



## Transcript: Wake Up Happy with Margaret Greenberg

### HOST

Sandra Yancey

### SPEAKER

Margaret Greenberg

### PRESENTATION

Sandra Hello, everyone, it's Sandra and not the familiar voice of Kym that you're used to. I'm filling in for him as he recovers from pneumonia, but I am really excited about this call today, and I'm loving all of the people that are joining us. Hope, I want to welcome you from Aptos, California. We've got Ann from Kauai and Zoe from West Virginia and the list is going on, so in the chat those of you that are online with us, give us your name, give a shout out of who you are and where you're calling from. We'd love the growing community of those people that like to *Wake Up Happy*.

I want to just say good morning, welcome you to day four of our *Wake Up Happy* series. I'm Sandra filling in for your host and Co-Founder and CEO of Live Happy, Kym Yancey, and I'm just really glad that you've decided to join me today. I can't wait to introduce you to the amazing; I'm talking about amazing Margaret Greenberg. So, get

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your pens out, get your smartphones out, your computers out because you're going to want to take notes from this woman. She's like a walking sound byte.

I want to invite you to join the Live Happy community if you haven't already besides just this call. I'm telling you we are on a mission to share with you the secrets and the science of lasting authentic happiness. We're not only a magazine. We're a movement to bring people to happiness and to help them spread it around the world. You just can't get too much happy if you ask me, so I want to invite you to engage with us, too, on the call and after the call. We're just going to start now and we're going to continue to feed it. You've got to nurture the things that you want in life, so anything that you hear that's being said to you on this call, that's resonating with you, that's speaking to you that you want to do a shout out to your community, so that we can really spread this thing.

What I'd love for you to do is to use our Twitter handle - MyLiveHappy and you can also use the hash tag WakeUpHappy; and you can also find us on Facebook if you just search My Live Happy. We want to hear from you, so again, if you hear something anything at all as soon as we start talking with Margaret, I'm going to tell you your fingers are going to fly with the things that you're going to want to capture. Let's spread it out and like together we're like climbing to the top of the mountain and echoing it out to the universe to spread happiness, so feel free to post on all your social channels. We'll be retweeting you as well I'm sure.

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Okay, with that then I want to talk a little bit about this whole concept of smile. You want to talk about happiness; you want to start with a smile. That's the best way to begin shifting any other mood that you might otherwise be in. Phyllis Diller once coined the phrase, "A smile is a curve that sets everything straight." I love that and so we're about breaking a world record with our banana smile. I'm going to invite you to take a picture of yourself, you alone, you with your family, a girlfriend, a guy friend, significant other, your office, whatever it might be. Grab a bunch of bananas and take a banana and use it as a smile and then what we want you to do is go out into the social media and we want you to use our hash tag BananaSmile of course.

But here's the thing, you want to send it to us. You want to email your picture, because I'm going to tell you we're going to feature you all over our channels from our website to our Facebook album to Pinterest to Twitter and all you have to do is take the banana, put it down a little bit just under your lips, so that you can just see the rim of your smile beaming over it. We're going to break a world record. You're going to be hearing so much more about this, but we're about bringing smiles, smiles to the world, turn that frown upside down. As Phyllis said this is the smile that's the curve that sets everything straight.

I also want you to know that we have a spotlight event coming up and this is really something that you want to know about. Those of you that really know what it means

to get in alignment and hang out with people doing really powerful positive things, so we have George Mason University, they are hosting their sixth annual conference. You need to know about this if you're anywhere in and around the Washington DC area or want to fly in in March. Can I just tell you, because I'm a graduate of American University, Washington DC in March the cherry blossom time gorgeous, a beautiful time; it's during spring break, a wonderful time to be in DC.

They're having this amazing conference. It includes an optional half day intensive with experts from The Chopra Center, just incredible access you have to people like Dan Pink, to psychologist and author Todd Kashdan, and you're going to meet Todd tomorrow. He's going to be on the Live Happy call tomorrow. We've also got Beth Cabrera. She's an author, consultant and expert on positivity at work and all kinds of experts from The Chopra Center, so you've got to get these tickets. The early bird is going on now and you can get them at [Wellbeing.onmason.com](http://Wellbeing.onmason.com). That's [Wellbeing.onmason.com](http://Wellbeing.onmason.com).

Okay, moving on, I want to get into speaking to this most amazing woman. If you don't know her, you need to know her and she needs to know you - Margaret H. Greenberg. Let me just tell you this is a woman that she's not only an author, profit from the positive proven leadership strategies to boost productivity and transform your business, but she's more than just an author. She just really walks her talk. She lives this stuff. She's a columnist for Live Happy. She is a huge supporter. Everywhere she goes

around the world, she takes *Live Happy Magazines* and takes photographs and sends them to us. She's an amazing woman. She's a sought after executive coach for Fortune 500 companies.

Back in 1997 she founded the Greenberg Group. It's a consulting firm dedicated to coaching business leaders and their teams to achieve more than they ever thought possible, a pioneer in the field of positive psychology. Margaret also designs and leads workshops, webinars, and conferences for business audiences. She's also an expert on creating strength based organizations.

Margaret is also the positive business columnist for *Live Happy Magazine* and a regular business contributor for [PositivePsychologyNews.com](http://PositivePsychologyNews.com). She holds a BA in Sociology from the University of Hartford, a Masters of Applied Positive Psychology from the University of Pennsylvania and is recognized by the International Coach Federation as a professional certified coach.

Margaret, welcome to the *Wake Up Happy* call.

Margaret Thank you, Sandra.

Sandra I am so excited to learn from you today. Can we just start out, can I just ask you a real basic question?

Margaret Absolutely.

Sandra Do you actually wake up happy?

Margaret Probably the best person to ask is my husband, Neil. He's been waking up next to me for nearly 11,000 days.

Sandra My gosh, but who is counting, right?

Margaret I know. And so he'd probably be the best one to ask. I don't know if he's on the call or not; I'm not sure if he was able to dial in, but he probably would be the best one to ask, but I would say yes. On most days I wake up pretty darn happy, but with one caveat, I must get a good night's sleep. That is so important.

Sandra Yes, it gives your body some rest, right, that refreshing I think to wake up in a way that you don't feel so sluggish just by default.

Margaret Right, and so I am a morning person, which also means I go to bed pretty early at night, too. A couple of my University of Pennsylvania MAPS, that masters of applied positive psychology you mentioned, a couple of my colleagues have written books about sleep and Tom Rath wrote *Eat, Move, Sleep*. Kathryn Britton and Marie-Josée Shaar wrote

*Smarts and Stamina*, so a lot of people write about the importance of sleep. I personally don't write about it, but I am a big subscriber.

Sandra I think the lesson that you've just taught us right there is you don't have to be the expert. You can learn from experts. That's really why we're on this call with you. You are an expert. You are one of the early pioneers of positive psychology. You were talking happy before happy was cool, right? It's been about ten years for you now. What was it that called you that moved you into this field of study?

Margaret You mentioned earlier that I started my own practice in '97, but I came out of corporate HR and if you know anything about corporate HR, Sandra, it can be a pretty negative view of people and employees. It can be a lot about closing gaps, shoring up weaknesses. We all hear about progressive discipline, so HR can be in some companies a pretty negative view of people.

There's got to be another way. There's got to be a way for us to start focusing on what people are doing right, and so that's what prompted me, professionally, to get into this field of coaching from the strengths. And then fast forward to 2005 almost ten years ago, I received this email in the mail in my inbox from the University of Pennsylvania and Dr. Seligman, who many think of as the father of positive psychology. He was offering this first ever masters in applied positive psychology. I'll never forget, I read it

and it so spoke to me and I was not planning on going back to school. I had one daughter in college, another one about to go off to college.

And I remember I ran outside. My husband was in the yard and I said listen to this and I described this program to him and he said why don't you apply? I was like yes, but what if I get in? And the rest is history. I did get in. It's a very international group. We have over 300 strong now that have graduated over the last eight years and the rest is history.

Sandra Okay, so now you co-authored—you since then co-authored a book *Profit from the Positive* with one of your University of Penn colleagues and there are over two dozen tools in your book to help people profit from the positive. Can you tell us about one of the tools, one of the tools that you believe is the most effective that our listeners today can really benefit from?

Margaret Sure. Actually Senia Maymin is my co-author. Senia is out on the west coast; I'm here on the east coast, and it was a collaborative wonderful collaborative effort in writing that book. One of my favorite tools, and it's kind of ironic that Kym is out with pneumonia today, because one of my favorite tools is what we call the Ah-choo effect.

Sandra There are no accidents in life.



Margaret It's kind of ironic.

Sandra Exactly.

Margaret So we are in the middle of flu season, but germs and colds, Sandra, they're not the only things that we spread in the workplace or at home, our emotions.

Sandra I see where you're going. I love that. Are you participating in the Ah-choo effect? Are you spreading good vibes, good energy, good emotions? Brilliant, love that.

Margaret And so we spread both positive and negative emotions that are just as contagious and the spreading of emotions, Senia and I like to call it the Ah-choo effect, the technical term what psychologists call it is social contagion. And there's a professor down at the University of Pennsylvania, Dr. Burzotta [ph], and she actually studies the neuro-neurons in the brain and what happens to people and that we're hard wired to mimic the facial expressions and the moods that people come in contact with.

And so have you ever like held a baby in your arms and if you smile, the baby smiles back?

Sandra Yes.

Margaret Yes, if you stick out your tongue, the baby sticks their tongue out.

Sandra Of if the baby yawns, you yawn.

Margaret So it's contagious, our emotions are contagious. So I like to say are we spreading a cheer or are we spreading fear?

Sandra That's a Tweetable moment, I love that. Are you spreading cheer or are you spreading fear? I love that. That's one I think that's something that everybody can ask themselves when they wake up in the morning. What's my intention? How am I going to spend my energy? Am I going to be a spreader of cheer or fear? It's beautiful.

Margaret And I love what you just said about setting an intention because that's the other thing I do besides getting a good night's sleep; I set an intention every morning before I roll out of bed and it's either one word or no more than a handful of words and not so much what I want to do that day, but how do I want to be that day. We're called human beings, not human doers, so how do I want to be.

Sandra I love that. Wait a minute that's a gem. We're human beings; we're not human doings. I love that.

Margaret Yes, as we lay in bed in the morning thinking about all the things we have to do, that can actually make us anxious and kind of start our day off sometimes in a negative way. Whereas if we stop and say how do I want to be today, so yesterday I was in my office all day. I knew I had a full day and I laid in bed and I said, okay, what's my intention for today? One thing at a time, just one thing at a time, and I'll try to get through everything that I can. So that was the intention that I set.

Today my intention was little more lively. It was have fun, I wanted to have fun with you and fun with all my other calls today.

Sandra So powerful.

Margaret So setting an intention I think is really, really powerful.

Sandra I can see that the Twitter feed is going crazy and I just want to make sure everyone knows to include your Twitter handle, which is ProfitBook and of course include the hash tag WakeUpHappy. I love that. Instead of creating a to-do list, create your to be list. That is life changing right there and that can shift the planet, Margaret, huge, just so huge.

Margaret Absolutely and yet so simple.

Sandra You know what and to me those are people that know what they're talking about when they can take a concept and simplify it. When you can take a concept that the average lay person might not understand or be attracted to this whole notion of social, what did you call it contagion, but you took it and you made it simple, something we can hook onto the Ah-choo effect, the whole notion of being versus doing and what you're spreading, whether you're spreading cheer or fear. Just like, bam, we've been talking what just a few minutes here and the richness of how you've made things simple I think is what's so magical.

So tell us, I want to ask you another thing. What are some strategies, because we're on to something here, what are some strategies that I and all of the people around the world that are on the call, the listeners, can put into practice to what you call tame their Oscar the grouch?

Margaret Yes, in fact you might be thinking or your listeners might be thinking, Sandra, right now that I expect people to be happy and in a good mood all the time; and we are human beings, so that's not even possible. We're human beings and we have a whole range of emotions and I know Todd tomorrow, Todd is a colleague of ours, my daughter actually my youngest took one of his courses when she was at GMU several years ago. I know tomorrow he's going to be talking about negative emotions and there is a place for negative emotions. They can serve us well at times and he'll talk about that.

And so I'm talking about positive emotions, but not that we're supposed to happy all the time, but how can we get ourselves out of a lousy or a negative of a mood, so that we don't infect and transmit those negative moods to our families, to our coworkers, which really can impede productivity and we have a lot of research around that, so a couple strategies.

One is, believe it or not, when we label our emotions when we say, Sandra, I'm anxious or Sandra, I'm nervous, it can actually help dissipate that negative emotion and again, there's research around that that you can find in the sample chapter that everybody can receive after today's call. The second, and you probably know this, is to take long deep breaths, like right now everybody just breathe in through the nose, out through the mouth.

Sandra Yes, I always say smell the coffee and blow out the candles.

Margaret I love that. I'm going to Tweet that afterwards. Yes, it's just calming.

Sandra Yes, very calming.

Margaret Calming effect.

Sandra        Okay, I want to make sure, the first one is label your emotions because it helps them dissipate; the second one is take long deep breaths and then the third one is—

Margaret     The third is to get off of your tush and get up. When you're in a lousy mood, the worst thing you can do is just sit at your desk or lay in bed or just slump on the couch. It does nothing for us, so get up and just move your body. Senia and I with our coaching clients we often go do what we call walk and talks. Come on let's get out of your office and go for a quick walk and talk and it's amazing. It allows people to blow off steam and it puts them into a positive mood where they're more able to solve whatever problem it is that they're facing.

Sandra        Brilliant.

Margaret     And then lastly, the last strategy and there are many, many more, but the last one I'll mention you mentioned, the Phyllis Diller quote about the smile is the curve that sets everything straight. Psychologists have a term what's called embodiment, putting ourselves in a physical state like smiling or the way we stand that can actually change how we are feeling. We call it fake it till you make it, so there's some times that we just need to put on that smiley face, what our mothers told us, that can actually produce more positive emotions. And I'm not saying to be inauthentic, but there are times where that is going to serve us well.

- Sandra            There's a lot of research that talks about you have to, again, it gets back to your thing, you have to be the person that you want to be, so I love it's a great Tweetable right there, fake it till you make it, is a way to set yourself in motion to be where you want to be. You may not be feeling it now, but it can get you there, right?
- Margaret        Right, and it can actually help you get to a more positive place.
- Sandra            Yes, I love the whole thing, the whole get off your tush, get off your bum is really great, but the tip that I'm really taking away is just the importance of sometimes stand up, get up, walk and talk and sometimes you have to talk to yourself. In my household I'm the only one that listens to me anyway some days.
- Margaret        Or the dogs, I love taking my dogs after this call, I'll take my two pugs for a quick walk.
- Sandra            Aren't they just the best?
- Margaret        Walks don't have to be an hour.
- Sandra            Exactly.

- Margaret      They can be 5 minutes, 15 minutes; so it's amazing what it can do and actually clear your mind and when you come back to doing your work or whatever it is that you're doing, you just feel more refreshed and alert and in a much better place.
- Sandra        I can't believe our time is getting ready to come to a close. I feel like I could talk to you all day. Let me ask you, in addition to the positive work column that you and Senia write for the *Live Happy Magazine*, you also blog for us and LinkedIn. What are some of the most fun topics to blog about?
- Margaret      That's kind of easy. I do a lot of traveling and especially in this last year since *Profit from the Positive* came out, I've been doing a lot of traveling both here and abroad, so I really do love taking photos and talking to people that are really happy, happy places, happy people. And I talk about the positive deviant and we write about that in our book, how to be a positive deviant—
- Sandra        Say more about that.
- Margaret      Positive deviants are people who have the courage to be positive and not just go along with everybody else that's in a lousy mood.
- Sandra        So declaring it, you just have the courage to be positive, right?



Margaret And not be ashamed by it.

Sandra Yes, because everything is so negative around us, it's easy to get caught up in all of it. You just turn on the news sometimes it's almost mind blowing. It does take courage. It does.

Margaret It really does to break from that. In fact one of our colleagues Katherine Gillemstad [ph], she's from Copenhagen one of our MAP colleagues, she's a journalist and she's bringing what's called constructive journalism to the media. And if you notice even on social media, people like inspiring stories; people love your magazine because you write about inspiring stories, so that can be newsworthy, too. But I love taking photos and writing articles about positive deviants. One of them was around seven reasons why Norwegians are positive deviants. One of the reasons is they have positive signs.

I took a photo of this sign on a building that said there are a lot of good people around.

Sandra Unbelievable, the power—

Margaret This was a neon sign.

Sandra Implanting a thought. The power of implanting a thought and exactly, exactly, yes.

Margaret Another funny one I saw it was actually on a menu in Bergen, Norway, was life is unsure; eat dessert first.

Sandra Exactly, exactly.

Margaret And that just like made me smile, right, so positive deviance, I love writing about positive deviance and actually finding people that are actually doing positive deviant things and writing about those, so that's really fun. So if anybody has any stories to share with me, please, please send them along.

Sandra I love that. What's the one piece of advice that you would offer our listeners this morning before we wrap up, one thing?

Margaret I would say one thing - be mindful when you walk into your workplace or you walk into your home, just be mindful and just notice the mood that you're in. And if you're really in a crappy mood then maybe hold off a moment and do some of these strategies first and then walk in, because you really are transmitting your emotions to all those people you love around you.

Sandra You know what I feel like I hear you saying is in the end we are all responsible for our own happiness.

Margaret Yes, we are and it doesn't come through things that we buy. It comes from who we are and the connections that we have with people.

Sandra This is beautiful. Margaret, this has been very rich this morning. You have a gift that you want to give everyone. Will you share that? It's in the gift giving season, so let's do it.

Margaret Sure. Yes, we are and it's actually if you go on ProfitfromthePositive.com you'll see the chapter, a sample chapter called, "The Contagious Leader, Control your Emotions and not your Employees." And that's available for a free download and what I spoke what about this morning, the Ah-choo effect, all the research studies that are behind this work are all cited in there and it's for you to enjoy.

Sandra I love that, so let me repeat to everyone. You want to go to ProfitfromthePositive.com and there you will see that's Margaret's site and you'll be able to download a free sample chapter and a couple of other things that she's got.

I also want to make sure that we at Live Happy are also in the holiday spirit, and we want you to really join the happiness movement. I'm going to ask you, this is the perfect time to subscribe, take responsibility for your own happiness, take responsibility to live happy within yourself and to spread happy and to get our magazine and we've

got some great holiday bonuses. To get the magazine and we've got Kristen Chenoweth on the cover for the holidays. You can go to LiveHappy.com and when you do that, you're going to get three free happiness reports, plus you'll be automatically subscribed to our digital edition. How about that just for subscribing to a magazine? It's the perfect gift to give someone as well for the holidays, something that keeps on giving and reminds them of happiness throughout the year.

And when you were talking about, Margaret, this whole notion of positive deviance, it just played perfectly, you don't even know this, but one of our biggest, in fact the biggest product that we have at Live Happy is our post-it notes and they are just all these little post-it notes that you can put in your purse, you can put in your pocket, you can put in a wallet and they're like \$5.95, perfect stocking stuffer.

I wish everybody on the planet would have one of these in their stockings or under the tree or around the Menorah whatever it is that you celebrate. Happiness crosses everything that we do in our life. These are little post-its that you can leave them in a bathroom, in an elevator. Kym and I put them on the receipt every time we go out, whether it's just for a holiday libation or a cocktail, festive drink or dinner, wherever we go. We even sometimes—if we're running through and getting a cup of tea of something through if we're traveling and we're going through a drive-through, just to give and just to see people. It's kind of fun sometimes you just leave and you trust the right person will land on it. Sometimes you step back and you watch, it's really cool.

Margaret I just ordered actually, I hope none of my daughters are on the line, but I ordered them for stocking stuffers yesterday.

Sandra I got them for all my girlfriends. It's a wonderful little hostess thing. It's a wonderful just everywhere you go and then we have the Live Happy book, *50 Happiness Facts and Quotes*, and I have one of my favorite quotes in here that I think just speaks to what we're talking about is having gratitude and not expressing it is like wrapping a present and not giving it, so be contagious is what Margaret has been talking about, be contagious and spread happiness. This is another wonderful—just wonderful thing to have on a desktop, a little hostess gift that kind of thing for the holidays.

All these things that you can do and I just want you to know that just for our listeners just for the people on the call all around the world we have 15% off everything that I'm talking about. I'm telling you these post-its are like \$5.95. The book is like \$15 or something. It's like little easy fun things to do, you can have in time for the holidays, free shipping when you purchase \$25 or more from the Live Happy store. All you have to do is enter the discount code WakeUpHappy. How simple is that, discount code WakeUpHappy.

So let me leave you with this. Margaret gave us a lot of gems today. I hope you've tweeted them out. I know I'm going to go in and retweet them after we get off the call,

but what I love one of the things that I love about what you said, Margaret, is that be a positive deviant and spread cheer not fear. How is that?

Why doesn't everybody tweet that? Let's all go through put the hash tag WakeUpHappy. Make sure you include Margaret's which is ProfitBook did I get that, yes, ProfitBook. Let's spread it out today. It's a beautiful day to spread happiness.

Don't forget let me just say one more time tickets are on sale for The Leading to Well-Being in Workplaces, Organizations, and Communities conference hosted by George Mason University in Washington DC in March of 2015, a beautiful time to be in DC. They've got early bird pricing right now, so you want to grab that.

Tomorrow we have your colleague I'm excited to meet him. I'll be on the line. Hopefully Kym will be back, but if not, I'll be here, but no matter what, I'll be on the line to learn from Todd Kashdan, so all of you want to join me and everyone else around the world tomorrow to *Wake Up Happy*. He's going to talk about the upside of the dark side of your dark side.

It's funny because I just posted on my Facebook page yesterday, "Your darkest hour will only last 60 minutes, so 61 and you're done." Just hang in there and he's going to give you strategies of what to do during those 60 minutes and at other times in your life, too, where things might not be going so well. Remember this is a free call. This

call is tomorrow, December 5<sup>th</sup>. Spread the word. Tell others to join us and end the week on the positive side by waking up happy.

Thanks for being on the call. It's been my joy to be with you today. I thank you for letting me come into your community and offer this call to you in the absence of Kym and honey, if you're listening right now, just want you to know I think I took care of you a little bit here and I can't wait to get home and take care of you and bring you some hot water and honey and citrus. Everybody is wishing you well.

Did I do okay?

Margaret      You did a great job. She did a great job, Kym, and Kym is going to recover more quickly than the average guy, too, Sandra, because he's a pretty happy guy. Research does show when you do get sick, you recover more quickly.

Sandra      Interesting.

Margaret      So he'll be back in no time.

Sandra      Happiness is just one of those ingredients you want to have in every area of your life; it affects every area of your life and that's what I love about the work that Kym does.

Okay, everyone, we'll be on the call tomorrow. Bye for now.

Margaret Thank you. Happy Holidays.

Sandra Happy Holidays.