

Slideshow

What Happy Companies Know:

How the New Science of Happiness Can Change Your Company for the Better
by Dan Baker, Cathy Greenberg, and Collins Hemingway (2006)

(Part 2 of 3)



Which fear response is the most deadly?



Fight



A



Freeze



B



Flight



C

What causes fear?

Not being enough

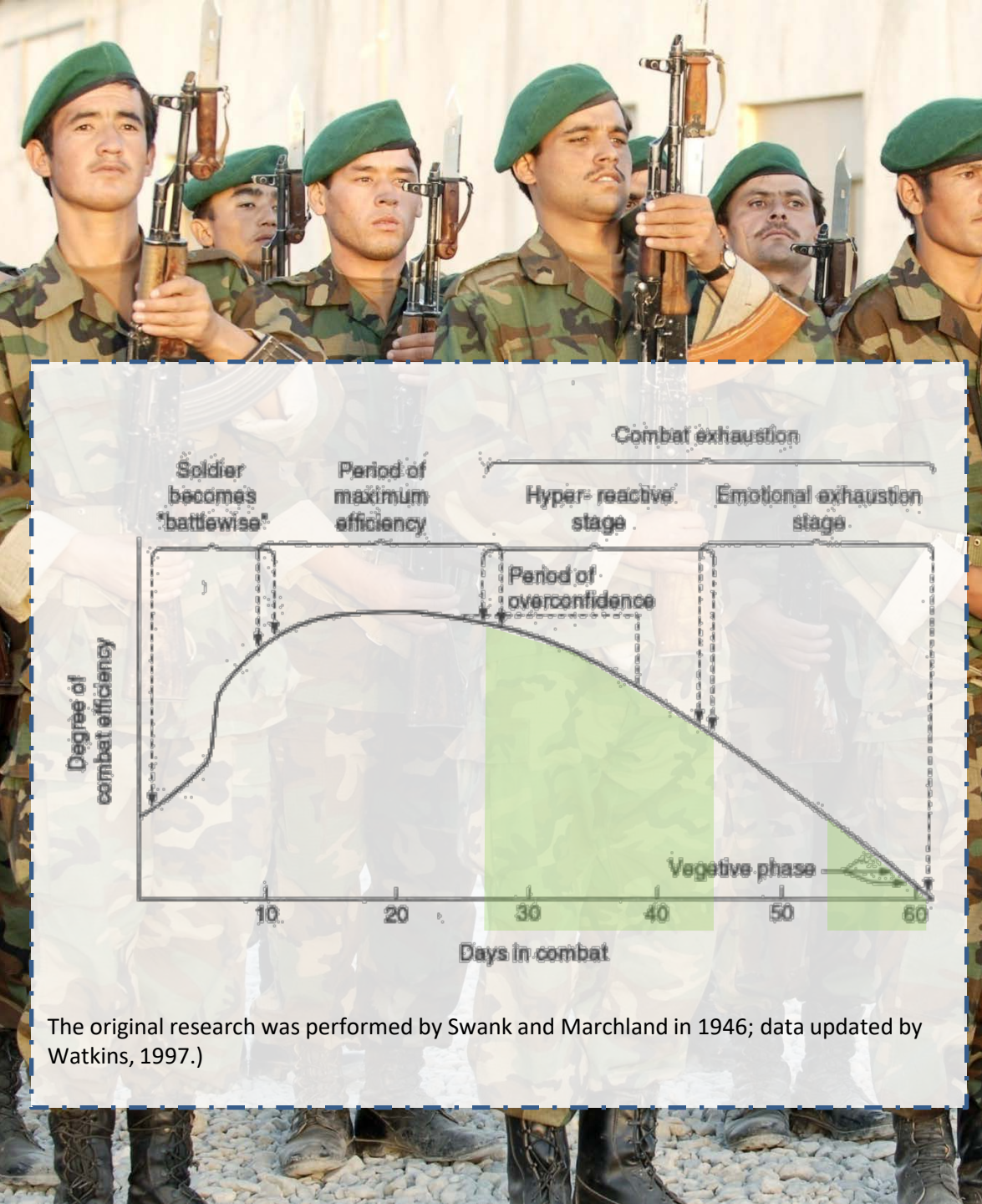


Not having enough

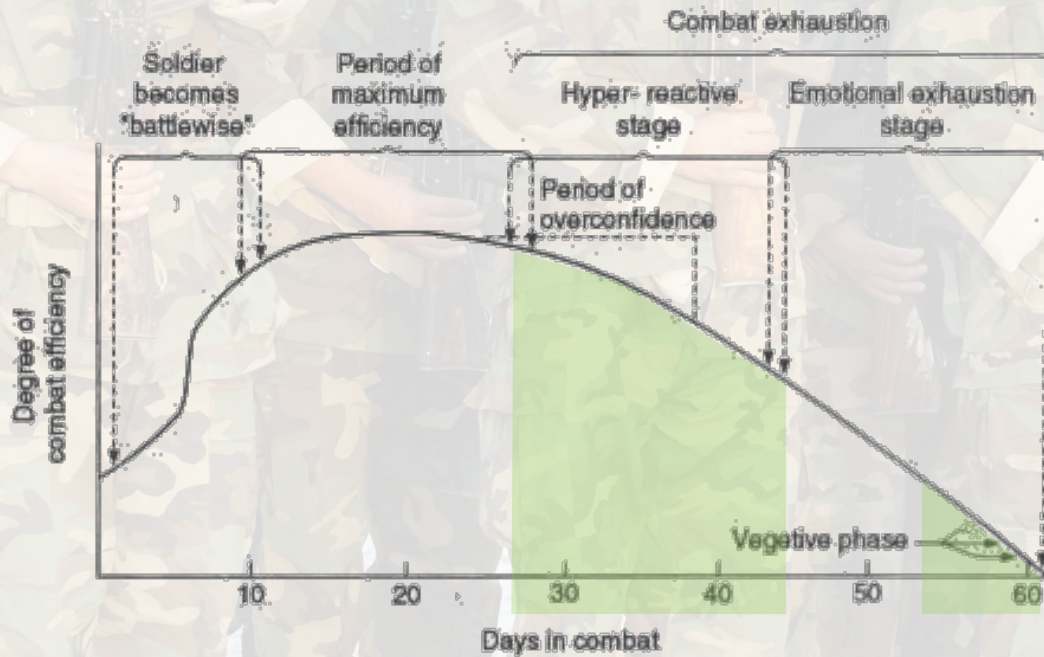


Possible consequences in a fear-based organization

- Hostility
- Arrogance
- Dominance
- Backstabbing, etc.



**How to relate
the research
results to
business world?**



The original research was performed by Swank and Marchland in 1946; data updated by Watkins, 1997.)



Neurocardiology*: The Brain in the Heart



Neurologically
(through the transmission of nerve impulses)

Biochemically
(via hormones and neurotransmitters)

Biophysically
(through pressure waves)

Energetically
(through electromagnetic field interactions)

Note: It is known as cardioneurology in the book.

**Strive the balance between the
Primitive Brain and the Executive
Brain in organization
communication.**



This slideshow is inspired by:

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