

THE HAPPINESS INSTITUTE

The Happiness Institute - The Business

The Happiness Institute was established by Dr Timothy J Sharp in September 2003 and is one of the first organisations in the world to provide positive psychology services; one of the most exciting breakthroughs on contemporary healthcare.

The Happiness Institute had engaged DC Strategy to develop their network growth plan that leveraged the development of a franchise program to drive growth. The Happiness Institute had experienced significant growth in terms of brand value, public relations exposure, franchise enquiry and was realising the success that the business had set out to achieve.



Finding the time to grow

Implementing strategic initiatives requires time out from the business to focus on the bigger picture

The Challenge

The Happiness Institute started becoming a victim of its own success, where the rigors of running a successful business meant that the directors spent a significant amount of time operating in the business. As a result the key challenges included:

- Setting aside time to focus on the strategic and franchise issues of the business.
- A continued focus on the recruitment advertising, short term cash flow and sales growth issues of the business.
- A formal governance structure that focused on strategic input to focus on the growth of the business.

The Solution

Growth Management Meetings were held on a regular basis, in effect creating an interim Board of Directors that focused on the strategic issues of the business including Management and Franchise Governance. The key issues and agenda items included:

- Sales
- Marketing and advertising
- Performance
- Franchise recruitment
- People
- Information Technology

The focus of the meetings was to ensure that The Happiness Institute directors pursued and accelerated their growth with valuable insight on the strategic and implementation issues facing new franchisors.



The Outcomes

DCS worked closely with the management team at The Happiness Institute to overcome the identified challenges that resulted in the following outcomes:

- The ongoing growth and focus of the franchise network
- Implementation of the Network Development plan detailed during the development of the franchise system engagement
- The management infrastructure and process to continue the growth of the network

Performance

Spending time on strategic issues determines the reality of a vision

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