

1. What is the Neuroscience of Happiness?

Happiness is a mental and emotional state of well-being defined by positive or pleasant emotions ranging from contentment to intense joy. Neuroscience is an interdisciplinary science examining how the brain thinks, learns and functions. It provides evidence and solutions to how the cognitive functions of the brain can be developed and optimized.

The neuroscience of happiness therefor is integrating research from different sciences that provides evidence and solutions to how one can develop, maintain and optimize their mental and emotional state of well-being

2. Why neuroscience approach to happiness?

Most people, including the world of business, education and sport has viewed happiness as a “soft” issue and therefore of lesser importance as it was not seen as an exact science. Hard sciences like physiology, immunology, genetics etc. are producing evidence that validates the impact and importance of behavioral issues like happiness.

Neuroscience helps us to move beyond theory to empirically-based facts. Progress in understanding the neural bases of cognition and extensive developments in neuroimaging techniques over the past two decades have given us a much clearer understanding of the interactive interplay between different brain regions involved in mental and emotional states of well-being and how it promotes employee engagement, increases productivity and also increases bottom line results in companies. Neuroscience thus, confirms the value of the so called “soft skills” like learning, emotional intelligence and happiness as actually the hard skills necessary to optimize the performance of their workforce to out-think, out-learn and out-create their competition.

3. How does Neuroscience enable and ensure sustainable long term happiness?

Neuroscience has been identified as one of the major forces that will bring about the 4th Industrial revolution because it is an interdisciplinary field assimilating a wealth of research and facts from other sciences that is constantly validating, confirming and expanding our understanding of the most complex phenomenon in the universe – the human brain! The more we can anchor our talent development and performance improvement initiatives into empirically-based facts rather than theory, the more effective these initiatives will be.

It is becoming quite clear that organizations will do well by aligning their offerings, as well as their full enterprise with natural brain functioning. Doing so will ultimately drive better employee engagement, improved performance, more sales, enhanced wellness and increased productivity.

4. What is the approach to happiness?

