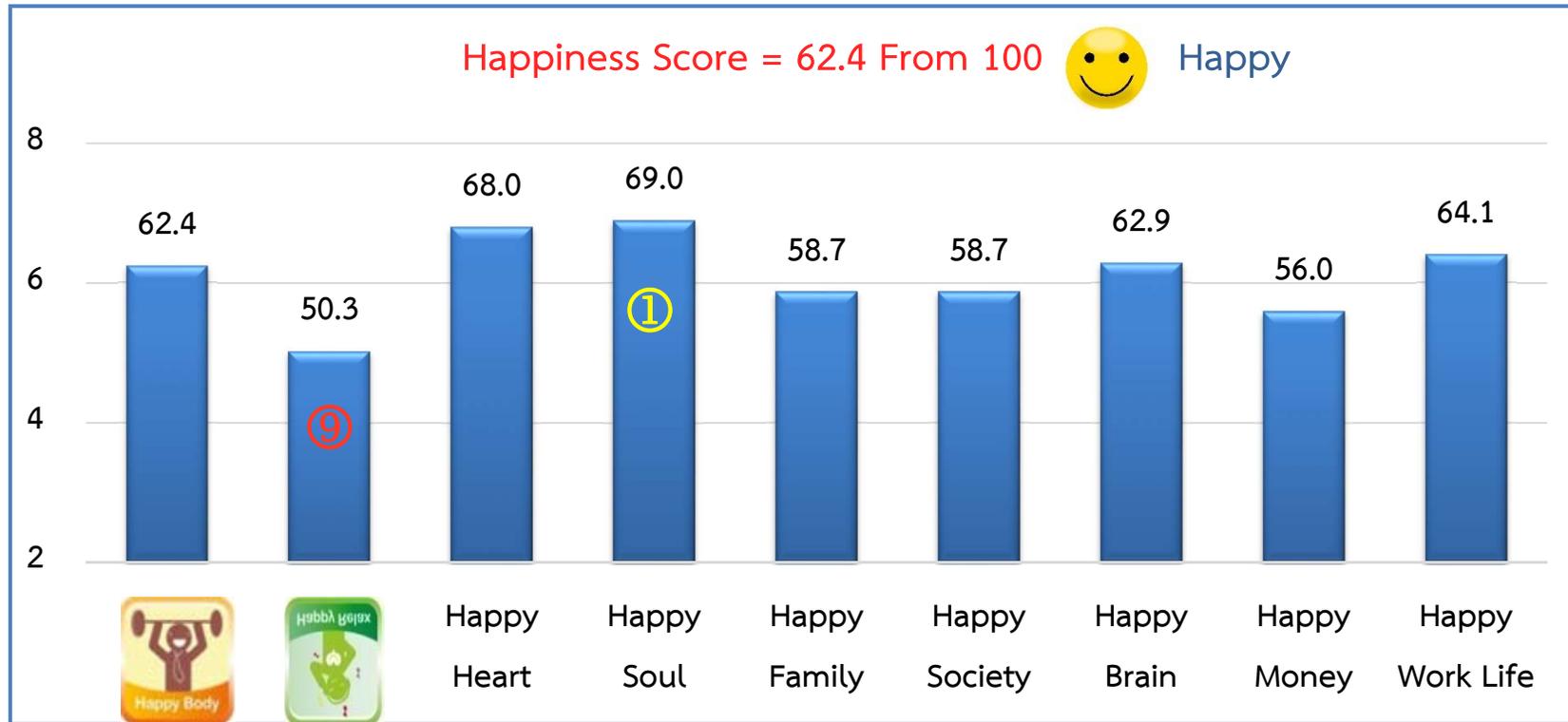
The score is categorized as follows:

## Happy level





# The results have shown by the organisation overall average score and average score of each dimension.



**HAPPINOMETER is available in the three alternatives  
paper-based and Excel-based, online-based and mobile apps-based (IOS and Android)  
(Visit the website: [www.happinometer.com](http://www.happinometer.com))**



▶▶ **paper-based**



TH

EN

JP

10 languages



ID

MY

MM

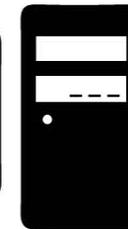
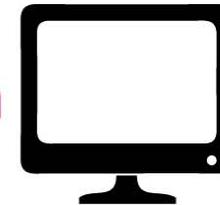
KH

LA

VN

▶▶ **online-based**

[www.HAPPINOMETER.com](http://www.HAPPINOMETER.com)

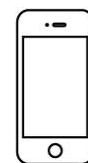


PRC



▶▶ **mobile app**

**DOWNLOAD FREE**



iPhone APP



Android APP



QR CODE



## HAPPINOMETER

can be measured into 3 levels.

Individual level: All employed people can be measured one's own happiness by choosing their convenience alternative choices.

Once they finished their own choice they can have their own happiness result.

Organisational level: it is a tool based on the realisation of the organisation's benefits

or the organisations that are the "Happy Workplace/ Happy Organisation".

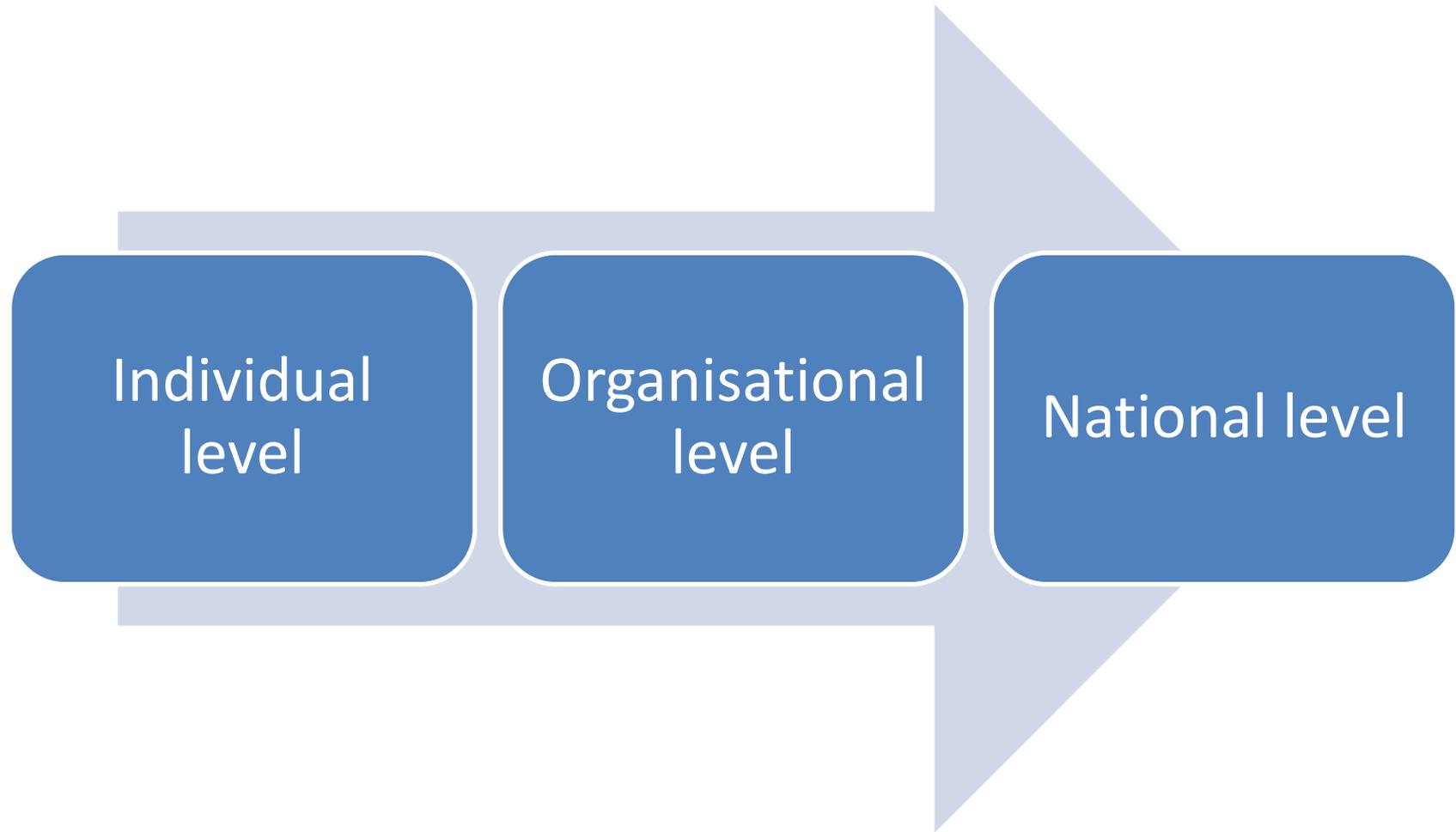
National level: [The national survey on "HAPPINOMETER: Quality of Life and Happiness of Working People in Thailand](#)

[has been undertaken by the National Statistical Office \(NSO\) since 2017.](#)



# HAPPINOMETER

can be measured into 3 levels





- **HAPPINOMETER MODEL**



 **FROM**

**Evidence-Based**

[www.happinometer.com](http://www.happinometer.com)



## HAPPINOMETER: Happiness Average Score 2012 – 2017

Year										
	Happy Body	Happy Relax	Happy Heart	Happy Soul	Happy Family	Happy Society	Happy Brain	Happy Money	Happy Work-life	Overall
Jan – June 2012	61.6	51.3	67.3	68.6	62.5	56.2	62.2	55.7	60.5	61.1
July – December 2012	61.5	52.0	67.9	68.8	59.4	57.4	61.8	55.3	59.9	60.9
Jan – June 2013	57.4	48.5	65.4	66.7	56.0	53.6	59.6	50.2	54.6	57.1
July – December 2013	60.6	50.9	67.3	68.2	58.7	56.1	62.6	53.9	59.3	60.2
2014	62.3	52.0	67.9	69.1	60.6	57.6	62.4	54.1	60.5	61.2
2015	62.7	52.2	68.8	69.5	60.6	59.7	63.1	55.3	61.3	62.2
2016	60.3	48.2	65.7	67.9	56.7	55.1	58.8	52.0	60.0	59.3
2017	59.3	48.9	63.2	67.4	57.9	55.3	58.4	50.7	60.0	57.9



# HAPINOMETER EVIDENCE-BASED





- **HAPPINOMETER MODEL**



 **TO**

**Outcome-Based**

[www.happinometer.com](http://www.happinometer.com)



## HAPPY WORKER/ HAPPINESS AGENT

**R**outine to **H**appiness:



**Happiness Intervention**



**The short-course training on  
Management of Working People Happiness and Happy  
Workplace**



# HAPPY MAKER/ HAPPINESS AGENT

	Happy Body	Happy Relax	Happy Heart	Happy Soul	Happy Family	Happy Society	Happy Brain	Happy Money	Happy Work-life	Overall
	57.2	47.9	67.4	66.7	52.3	57.2	63.2	55.9	64.0	61.0
	Happy 😊	Unhappy ☹️	Happy 😊	Happy 😊	Happy 😊	Happy 😊	Happy 😊	Happy 😊	Happy 😊	Happy 😊



Lowest score



# (Happiness Action Plan)

**Title**.....

**Objective**.....

**Target Population** .....

Situation	Process	Place	Budget	Time	Output	Outcome



## Happiness Activities would be

fun, passion, possible, easy practice, low cost – high profit, fitting time, measurable, timeline

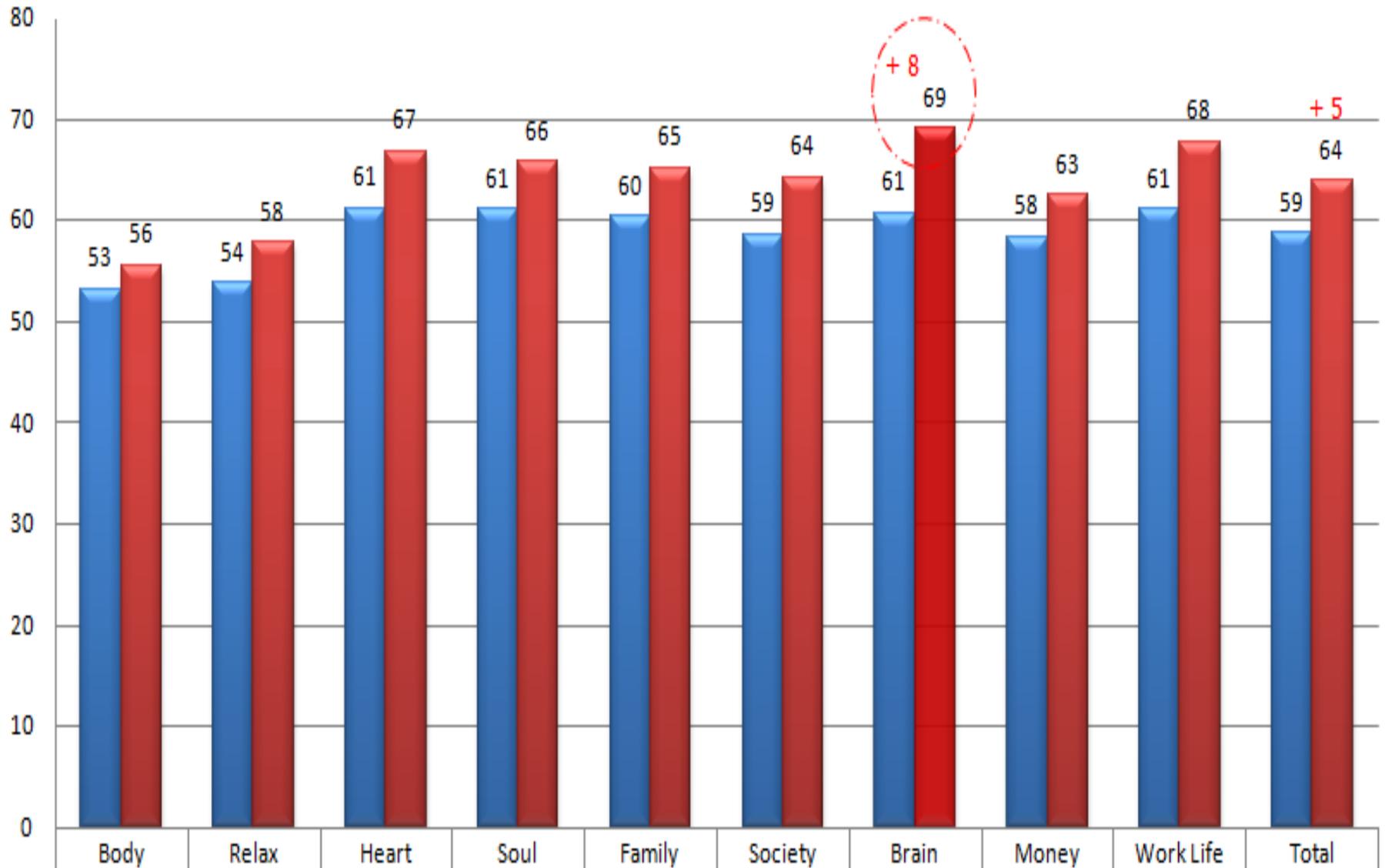


# Monitoring & Evaluation Framework by using Logic Models

Input → Process → Output → Outcome → Impact

Man Money Material Motivation Aspiration Timeline	Conduct training events in Walk & Run to Happy Family	Number of Employee took their family members to join the events	<b>Short-term outcome</b> Increase in family relations by participating in the events from 61% in based-line data (2017) to 67% in ended-line data (2018) <b>Medium-term outcome</b> Increase in <b>Happy Family Dimension</b> average score from 60 % in December 2017 to 70 % in December 2018	<b>Long-term outcome/ Impact</b>  <b>Overall Average Score of Happy NAS from 60.5 in based-line data (2017) to 70 % in ended-line data (2020)</b>
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## HAPPINOMETER: Happiness average score (Before – After)

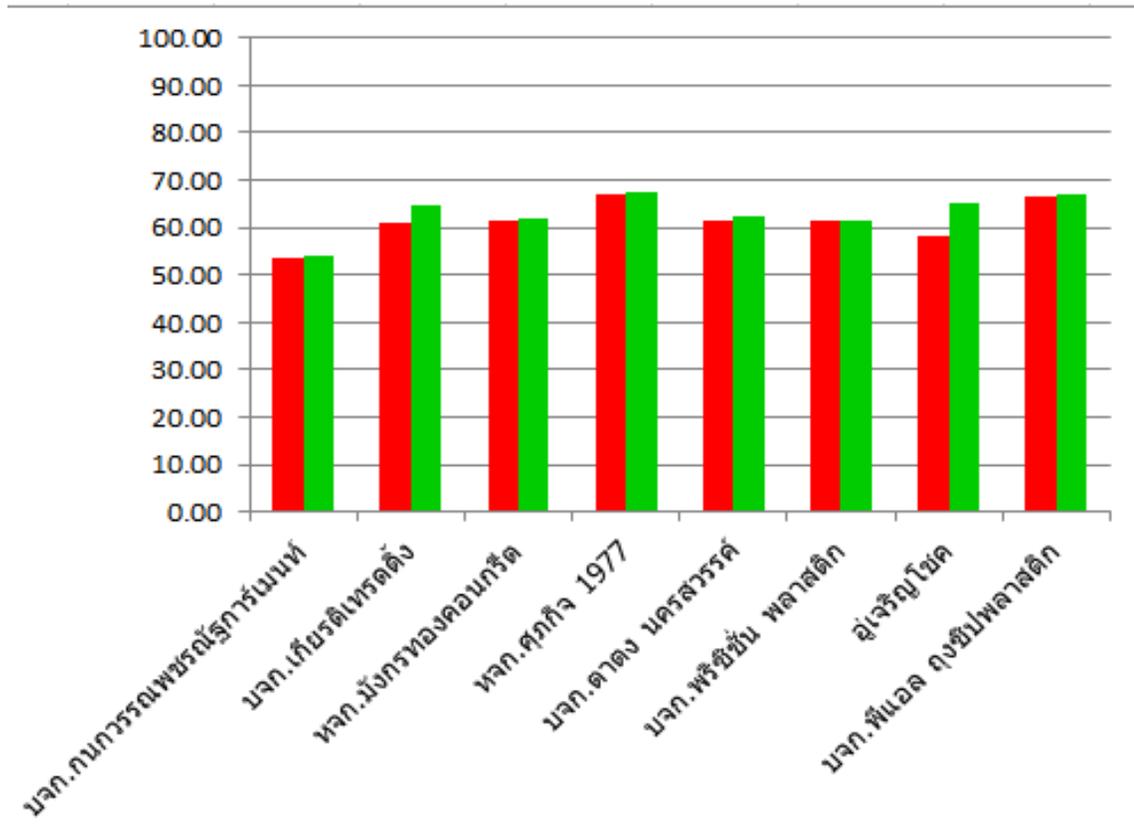


■ Before	53	54	61	61	60	59	61	58	61	59
■ After	56	58	67	66	65	64	69	63	68	64



# Happiness Average Score

## HAPPINOMETER



Before = 61.31

After = 63.02

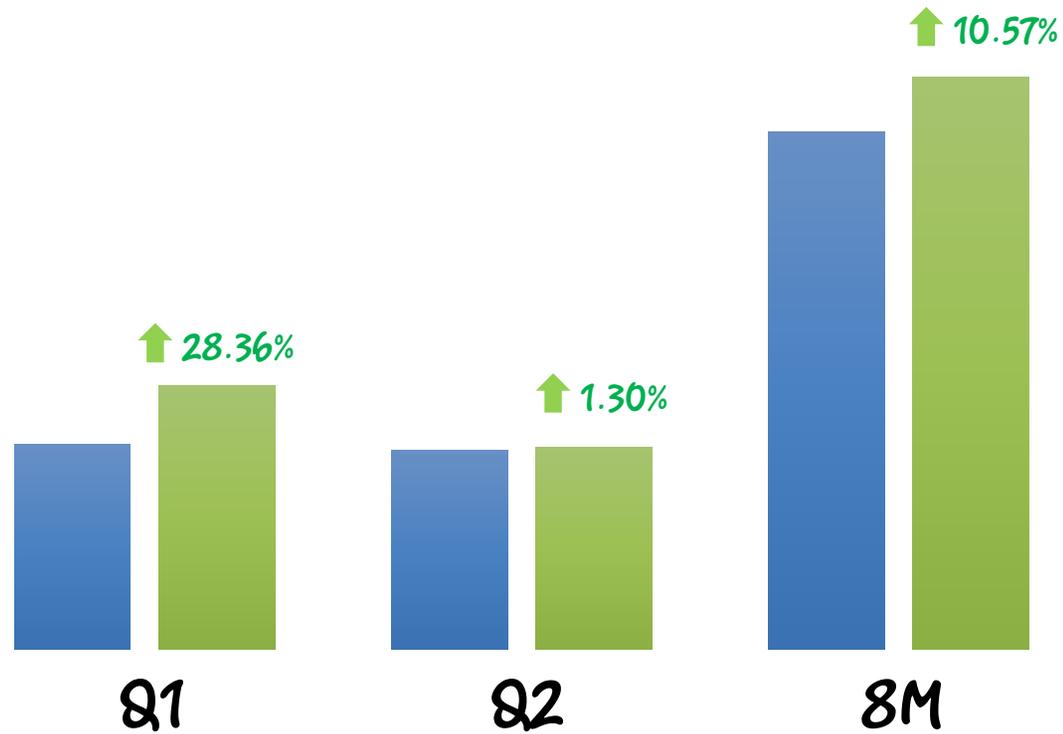


# PRODUCTIVITY

01

Comparison of Sales

■ 2559 ■ 2560



# Outcomes & Impact



Quality

Increase quality



Decrease cost



The atmosphere of working is getting better



Increase dedication to work



Get award



Decrease: absence/ take a leave/ late



Decrease customer complaints



Timely delivery/ Fast delivery





# HAPPINOMETER: NETWORK

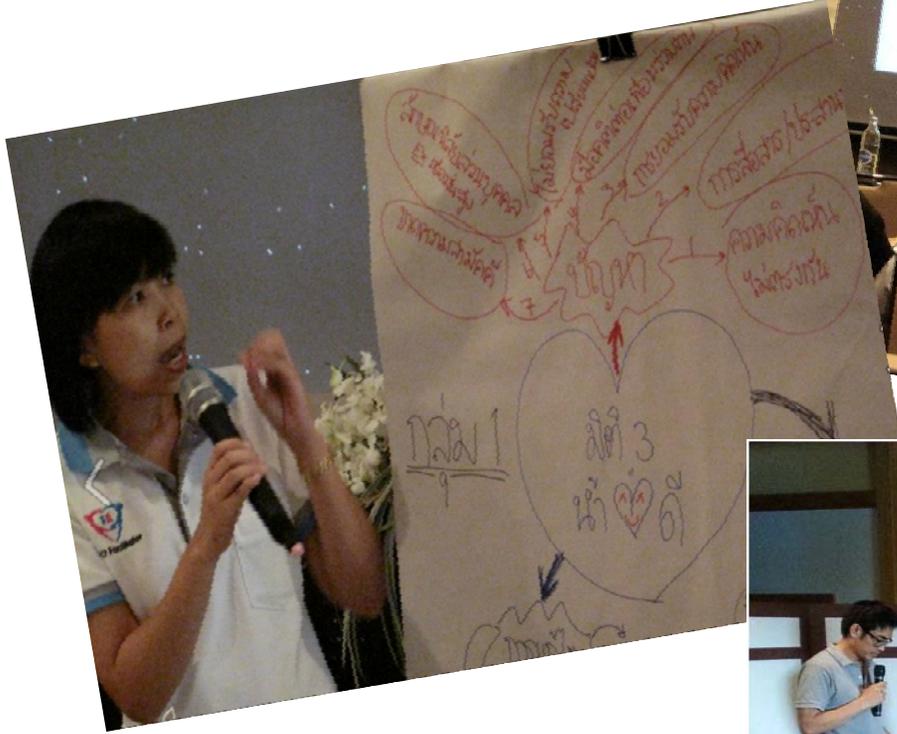






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คณะ/ สถาบัน/ ส่วนงานของท่าน  
จะสนับสนุนให้ทุกคนในองค์กร  
มีความสุขได้อย่างไร

ประชุมถอดบทเรียน"การเสริมสร้างความสุขของส่วนงาน"มหาวิทยาลัยมหิดล

โดย แผนงานการบูรณาการมหาวิทยาลัยแห่งความสุขสู่องค์กรสุภาพระแห่งประเทศไทย  
ภายใต้ โครงการนวัตกรรมจัดการสร้างสุข: บูรณาการมหาวิทยาลัยแห่งความสุขสู่องค์กรสุภาพระแห่งประเทศไทย





การอบรมเชิงปฏิบัติการ "รวมพลังสานสร้างสวนสามพรานแห่งความสุข"  
สำหรับ นักสร้างสุขสามพรานริเวอร์ไซด์  
สามพรานริเวอร์ไซด์โมเดล  
วันที่ ๓ - ๔ มีนาคม ๒๕๕๗ ณ สามพราน ริเวอร์ไซด์ นครปฐม





# Walk & Run to Happy MU







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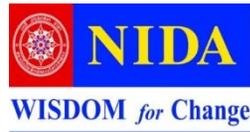








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HOYA



SLAM FUKOKU



Pioneer

Shinkawa



YAMAHA



SANDENINTERCOOL



We hire the PERSON, not the position.



Touching lives, improving life. P&G





**HAPPY SMEs**



# MOU: The Ministry of Public Health





# HAPPY MOPH



# H เครื่องมือวัดความสุขด้วยตัวเอง

# Happy nometer

กระทรวงสาธารณสุข



สำนักนโยบายและยุทธศาสตร์



ประเภทสินเชื่อ	วงเงิน	ดอกเบี้ย
สินเชื่อ 1	50,000 - 2,000,000	ดอกเบี้ย 8.99%
สินเชื่อ 2	50,000 - 2,000,000	ดอกเบี้ย 9.99%
สินเชื่อ 3	50,000 - 2,000,000	ดอกเบี้ย 10.99%



คณะผู้บริหารนำโดย นายแพทย์ทรงพล ขวาลตันพิพัทธ์ ผู้อำนวยการโรงพยาบาลราชบุรี ขานรับนโยบายกระทรวงสาธารณสุข มอบของขวัญปีใหม่บุคลากรสาธารณสุขทั่วประเทศ ด้วยแผนสร้างเสริมสุขภาพทางการเงิน 5 โครงการใหญ่ เป็นขวัญกำลังใจต่อการปฏิบัติงาน เกิดการบริการที่ดี มีคุณภาพ เจ้าหน้าที่สุขใจ โดยแต่งตั้งคณะกรรมการผู้ดำเนินงาน และได้ประสานงานกับเจ้าหน้าที่ธนาคารไทยพาณิชย์มาให้อินโฟและแนวปฏิบัติในบันทึกการตกลงความร่วมมือระหว่างกระทรวงสาธารณสุข และธนาคารไทยพาณิชย์ ณ โรงพยาบาลราชบุรี เมื่อวันที่ 10 มกราคม 2561

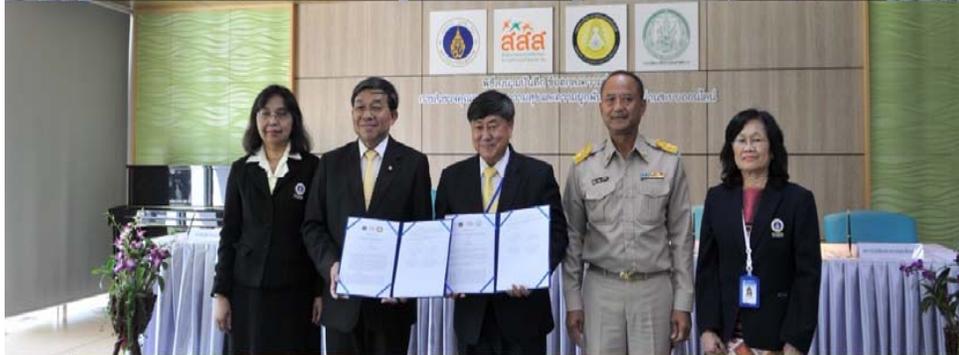
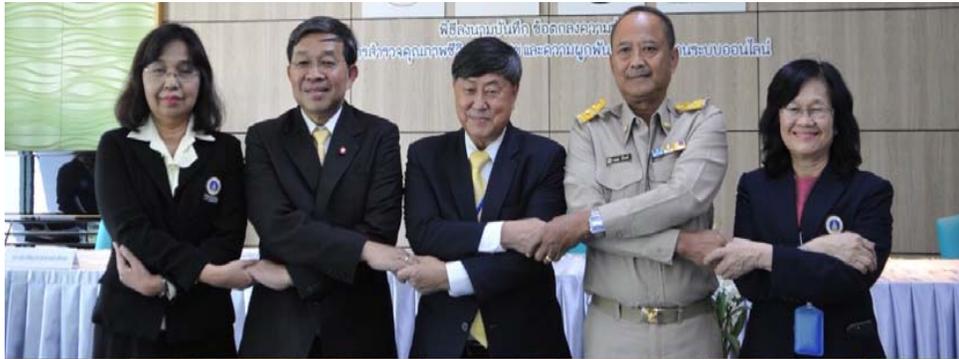


# Happy Money: MOPH





# MOU: Ministry of Science and Technology and Ministry of Social Development and Human Security





# 30 HAPPY UNIVERSITY NETWORK









MOU:

30 Happy University Network





# International Day of Happiness Conference 2018: Happiness in Asian Context





# What do we get from HAPPINOMETER

## CUSTOMISATION

- Yourself
- Your Family
- Your organisation

HIGH PRODUCTIVITY  
HIGH PERFORMANCE



## COMPETITIVENESS

KNOWLEDGE &  
INNOVATION

DECENT WORK  
SMART WORK



HEALTH  
PROMOTION  
WELL – BEING

SMART PEOPLE  
SMART LIFE





“Happiness is your own business  
If you would like to get it  
You need to make it happen”

