

## Video

There are approximately three billion working people in the world, but only 40% of them are reported to be happy at work, leaving nearly two billion people unhappy and impacting both individuals and organizations.

By giving them the freedom to do what they think is right

Trust and respect

Fairness

Meaningful conversations

Two role model brands that are exemplified in the video are Four Seasons and Salesforce.

**Four Seasons:** Four Seasons is highlighted as a role model brand because they empower their employees to provide exceptional service by giving them the freedom to do what they think is right. This level of trust and autonomy creates a positive work environment and leads to high levels of employee satisfaction, which in turn translates to exceptional customer service. Organizations can follow Four Seasons' example by empowering their employees and trusting them to make decisions, which can lead to increased employee happiness, improved customer service, and ultimately, business success.

**Salesforce:** Salesforce is cited as a role model brand because they exemplify the value of fairness in the workplace. They treat their employees equally regardless of differences such as rank, tenure, age, experience, or job category, creating a culture of fairness and inclusivity. By addressing and closing the gender pay gap with a \$3 million investment, Salesforce demonstrates their commitment to fairness and equality in the workplace. Organizations can follow Salesforce's example by prioritizing fairness and inclusivity, treating all employees equally, and addressing any inequalities or biases that may exist in their organizations.

By following the examples set by these role model brands, organizations can create positive work environments, foster employee happiness, and promote inclusivity and fairness, which can lead to increased employee engagement, improved customer satisfaction, and overall business success.