



Transcript: Wake Up Happy with Hyrum W. Smith

SPEAKERS

Host: Kym Yancey

Expert: Hyrum W. Smith

PRESENTATION

Kym Oh, my goodness. Good morning. Good morning. This is Kym Yancey. I'm the Cofounder and CEO of Live Happy, and I've got to tell you we had an incredible, exciting day yesterday. We had Shawn Achor. What a fabulous time that was.

Shawn had—for those of you that were on our session yesterday, our Wake Up Happy session yesterday, there were several just words of wisdom and phenomenal gems that he gave us all based on science and research. I want to just recap a couple of those.

One was happiness is a choice. Happiness spreads and happiness is an advantage in your life. I've got to tell you; this is what I call an incredible tweetable moment. When you think about happiness spreading, this is the kind of thing that we've got to get out through social media, that kind of statement.

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So, listen, go to—our handle, our Twitter handle is My Live Happy and you're going to be hearing incredible things from Hyrum as we go through this. And so, you're going to hear words of wisdom, you're going to hear thoughts, and just know these are tweetable moments. It's our way as a community, as we're all waking up happy this morning, to get the word out and spread it. So, that was one of them - happiness is a choice, happiness spreads, and happiness is an advantage in your life. That was by Shawn Achor.

Another one that was really phenomenal was that 90% of your happiness is based upon how your brain processes the world around you. Ninety percent of your happiness is based upon how your brain processes the world around you. That's a tweetable moment. Ten percent is environment. So this is, again, all based on phenomenal science and the studies that have gone around that support it.

The third item was happiness is the joy you feel growing toward your potential. This is the Greek interpretation, the Greek definition I should say of happiness. Happiness means different things to different people. You know what brings you happiness. But, the one that Shawn commented on was for him, he loved the Greek interpretation of happiness if the joy you feel growing toward your potential.

So, I'm so thrilled that you're here and I'm glad that you've decided to wake up happy today and be a part of this. I love it. I call you my happy people. All the happy people say, "Yeah."

Hyrum Yeah.

Kym Oh, gosh. So listen, kudos to you for making the decision, for making the choice to wake up happy with us.

All right. So, I'm not going to assume that you've heard of Live Happy. So, let me just give you a little bit of background about us, and remember, throughout this whole process, at any time, just feel free to tag us at Wake Up Happy. Just remember the key words—our Twitter handle again is My Live Happy and Facebook is My Live Happy. So, as you hear things, engage, comments. Our whole team is behind this, and we're supporting you and we're here for you.

But, Live Happy really is leading a global movement to help make our world a happier place. I mean the bottom line is that's why we do what we do. We want to make this world a happier place. I know you do too. You wouldn't be on this line this morning if you didn't want to make the world a happier place for your family, for yourself, your friends and the people that you care about, and the people that you've yet to meet. Just think of what this world would be like if it was filled with happy energy and looking for the positive and looking for what's best. Everything works better—

Here's the thing that I really love about what's happening with Live Happy and the research and the science that we work with is that it's been proven that everything in your life works better when you come from a place of happiness, when you approach it with a happy

attitude, with the positivity and as we get into this. But, happiness is more than a feeling. It's a decision. It's an attitude. It's a way of life. Our holistic science-based approach gives you the keys to unlock authentic happiness.

So, that's who we are. With that, the big question becomes, well, gee, if we want to make the world a happier place as a company, how do we do that? Well, one of the ways is what we're doing right now and you participating with these Wake Up Happy calls. We're going to be doing more and more communication this way where we just connect and share and give and share.

The other way is with our world-class magazine. We've got a killer magazine. In fact, we're right in our first year anniversary. You can find our magazine, Barnes & Nobles, Whole Foods, airports, in fine stores everywhere and we're getting it in more places. If it's not in your store, we want to know. We want to do what we can to get it there. But, it's called *Live Happy*. The magazine is simply called that, *Live Happy*.

Let me just say this: If you want to be a part of the Live Happy movement, I've got a real simple, easy thing for you to do. Seriously. Just go to livehappy.com and subscribe. Just subscribe to the magazine and I'll tell you, when you go there, you'll see that we've put together some really great Live Happy reports for you on family, on business, and on mapping, some of the latest research that we're giving to you as a special bonus gift just for becoming a subscriber to *Live Happy*.

So, this is more than subscribing to the magazine. The moment you do it you also become part of the Live Happy crusade to make the world a happier place. You really join the movement. You'll see. It's so cool what you see there.

When you go to the website, you have lots of options; everything from learning about happiness as it relates to relationships, your lifestyle, your work, the science behind it, and the practice of it. You'll see blogs. There's video. You'll learn about our acts of happiness.

As a matter of fact, I just want you to know that last year—I always think of it as last year, and it was only in March, but this past March, let me put it that way, March 20th is International Day of Happiness, which is sanctioned by the United Nations. Well, we were the largest supporter and sponsor of the International Day of Happiness. We put up in 30 cities these incredible orange walls. They were ten feet side, seven feet tall, and people would post on those walls the ways that they share happiness. I mean we just had an incredible time all across the country, and we're doing it again March 20th of 2015. So, I just want you to know about that, the acts of happiness, the things that we do in the community to build this up.

Now, understand that today, our special guest is Hyrum Smith and as we continue throughout the week, on Wednesday, we're going to have Gretchen Rubin. That's tomorrow. Gretchen Rubin, she's the author of the *New York Times* bestselling book, *The Happiness Project*. On Thursday, it'll be Michelle Gielan, founder of the Institute Applied Positive Research and executive producer of *The Happiness Advantage Special* on PBS

and on Friday, the incredible Jeff Olson, author of the bestselling book, *The Slight Edge* and master entrepreneur. So, it just kind of gives you a heads-up of what's going on for the rest of the week.

So, are you ready to move with Hyrum Smith, Hyrum W. Smith? Let me tell you about Hyrum. He's the cofounder and former CEO of Franklin Covey. He is a highly sought after keynote speaker and author. For nearly three decades, he has been motivating people to see reality more clearly and to gain better control of their personal and professional lives. Hyrum's speeches and presentations have been acclaimed by American and international audiences.

Hyrum is the author of several nationally published and acclaimed books including *10 Natural Laws of Successful Time and Life Management*, *What Matters Most*, *The Power of Living Your Values*, and *The Power of Perception: 6 Steps to Behavior Change*. Hyrum's engaging delivery combines wit and enthusiasm with a gift for communicating powerful concepts that have lasting value and help bring about personal change. His keynote speeches on the need for clear perception and the link between beliefs and behavior have been taught to thousands of audiences worldwide.

I was a fan of Hyrum's 20 years before I ever met him. When it comes to thought leadership and strategies that just breakthrough, you couldn't be in a better place to wake up happy than to have Hyrum Smith here with you. Hyrum, welcome to Wake Up Happy.

Hyrum It's great to be here. You know my favorite part of that introduction is where it's says Hyrum Smith is a highly sought after speaker. I wrote that. Let's be honest about. You know, come on. Good morning, Kym.

Kym Good morning. Good morning. Hyrum, tell us about the mantra you live by.

Hyrum Well, I got cursed a long time ago with an obsession that I'm here on the planet to make a difference. I guess the mantra that gets me up in the morning is that I'm supposed to be on the planet to do something that matters.

When we started Franklin way back and we created the Franklin Planner, the whole motivation behind that was we really felt like we could teach people to get better control of their lives. It never occurred to us frankly that we'd end up doing well financially. I've always believed that financial success always comes from some other success.

Because we were focused on that and that really mattered to us, that darn company went from 3 of us in my basement to 4,000 people and the New York Stock Exchange. It was kind of fun.

Kym Expand on what you just said there. You said you've always believe that financial success comes as a result of something else. Just expand on that a little bit, Hyrum.

Hyrum Well, I think that's very important to me because if you look at the Fortune 500 company list 40 years ago and look at the Fortune 500 list today, 70% of the companies on the list 40 years ago aren't there today. They're gone. If you ask yourself why, because they started focusing on the bottom line. That's all that mattered. They forgot what their mission was, why they got into business.

I've always believed that if you're focused in your business, I don't care if you're selling hamburgers or widgets or bicycle tires; if you believe deep down in your gut that what you're doing is going to change the planet in some positive way, then you're going to succeed, and the money follows that. If your focus is totally on money, "I want to do this to make money," it's my opinion you're three years away from extinction. I think that's why companies die.

That's one of the reasons that Wall Street was fried when it went public because all that Wall Street public was earnings per share, what are you going to do in the next 90 days. They didn't care that we were out changing lives all over the world. All they cared about was what happens in the next 90 days financially. It's just a dangerous place to be.

I really believe that if you're doing what you're doing because you care and it matters that you're helping somebody else do something better, your business will flourish. I proved that at Franklin, Franklin Covey.

Kym Hyrum, for you, is there a secret formula for you for living a happy life? Tell us about your approach to that.

Hyrum Well, there really is. It can be wrapped up in a very simple statement that I discovered the hard way a lot of years ago. The formula is pain is inevitable; misery is optional.

Kym Oh, my gosh. There we go with a tweetable moment right there - pain is inevitable; misery is optional.

Hyrum If you have to have a tattoo somewhere, tattoo that somewhere on your body - pain is inevitable; misery is optional. I discovered the power of that in 1995. I was on my way to work and I got a phone call and my two daughters had been in a car accident. They were on their way home. My 25-year-old was three weeks away from being married, was killed instantly. My granddaughter was killed. The other daughter barely survived.

I've been familiar with that statement. I've given it in speeches, but I've never really had to live it until that day. The fact is we're not going to get through the mortal experience without some pain. There's lots of pain. There's physical, spiritual, psychological, emotional pain. There's all kind of pain, but how we choose to deal with that pain ultimately is a measure of who we are. Misery is a choice.

I guess that's the great thing about the American people. After 9/11, for nine months, you couldn't buy an American flag in this country. They were all out. They were gone. People

bought them. They were putting them up. But, the American people have always chosen not to be miserable, and we've gone through some tough, tough things as a nation. If you go back to the Civil War, we lost over half a million kids in the Civil War and all the stuff we've been through. If we choose to be miserable, we're going to not only destroy ourselves, but we'll make everybody around us miserable.

So, I just decided, I'm not going to let this get me. My family decided not to let it get us. And so, I guess that's my formula. We're going to get some pain, deal with it, and move on.

Let me go one step deeper. Let me take one more minute on that.

Kym Sure. Yes.

Hyrum I spoke at my daughter's funeral and the night before, I'm walking the floor at 4:00 in the morning. What am I going to say at my own daughter's funeral? You expect your kids to outlive you. I have a picture in my office. It's of a pioneer family. All of my people came across the plains in 1840-'50 in wagons. This picture on my wall is of a family burying a family member in the frozen ground, and clearly they died on the plain.

As I looked at that picture that morning, I saw something I had never seen in the picture. In the background of the picture—you only focus on the burial. In the background of the picture were the rest of the wagons and there were people sitting in the wagons with the

reigns in their hands waiting for that family to get through burying their loved ones. What I realized was that what the pioneers knew and what we have to discover is that they had to move on because if they didn't move on, they would perish in that frozen weather. And so, they buried their people as they died, but they got back in their wagons and they moved on.

The next day, I'm at the funeral and these all new wagons, now they're Cadillacs and Hondas and stuff, but our wagons were around that church that day and you know what? We went through the burial experience and I talked about that. And then, we got back in our wagons and we moved on because we know we have to move on.

We talk about closure. I don't think there's such a thing as closure myself. Every once in a while I get mad about losing my daughter, but the fact is misery is choice. The reason I'm so excited of what you're doing, Kym, this live happy thing is that this a choice. You mentioned choice before. It's a choice to wake up happy or not, and waking up around people that aren't happy is not fun.

Kym No. No. That's really power. That has always stuck with, Hyrum. Living a happy life, do you think it's really possible for everyone, Hyrum? With all the people you've interacted with, what's your view of that?

Hyrum Yes. I do believe everyone can. Is this easy? No, I don't think it's easy because there are challenges that people have out there that we can't even imagine. But, it all comes back to

the choice. There are three basic emotions that motivate you and me and everybody on this call to do everything we do. Let me just lay on this you really fast.

The lower emotion is fear and the feelings that come with fear are, "I have to do it." Understand now, in any given point during the day, you are functioning under one of these three emotions. So, the lowest emotion is fear, feeling I have to. The second or higher emotion is duty and the feeling is "I ought to." So, it's fear, it's, "I have to do this;" duty, "I ought to do it." The job is still getting done.

The highest level of emotion that motivates the human being to action is the emotion of love. The feeling at this level is "I want to do it." So, it's I have to, I ought to, I want to. If you want a really sobering experience, the next time you're doing anything, this afternoon, this morning, later this morning, ask yourself, "Why am I doing what I'm doing right now?" Am I doing this because I have to do it, I ought to do it, or I want to do it?

I will tell you the miracles happen when you manage yourself into the highest level. This is all about choice. We choose to do it because we have to, we choose to do it because we ought to, or because we love it and we want to do it. The energy that surrounds people that are doing things because they want to do it is unbelievable. There's no energy around "have to."

Kym Yes. Yes. You are so right. The energy, and how that picks up in everything - your step, your body language. It all communicates that, doesn't it, Hyrum? You see it on people. They wear it.

Hyrum Absolutely. Think about the people you like to be around. The people you like to be around are the people who are functioning because they want to do something. That's the one thing I had discovered early in my life. I was with a company called ADP for a lot of years. I discovered that my people would do what I wanted them to do as long as I was there. But the minute I left, they're going to do what they want to do.

So, my role as a manager is to somehow create an atmosphere around them where they'll do what we've asked them to do because they want to do it. That's where the Live Happy thing comes. If people really believe that happiness is available, and there are a lot of people, frankly, that don't believe they deserve happiness, which is really spooky.

Kym Yes. Say more, Hyrum. When you say that they feel they deserve happiness, say more.

Hyrum No. There are a lot of people that don't think they deserve happiness.

Kym Oh, don't. Got it. Got it.

Hyrum And so, they're miserable. The first thing you've got to start believing deep down in your core is I'm a son and daughter of God. I deserve to be happy. The minute you believe that you deserve to be happy, whoom. It's easier to be happy. You know what I'm saying?

Kym Yes. Yes.

Hyrum No question.

Kym You went from, what was that, 2-3 employees to 5,000 with Franklin Covey?

Hyrum Yes.

Kym Obviously, you had some very challenging days. You had glorious days and you had very challenging days. When you are having your down moments, what are the things that you say or do or you've learned about yourself that pulls you out of that that we can apply?

Hyrum Well, the thing is I think you have to go back to remembering why you got this thing started. I mean there were days on Thursday night I didn't know how I was going to make payroll on Friday. Do you sell children? Do you sell your house? Do you sell your car? There are lots of tough times.

I always went back to why we're doing this. One of the things we used to do at Franklin is we would ask people that had gone through our seminar to write us a letter 21 days after

they had gone to the seminar to tell us how it impacted their lives. We would get literally hundreds and then later thousands of letters. We had 40 people that did nothing but respond to those letters. I put one of those letters on the desk of every senior executive at Franklin Covey every day just to remind them of what we're doing and all the stuff we have to deal with and shipping problems and employee problems and weather in Michigan, closing our stores and all the stuff. Just remember that there's a life out there that's been changed because of what they learned as a result of what we're doing at Franklin Covey.

Let me tell you; it gets you through the tough times. It absolutely pulls you through that keyhole that you're feeling being dragged through because this is our mission. This is what we're doing. We're doing this because when somebody goes through this experience with us, they go home and start making some significant internal and then ultimately external changes in their lives as a result of being associated with us. There's nothing more fun and exciting than that.

Kym No, totally. Totally. If there was only one thing you could tell people to do to achieve happiness, what would that be if there was only one thing? What would that be?

Hyrum Well, the number one thing is to find out exactly what matters most to you. One of the things that I have taught for 40 years; I've said sit down and identify what's your personal governing values are. Everybody has them, but have you written them down and have you written a statement describing what they mean to you. I equate this, Kym, to writing your own personal constitution.

For example, if I value being physically fit, that's a value. That's not a goal yet. Goals come later. But, if I value being physically fit, but I weigh 400 pounds, then there's a gap between what I value and what I'm doing. Whenever there's a gap between what I value and what I'm doing, I am in pain. Are you with me?

Kym Yes. Yes.

Hyrum The only way that I can experience inner peace and to me, the ultimate experience of living happy is this feeling of inner peace that comes when I have pulled in what I'm doing so it matches what I value. If I value being financially okay and I'm half a million dollars in debt, I'm in pain. So, how do we get inner peace? How am I going to create happiness around that value? I've got to do something. I've got to close the gap.

And so, if there's anything I could tell people, you've got to close the gaps between what you value and what you're actually doing. The one specific thing I would ask people to do is take 10 to 15 minutes every single day. Isolate yourself from the world and plan your day. What am I going to do today of real value to me? In addition to all the other stuff I've got to do, the e-mails, the letters, all that stuff, what am I going to do today of real value to me?

Let me tell you; when you start focusing like that and you've written your own constitution so you know what really matters to you and by the way, the minute you write that personal

constitution, you've written down your governing values, you have an unbelievable ability to say no. I can say no. No to what? No to stuff that people want me to do that doesn't matter to me. You know?

Kym Yes, I do.

Hyrum Most people live reactive, not proactive. So, that daily planning—if everyone would do that, if they'd remember that statement, pain is inevitable; misery is optional, take 10 to 15 minutes every single day, "What am I going to do today of real value to me?" The impact that would have in your personal life, your company and ultimately the planet would be unbelievable.

Kym Hyrum, I'm really compelled and for some reason—you know how when you're paying attention and you open yourself up to whatever energy or what might be going on in the world, I want you to address the issue around hurt, when you've been deeply hurt. I had seen you at a conference and you talked about how to get through those hurt feelings. Can you expand on that for me?

Hyrum Well, I think it's all about forgiveness. I discovered my definition of forgiveness. We perpetuate a myth in our culture that for forgiveness to be perfect, you have to forget what somebody did. I think that's a pile of garbage. Here's my definition of forgiveness. Forgiveness requires remembering and in remembering, deciding it doesn't matter anymore.

Kym Yes, repeat that again, Hyrum. This is a fantastic tweetable moment right here.

Hyrum Forgiveness requires remembering and in remembering, deciding it doesn't matter anymore. For example, think of all the people who have been through an ugly divorce, thinking somebody screwed me over in my business, my 401(k) collapsed and I'm in pain over that. If we can't let that go, then we're going to be miserable. We'll choose miserable. I discovered this, frankly, on the island of Iwo Jima. I was invited to be the guest on the 65th anniversary of the Battle of Iwo Jima out in the middle of the ocean 600 miles south of Japan and I watched 92-year-old warriors, Japanese and Marines hug each other and 65 years before that, these guys were literally ripping each other's guts out on that island. Do you think they'll ever forget what happened on Iwo Jima? I don't think so.

Kym No, never.

Hyrum But, here they were now, 65 years later and they remembered, but they decided it was over. It doesn't matter now. I've got to tell you; that was a riveting experience for me because people aren't going to forget the ugly divorce. They're not going to forget the fact that their child went to prison for something. We've got to decide deep down inside, you know what? I'm not going to let this canker me. I'm not going to let it matter. The minute you can control that, the hurt starts to go away. We've got to decide it doesn't matter anymore.

Kym If you are in pain, if you're feeling hurt and you've not given someone forgiveness, this was your morning to tap into this wisdom. I mean I love the whole notion that it's not about forgetting, but it's deciding it doesn't matter anymore.

Hyrum Absolutely. Absolutely.

Kym That's very, very powerful. Obviously, stay right there because I want to wrap up with some things. I want to acknowledge a few people. I just love this. I mean first of all, I just want to say from Thailand, Revender from Thailand is on the line. I want to welcome you to Live Happy. Lordis Garcia, Brooklyn, New York, we're watching you. We see you. We saw your name pop up on the screen. Jim, I think it's Brushnel from Plano, Texas. We're broadcasting from Aniston. Lisa Burman up in New Hampshire and Brian Atkins, Limerick, Pennsylvania. We just grabbed your names off here and we just want to say hello, a special hello to you.

Now listen, here's what I'm going to ask you to do.

Hyrum Guess who else is on the call, Robin Richter. Remember Masters Minds here?

Kym Oh, yes.

Hyrum Robin's on the line.

Kym Out in California. That's great.

Hyrum Hello, Robin.

Kym Hello, Robin. Okay, listen, I want to share with you; I want you become a subscriber and join us. So, I want to ask you to help us with the movement, help us with what we're doing. The greatest thing is the magazine is filled, filled with phenomenal, insightful content and information that is new. This is not the same old, same old. This is all new stuff and once you do, you're going to get three free happiness reports that our editorial team has put together for you. So, that's one thing. I want you to know that. Please go livehappy.com if you like what we're doing, you like what we're about and really, bring the gift of happiness into your own life.

Hyrum, I'm really excited. We have people who are buying subscriptions. We've never seen this before in the magazine industry, buying like 10 and 15 subscriptions for their family members and friends. They're saying, "I used to give wine or I'd give this, but now I'm giving them the gift of happiness." We're so humbled by that. We love that because of what they're doing to spread this. So, I just want to tell you; livehappy.com. Everything's there for you and you can subscribe right there.

What got me hooked on Hyrum years ago was his reality model. We're not going to get into here, but I mean how would you summarize the impact, Hyrum, that that reality model that you teach has on people?

Hyrum Well, it helps you discover why you do what you do. If you know why you do what you do, you're able to change it. If I don't know why I'm doing what I'm doing, it'll never change. What the reality model does, it helps me discover, "Hey, this is what I believe. I'm doing some really dumb stuff and so I've got to change what I believe."

Kym I want you to know tomorrow, tomorrow will be Gretchen Rubin. So, I want you to make sure you have that on your calendar. She wrote the *New York Times* bestseller *The Happiness Project*. Hyrum, I want to wrap up.

So, you've got, really, Hyrum, thousands of people all over the world. It's US, Canada, world, Thailand, London, Australia; I mean all over the world right now. I want you to just speak your heart in terms of as they go about their day-to-day—I want to focus on what you recommend they do today, to begin today, start today to spread happiness and love across this planet. What would be your recipe for today, Hyrum?

Hyrum I think that my recipe for today would be to commit to yourself that you're going to engage in a serious journey from going from fear to love, move from having to do it. You've got to go through "ought to do it." I never could get changing a dirty diaper of my kids up to love, but I did get it to duty. Move up to that higher level.

If you can manage yourself into that higher level so that what you're doing each day is because you love it, you want to do it, you will be a wonderful person to be around, your

productivity tripled, and miracles will start to happen. So, I think it's a conscious choice, a conscious obsession really. "I'm going to move out of the "have to" into the "want to." If people will do that and really think about planning their day every day, I will guarantee a happy life.

Kym Gosh, I couldn't agree with you more. I also want you to know get social with Hyrum. So, I want to remind you of a couple of things. Tag us at Wake Up Happy. Hyrum's Twitter is Hyrum W. Smith. His Facebook is Hyrum W. Smith. So, I know he would love to hear from you.

I want to challenge you. When you get off this Wake Up Happy call and when you listen to this that—tell us what you're doing. Tell us some of the things that you're doing today that are going to create value for the world. I mean share with us. Let's buy from each other. Let's learn from each other. Let's be inspired by each other.

So, I want you to go to us and go to our Facebook, go to our Twitter and tell us what you're doing, share it because I'm telling you; it's a spark and we all get inspired from each other. I also want to leave you with my favorite quote from Hyrum Smith, pain is inevitable. Pain is inevitable. We're all going to be faced with. Misery is optional. Pain is inevitable; misery is optional.

Thank you so much for being a part of Wake Up Happy. I want to see you back here tomorrow. Spread the word; get it out there. We're going to continue on this great plan. Wish you the best. Live happy, everybody. Bye-bye for now.

Hyrum Take care.