

Delivering Happiness - A Path to Profits, Passion and Purpose

Author	Goodreads Link	Rating
Tony Hsieh	https://www.goodreads.com/book/show/6828896-delivering-happiness?ac=1&from_search=true&qid=Vh1CyQ4aJF&rank=1	***

Favorite Quotes

Envision, create, and believe in your own universe, and the universe will form around you,"

Customer service is not an add on. It is the core of our business. No KPI for call handling time. Our longest call was for 6 hrs. We strive to make every conversation memorable for our customers.

Overview

You want to learn about the path that we took at Zappos to get to over \$1 billion in gross merchandise sales in less than ten years. You want to learn about the path I took that eventually led me to Zappos, and the lessons I learned along the way. You want to learn from all the mistakes we made at Zappos over the years so that your business can avoid making some of the same ones. You want to figure out the right balance of profits, passion, and purpose in business and in life. You want to build a long-term, enduring business and brand. You want to create a stronger company culture, which will make your employees and coworkers happier and create more employee engagement, leading to higher productivity. You want to deliver a better customer experience, which will make your customers happier and create more customer loyalty, leading to increased profits. You want to build something special. You want to find inspiration and happiness in work

and in life. You ran out of firewood for your fireplace. This book makes an excellent fire-starter.

Notes

Similarity between poker and business

- Evaluating Market Opportunities
- Table selection is the most important decision you can make.
- It's okay to switch tables if you discover it's too hard to win at your table
- If there are too many competitors (some irrational or inexperienced), even if you're the best it's a lot harder to win.

Marketing and Branding

- Act weak when strong, act strong when weak. Know when to bluff.
- Your "brand" is important.
- Help shape the stories that people are telling about you.

Financials

- Always be prepared for the worst possible scenario.
- The guy who wins the most hands is not the guy who makes the most money in the long run.
- The guy who never loses a hand is not the guy who makes the most money in the long run.
- Go for positive expected value, not what's least risky.
- Make sure your bankroll is large enough for the game you're playing and the risks you're taking.
- Play only with what you can afford to lose.
- Remember that it's a long-term game. You will win or lose individual hands or sessions, but it's what happens in the long term that matters.

Startegy

- Don't play games that you don't understand, even if you see lots of other people making money from them.
- Figure out the game when the stakes aren't high.
- Don't cheat. Cheaters never win in the long run.
- Stick to your principles.
- You need to adjust your style of play throughout the night as the dynamics of the game change. Be flexible.
- Be patient and think long-term.
- The players with the most stamina and focus usually win
- Differentiate yourself. Do the opposite of what the rest of the table is doing.
- Hope is not a good plan.
- Don't let yourself go "on tilt." It's much more cost-effective to take a break, walk around, or leave the game for the night.

Continual Learning

- Educate yourself. Read books and learn from others who have done it before.
- Learn by doing. Theory is nice, but nothing replaces actual experience.
- Learn by surrounding yourself with talented players
- Just because you win a hand doesn't mean you're good and you don't have more learning to do. You might have just gotten lucky.
- Don't be afraid to ask for advice.

Culture

- You've gotta love the game. To become really good, you need to live it and sleep it.
- Don't be cocky. Don't be flashy. There's always someone better than you.
- Be nice and make friends. It's a small community.
- Share what you've learned with others.
- Look for opportunities beyond just the game you sat down to play. You never know who you're going to meet, including new friends for life or

new business contacts.

- Have fun. The game is a lot more enjoyable when you're trying to do more than just make money.

Envision, create, and believe in your own universe, and the universe will form around you,"

Culture book - can we do something similar in the Mumbai studio meta?

Face Game - Random picture at login and get people to name them. No penalty for wrong answers but we keep score

Customer service is not an add on. It is the core of our business. No KPI for call handling time. Our longest call was for 6 hrs. We strive to make every conversation memorable for our customers.

Zappos core values

- Deliver WOW Through Service.
- Embrace and Drive Change.
- Create Fun and A Little Weirdness.
- Be Adventurous, Creative, and Open-Minded.
- Pursue Growth and Learning.
- Build Open and Honest Relationships With Communication
- Build a Positive Team and Family Spirit.
- Do More With Less
- Be passionate and determined
- Be humble

4 Key factors which drive happiness

- Percieved control
- Percieved progress
- Connectedness
- Being part of a large vision

