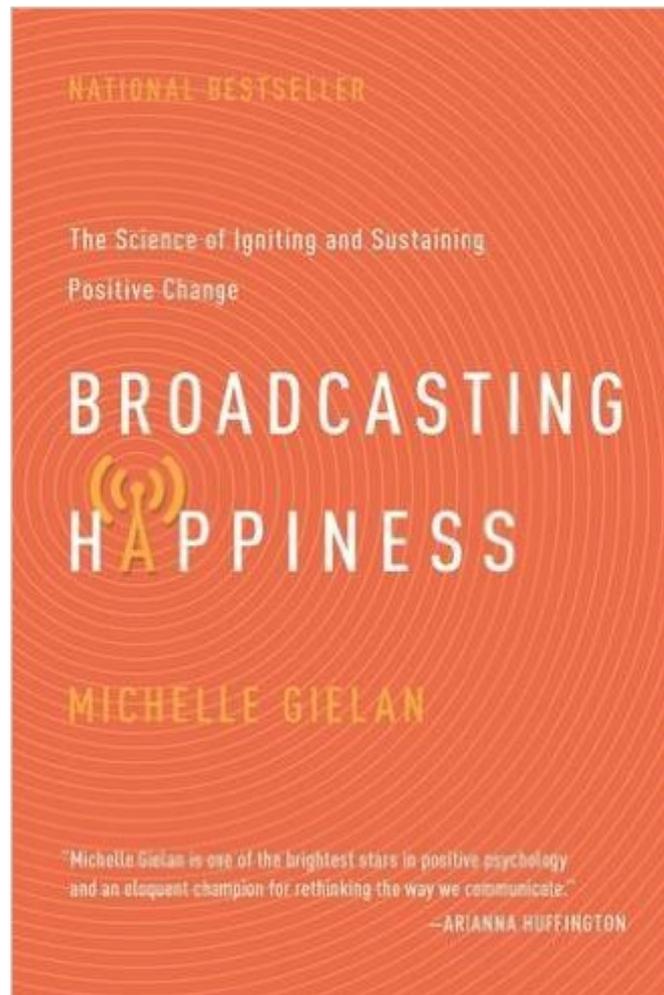


The book was found

Broadcasting Happiness: The Science Of Igniting And Sustaining Positive Change



Synopsis

Broadcasting Happiness will "inspire you and change your life."#151;Parade MagazineWe are all broadcasters. And the messages we choose to broadcast predict our success.All of us constantly broadcast information to others, even when we donâ™t say a word. Sales professionals broadcast to potential clients in a way that wins new business. Managers broadcast to their teams about projects. Colleagues broadcast to one another about available resources. As professionals, parents, and friends, the messages we choose to broadcast shape othersâ™ belief in the potential for success and their ability to create positive change.In Broadcasting Happiness, Michelle Gielan, bestselling author and featured professor in Oprahâ™s happiness course, will show you how changing your broadcast changes your power.Working as a CBS news anchor, Gielan saw how nonstop coverage of the 2009 recession left many viewers feeling paralyzed. She had an idea: a new interview series focused on positive psychology and creating happiness in the face of tragedy. #147;Happy Weekâ• generated the greatest viewer response of the year.In Broadcasting Happiness, Gielan shows us how our words can move people from fearbased mindsets, where they see obstacles as insurmountable, to positive mindsets, where they see that change is possible and take action. Using scientifically proven communication strategies, we have the ability to increase othersâ™ happiness and success at work, as well as our own, instantly making us more effective leaders.New research from the fields of positive psychology and neuroscience shows that small shifts in the way we communicate can create big ripple effects on business and educational outcomes, including 31 percent higher productivity, 25 percent better performance ratings, 37 percent higher sales, and 23 percent lower levels of stress.In Broadcasting Happiness, learn the seven keys of communicating more effectively to influence others and drive measurable results. Gielan, a happiness researcher and expert on positive communication, will teach you how to:Inoculate your brain against stress and negativity by fact-checking challengesDrive success by leading a conversation or communication with positivityRewrite debilitating thought patterns and turn them into fuel for resilience and growthDeal with negative people in a way that lessens their powerShare bad news more effectively to increase future social capitalCreate and sustain a positive culture at work by creating contagious optimismIn the midst of challenges such as restructuring, low retention, and some of the lowest levels of engagement in history, creating a positive mindset is only the first step. Broadcasting Happiness showcases how real individuals and organizations have used these techniques to achieve results that include tripling revenues to more than a billion dollars, raising the graduation rate by 45 percent, and shifting the work culture from toxic to thriving.Changing your broadcast can change your life, your success, and the lives of others around

you. Broadcasting Happiness will show you how!

Book Information

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Customer Reviews

Do you want to make yourself and your work teams happier? If so, read this book. I've been studying and teaching positive psychology in-depth for over 8 years and this is the best happiness book I've read in a long time. Broadcasting Happiness is everything a positive psychology book should be. Michelle summarizes sixteen years of top positive psychology research (including research published THIS year) into a fun book that is practical and incredibly useful. She weaves powerful stories throughout the book that make the learnings come alive. Michelle brings a fresh new perspective that sets it apart from other positive psychology books. Rather than focusing solely on what you can do to make yourself happier, she also shows you how your actions can help the people around you feel happier -- your coworkers, your significant other, your family and your friends. This former CBS national anchor integrates powerful tools from the world of broadcast journalism with the most recent research. This book will make you into your own broadcaster -- showing you how to spread positive perspectives and positive emotions with your everyday words and deeds. In Part I, you learn how to utilize the proven tools of positive psychology to bring up the mood of people on your teams, to help them think more clearly, be more engaged and find creative solutions to problems. In Part II, my favorite section, Michelle's tools and fresh perspectives are at their best. She tackles the tough subjects of how to deal with negative people and how to deliver bad news. These two chapters are worth going into a bit more detail here. Chapter 6: Strategic

Retreats: Deal with Negative People.

Even when we don't try, we are constantly broadcasting information to others: it can be words, actions or even the things we don't explicitly do. This book looks at the world of positive psychology and neuroscience to see if we can change things for the better by "broadcasting happiness" and maybe secure some personal wins too. The author seeks to get us to understand how our words or actions can "move other people from a fear-based mindset in which they see obstacles as insurmountable, to a positive mindset where they see that change is possible, get unstuck, and take action" and one key part of this is increasing their happiness and success at work, as well as our own, instantly making us more effective leaders. That is the theory at least and the author draws heavily from the fields of science to sustain the point, referencing research that claims small shifts to the way we communicate can lead to up to 19% greater accuracy, 31% higher productivity, 25% greater performance ratings, 37% higher sales, and 23% lower levels of stress. Even a few percentage points would be better than nothing, especially if you really only have to change HOW you communicate and interact! The reader is promised the works, guidance about selecting the right message, communications advice, and the use of positivity and much more besides. This book did not fall at the first fence. It was not one of those interminable hype-filled books that seem to infect the business book space, promising greatness by being a black belt supermaster-guru that only the author's special brand of mumbo-jumbo and thinking can deliver. By referencing scientific sources, the sceptical reader can always dig deeply and reach their own conclusion.

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