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Article

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Consideration over a Happy Organization

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Abstract

"The happy organization" is based upon a strategy of happiness that brings real joy to the employees having the purpose to obtain productivity, innovation and profit growth. Happiness at work has not been just a simple "buzz" for a long time, it has rapidly transformed in strategies and objectives implemented in the day-to-day managerial plans of the top management in general and of the human resource manager in particular.

Keywords: happy organization, the management of happiness, the strategy of happiness, "the humanization" of the managerial strategies, intelligent and emphatic management, a family type organizational climate

1 Introduction

Taking into consideration the full and effervescent life, but also the current pandemic, we are more and more preoccupied with happiness. From an organizational perspective, we have become increasingly conscious of the importance of happy employees because happiness determines them to be more productive, more satisfied and more attached. For that purpose, it is necessary to make more efforts to satisfy our employees. Of course that the road from a smile to organizational happiness is a difficult and complex one, requiring empathy and a well-defined strategy.

The state of happiness, balance and well-being in an organization proves to be a "must have" for the long term success of any organization. The studies show that the employees motivated and satisfied with their jobs are more productive and creative. They are also more involved in the organizational activities.

That is why we ask ourselves a lot of questions: "How do you build a happiness strategy in an organization?", "How can a performance culture produce satisfaction and involvement?", "What are the steps of creating a positive work environment?", "What does a human resource manager need to do in order to have a friendly work atmosphere in the organization, but also stringent enough to determine performance and involvement?", "How do you form an organizational culture that promotes worthwhile work?", "What is the role of the Employer Branding segment?", "Which are the levers used by the organization to raise the employees' engagement and wellbeing level?".

2 Section

Pursuing happiness at any cost is a delicate process that requires professional managerial competences, since, in any organization, the border between happiness and unhappiness is extremely thin. The manager's art consists in the ability to know how not to pass this border and what represents the basis of the wellbeing of an organization, taking into consideration: leadership, management systems, human relationships or the human quality of those representing the organization.

What do we understand by happiness at the workplace? In this respect, we need to be aware that happiness is a positive state generated by three very important vectors:

- *Involvement* – a concept which means that the focus is set on developing the employees` potential so as to protect them from the effects of possible stress factors and to raise productivity.
- *Satisfaction* – it is a positive state that results from the employee`s attitude at work.
- *Commitment* – we are discussing three types of organizational commitment: the affective one that can predict the employees` performance, the continuity commitment and the normative one that can predict the probability for an employee to leave the company.¹

According to a research from Warwick University, happiness raises productivity with up to 12%. Laura Kubzanki, associated professor at Harvard School of Public Health demonstrates the fact that happiness reduces stress and illness risk. In the same context of benefits, we mention GoodThink Inc. research, which shows that happy employees are very good team people. The results of iOpener Institute researches prove that happy employees distinguish themselves by a medium engagement duration four times higher and a retention level much bigger.

The "Happiness is Contagious" study made by Harvard Universities from California demonstrate that happiness is contagious because they emanate in the working environment the manifestations of joy, offering the team well-being. Moreover, it has been proved by research studies made iOpener Institute for People of Performance that happy employees reach their goals at work by 31% more than other, thereby meaning that also the organizational goal is achieved.

In this context, it is extremely necessary for every manager interested in his own company success to race the engines to their full potential in the process of raising the employees` satisfaction by initiating and developing a variety of actions under the form of theme parties, team activities, different trainings and diverse office benefits. But we cannot say that these are the only measures meant to produce employees` happiness.

Achieving the employees` happiness and implicitly that of the organization, compels the managers to realize and apply *a strategy of happiness* that is characterized by a high level of complexity and requires three steps:

- Realizing *an organizational diagnosis* that can identify the positive elements in order to be fructified exponentially. For measuring the various indicators, this stage will use a multitude of scientific instruments and different observation methods.
- *Implementing the strategy* represents what we have set as goals and what we distribute through the different programs that we have established for this stage. These programs will be selected as a follow-up to the diagnosis. Thus, we emphasize some of these, which are eventually potential ways of producing organizational happiness: *training, teambuilding* and *coaching* programs.
- In order to convince ourselves of the profitability of the chosen programs and also of the success of the organizational actions, we need to move on to the third stage which means *the assessment and sustainability of the program*. This last stage contains two inseparable steps, the assessment which will accentuate the efficiency and effectiveness of the strategy, and the sustainability which will lay stress on maintaining in the organization the already created attitudes.

These attitudes that are the targets of the organizational happiness strategy have as founding elements: „the humanization” of the managerial strategies, the implementation of an intelligent and emphatic management, the formation of a family type organizational climate, the manager`s and the employees` human-emphatic personality and behavior.

¹ <https://www.todaysoftmag.ro/article/1479/cu-un-zambet-nu-se-face-primavara-stiinta-fericirii-in-organizatii>

3 Conclusions

We conclude by saying that a scientific founded strategy on the basis of a real diagnosis and of an implemented complex program can bring to the company and to its employees great quantitative and qualitative benefits by the materialization of some pragmatic actions, moving on from its abstract statute of organizational happiness to concrete and measurable actions. We reiterate the importance of the personnel's quality and of the manager's personality, these being the foremost ingredients in the management of happiness.

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