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Professional Marketing for PM Forum members
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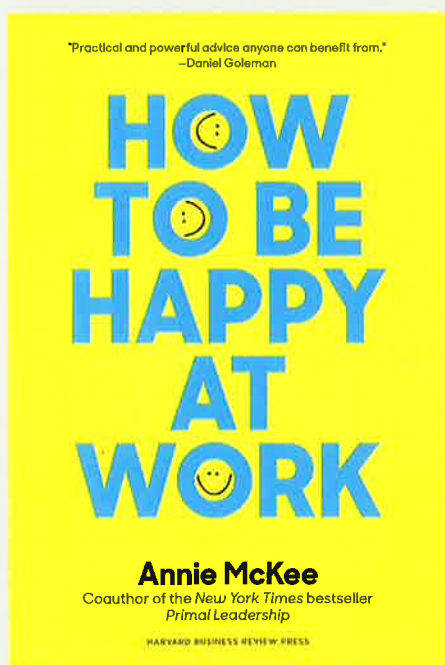
new To
Hello
Dear
Sir / Madam
Hola S up

**How should your
firm be talking?**

Plus

Post-performance review pals
Adding value to the business
And Stevens & Bolton profiled...

How to be Happy at Work



Annie McKee
Harvard Business
Review Press
£20.00

“Most of us work more than eight hours a day. That means if we are unhappy at work we are unhappy for more than a third of our lives.” *Chapter One: Why happiness matters at work.*

Well, this is terrible news. What we need is a book that tells us how to be happy at work! Cynicism aside this book offers some good tips built around the premise that to be truly happy at work we need purpose, hope and friendships.

I'm a practical person, lists are a good thing. To find purpose it's good to make, create and innovate and Annie McKee explores some practical ideas on how to find purpose in our work by networking and sharing ideas and solutions within the organisation. Studies have shown that we experience work as either 'a job, a career or a calling'. Seeing work as just a job we do to pay the bills is going to leave a void; having a career will link us to a bigger picture and help to set goals; but what we really need to aim for is 'a calling'. Having a calling can apply to any job and it's really about seeing the value and impact of a job done well.

Hope and optimism are essential ingredients for a happy work life. Chapter 4 looks at the power of hope and why we need it. The book explores why we shouldn't wait around for others to make things happen but take charge of our own lives, aka self-empowerment.

The final ingredient is friendships: how to choose friends, who not to befriend, all about trust, having fun and whether or not you should be friends with the boss.

Annie McKee emphasises the importance of 'hearing the wakeup call' and she

devotes a chapter to listening to the physical and emotional signs of unhappiness. She categorises the wake up calls as physical, emotional or relational and the method of tackling the call is not to deny it but to face it head on through realising the problem, thinking it through and making a plan. She offers several strategies and practical ideas including how to craft a personal vision of where you want to be in five or ten years' time.

Whether you're happy at work or not I like the following advice: stop talking with people at work about how bad things are, don't go to meetings you don't need to attend, learn to use technology better, don't look at emails or texts every hour and work at home at least once a week. Sounds like a great plan!

This is a practical, thought provoking and interesting book. It has a lot of good, useful ideas and even if it simply confirms some thoughts already held then it's valuable. There is a detailed bibliography and evidence of some extensive research. This is definitely a title to be added to the 'Learning and Development' section.

Louise Edwards
Michelmores LLP

Competition

To win a copy of this month's book, name the singer of the 2013 song 'Happy'.

Send your answer, by 16 May, to comp@pmint.co.uk