

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 in contemporary healthcare.

The Happiness Institute offers a number of proven and effective programs and a range of powerful products to help people experience happiness. Workshops and one-on-one coaching teaches clients how to apply specific strategies and actively make lifestyle changes to experience joy and happiness as part of their everyday lives..



Scalability

Understanding aspects of the business that are scalable to a larger network is essential to achieving successful growth

The Challenge

The Happiness Institute was focused on leveraging its position as an innovator and market leader in the area of positive psychology to grow a significant network that could help many Australians find true happiness.

The challenges facing The Happiness Institute in achieving their objectives were to:

- Determine the appropriate business model for growth
- Determine the appropriate structure of each potential business unit
- Understand the requirements of supporting a business undertaking growth initiatives

Confidence

Having confidence in the appropriate growth strategy ensures that the execution is focused and disciplined

The Solution

The Happiness Institute engaged DC Strategy (DCS) to address the challenges that were being faced with a view of gaining market penetration whilst maintaining service standards.

The focus of the engagement was to determine the appropriate owner operator structure by considering operational, commercial and economic issues. Once the value drivers of the business were established, the various alternatives were evaluated. This allowed The Happiness Institute to make informed decisions about the future direction of the business based on a thorough evaluative process. The analysis ensured that The Happiness Institute could confidently grow the business with a sound understanding of the current and future issues.



A Pioneer

A 'first mover' advantage in service based business provides a huge advantage in gaining market share and market penetration

The Outcomes

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

- Identified the appropriate business unit structure
- Identified the areas of focus for The Happiness Institute during the implementation
- Established clear policies to govern the relationship between owner operators and The Happiness Institute head office
- Developed a franchise recruitment and selection procedure
- Ensure The Happiness Institute had sufficient capital to realise the potential growth

Importantly, the management team now possess the necessary confidence, know how and tactics to grow the business. The hands on approach to building the business ensures The Happiness Institute is now poised to implement its expansion strategy and grow a highly profitable and sustainable business.

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