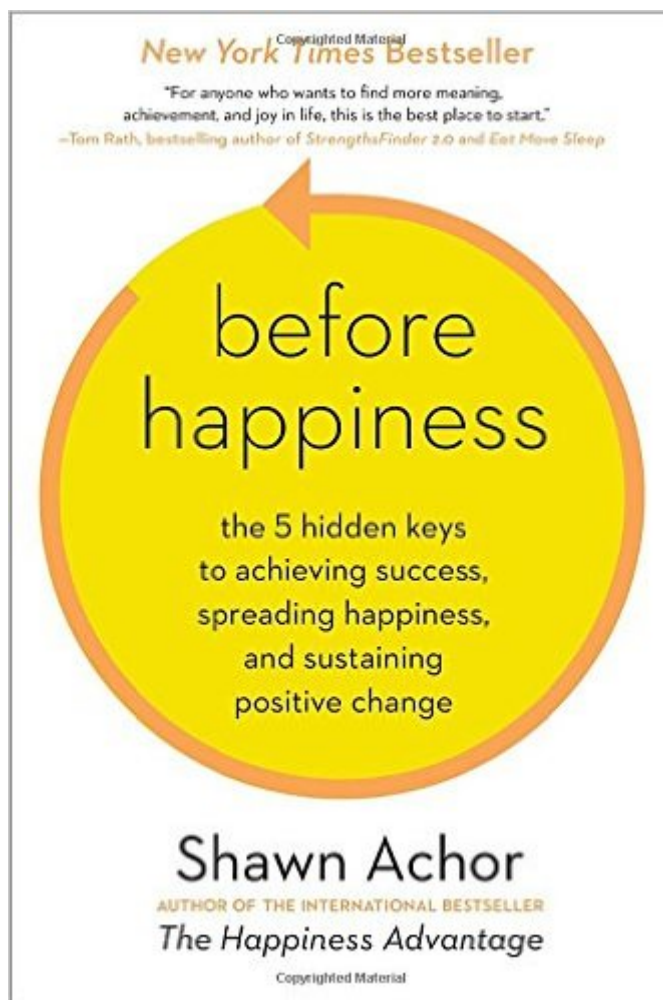


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# Before Happiness: The 5 Hidden Keys To Achieving Success, Spreading Happiness, And Sustaining Positive Change



## Synopsis

Why are some people able to make positive change while others remain the same? In his international bestseller, *The Happiness Advantage*, Harvard trained researcher Shawn Achor described why happiness is the precursor to greater success. This book is about what comes before both. Because before we can be happy or successful, we need to first develop the ability to see that positive change is possible. Only once we learn to see the world through a more positive lens can we summon all our motivation, emotion, and intelligence to achieve our personal and professional goals. In *Before Happiness*, Achor reveals five actionable, proven strategies for changing our lens to positive:

- The Most Valuable Reality: See a broader range of ideas and solutions by changing the details on which your brain chooses to focus
- Success Mapping: Set goals oriented around the things in life that matter to you most, whether career advancement or family or making a difference in the world
- The X-spot: Use success accelerants to propel you more quickly towards those goals, whether finishing a marathon, reaching a sales target, learning a language, or losing 10 pounds
- Noise-Canceling: Boost the signal pointing you to opportunities and possibilities that others miss
- Positive Inception: Transfer these skills to your team, your employees, and everyone around you

By mastering these strategies, you'll create an renewable source of positivity, motivation, and engagement that will allow you to reach your fullest potential in everything you do.

## Book Information

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## Customer Reviews

**\*Starred Review\*** There have been many books published on happiness, an elusive goal for many of us. And there will be many more added to shelves after Achor's second book (the first being *The Happiness Advantage*, 2010). Yet, truly, there was no primer on how to factually, practically achieve positive genius until this former Harvard researcher zeroed in. The concept is fairly simple: change is possible only when we link our lives to others. That positivity, in turn, results from applying five factors to change your reality: (1) choose the most valuable reality, (2) map your meaning markets, (3) find the x-spot, (4) cancel the noise, and (5) create positive inception. In layperson speak, consider these points: do something prosocial—i.e., for others—and shift your attitude. Use a treasure map, a way to chart your success path. Keep your eyes on the beach, not the rocks. Exercise to eliminate noise and distractions from your life. And use humor everywhere. Every one of his suggestions is accompanied by personal anecdotes, others' stories, psychological research, and just plain facts and figures. It's an extraordinarily compelling argument to actively work on changing mindsets. --Barbara Jacobs

"In this remarkable book, one of the leading thinkers in the field of positive psychology digs deep into the science to find practical techniques for unleashing your genius for happiness. So forget about cheap gimmicks and gooey affirmations. Instead, listen to Shawn Achor -- and prepare to take notes!"-Daniel H. Pink, author of *Drive*, *To Sell is Human*, and *A Whole New Mind*

"Shawn Achor, one of our greatest positive psychologists for the workplace, has done it again. With his characteristic blend of academic rigor and twinkle in the eye, Achor will change your view of happiness, of reality -- and of yourself."-Susan Cain, *New York Times* bestselling author of *QUIET: The Power of Introverts in a World That Can't Stop Talking*

"Before Happiness is the book that positive psychology fans have been waiting to read. Shawn Achor, the leading light in bringing the science of happiness to work, offers his signature blend of eye-opening research insights, entertaining stories, and infectious enthusiasm. This fresh, uplifting book is filled with ideas for improving our organizations and our lives."-Adam Grant, Wharton professor and bestselling author of *Give and Take*

"Shawn Achor is a positive genius who is capable of taking complex academic research and making it come to life in companies and schools across the globe."-Tony Hsieh, bestselling author of *Delivering Happiness* and CEO of Zappos.com, Inc.

"In *Before Happiness*, Shawn Achor provides simple, scientifically sound strategies built around three key factors most of us undervalue: where we choose to put our attention, how much social support we build into our lives, and whether we view stress as a challenge rather than a threat."-Tony Schwartz, bestselling author of *The Power of Full Engagement* and *Be*

Excellent at Anything – “Read this book before you buy any other self-improvement title. For anyone who wants to find more meaning, achievement, and joy in life, this is the single best place to start.” -Tom Rath, bestselling author of StrengthsFinder 2.0 and Eat Move Sleep  
Achor – infuses Before Happiness with empirical evidence, anecdotes and studies showing that even a simple adjustment in thinking impacts our outlook and how we’re perceived...The book offers insights and ideas for adjusting your angle of vision so you open the door to happiness and success.” – Success Magazine  
“A must read” -The Washington Times

I'll start with the disclaimer that I've read Shawn Achor's The Happiness Advantage several times before coming to this book, and my rating is largely based on the differences between the books. The Happiness Advantage provides a slew of research and tools which are easy to implement and highly effective. You can adopt any of these at any point in your life and start seeing immediate results. I consider it one of the best books on understanding happiness and finding more of it in your life. Before Happiness takes a different approach. It lays out and recommends a more structured plan to follow that looks a lot like other success formulas - understanding your values, setting goals, and then using various techniques to reach them. This is a much broader and bigger picture approach designed to shape your life around the things that really matter. While this approach has value it's much harder to implement for many people (including myself). The books approach the subject very differently, and some people are more likely to get more out of the first book. So don't be fooled by the title - read the earlier book and decide for yourself!

If you want a deep, practical, and research based approach to confidence and happiness in your everyday life, this is the book for you. Shawn really dives into a new approach that goes beyond typical self help books and uses his research to easily explain his theory. Very academic and research based while put into an easy to read and understand approach.

great quality, great price

as described

I have watched the video countless times...have read the first book partially and said after seeing your talk at ANMP show that this is going to have to happen first....So far the book is amazing...I am a slow reader because life happens and I am a continuing student in this world we call Life...thanks

for the book , thanks for your laboring work...and we will see you at ANMPB.K.Kaplan - Network Marketing Professional

What a happy surprise when I picked up this book from the library, then I ended up to buy a dozen of the books to send to my friends as gifts. I enjoyed the stories, the related research, and the simple and powerful practices. Read this book before it's too late to help you to become more positive and to help you to enjoy life more. Thank you Shawn!!! You are an incredible author and an influencer.

I'm a big fan of Shawn Achor and his real world, down to earth strategies for making the most out of life. I purchased this particular book for a student as a graduation present and hope he finds it as valuable as I do! Happiness truly is a choice we can all make and Shawn helps show you how.

This book is both fascinating and practical. It is based on research and offers real world processes and solutions to achieving true positive transformation. I highly recommend it.

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