

BECOME A

Better Happy

BUSINESS OWNER

better  happy



Better Happy

We're Better Happy, a business consultancy that helps small businesses improve through healthier, happier people.

We've been working in and with small businesses for over 15 years. We've helped thousands of employees and their owners improve their health, happiness and business performance across a wide range of industries, shapes and sizes.

We believe with the right processes and support, small businesses can be a significant positive factor in the lives of their owners and employees, not the stress that they are for most.

We specialise in supporting established small business owners and their teams.

Implementing the unique Better Happy 5's process, we help owners and their employees go from stressed to satisfied in less than six months. Implementing the Better Happy process enables owners to enjoy their businesses again whilst simultaneously empowering their team.

We work with business owners who seek to improve the performance of their business through their own and their employees' health and happiness.



Our Vision

To make the world a better place through happy businesses and people.



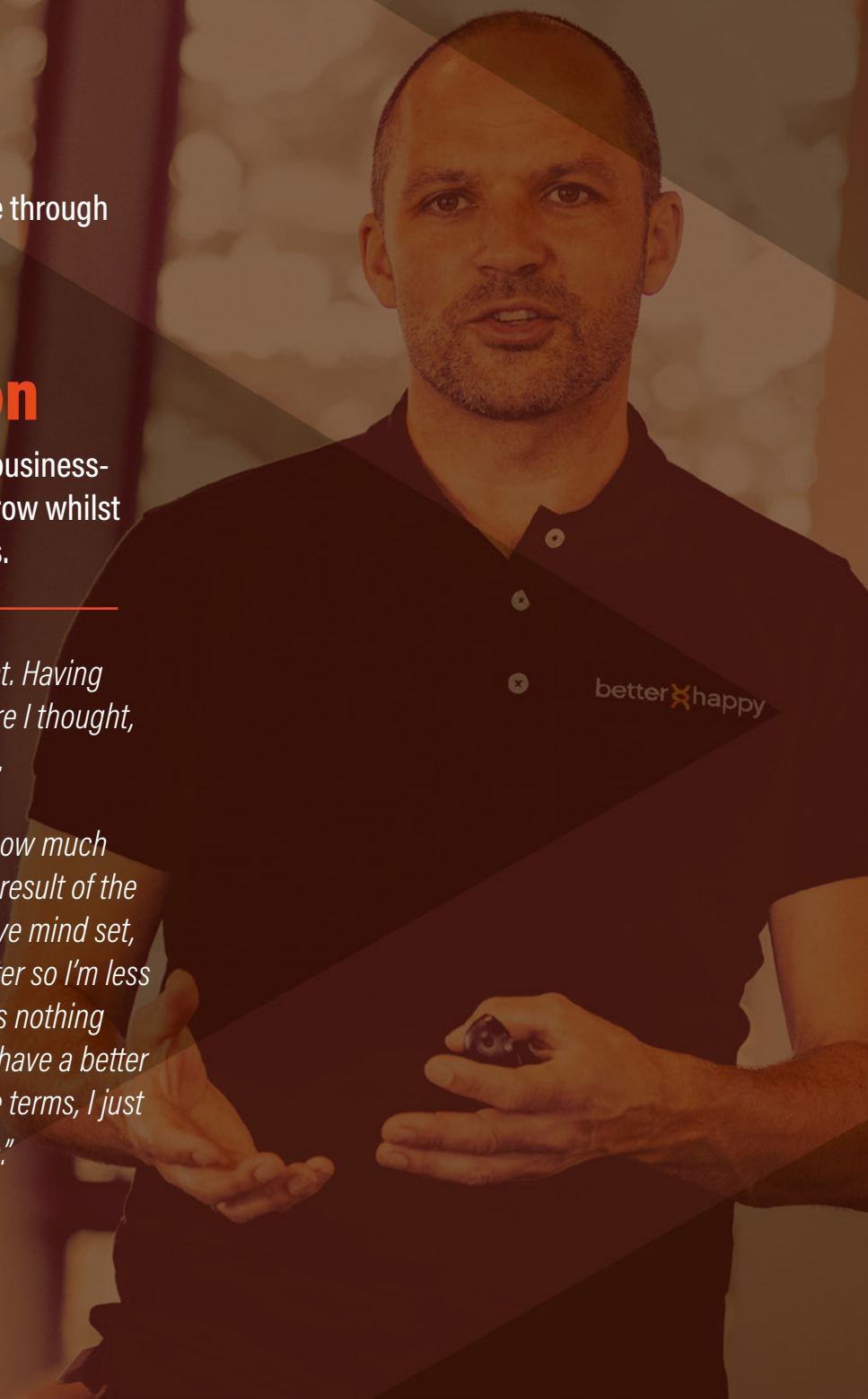
Our Mission

We create systems that enable businesses, owners, and employees to grow whilst improving health and happiness.

"I didn't really know what to expect. Having done team building sessions before I thought, at best, it might be a bit of a laugh.

However I'm actually shocked at how much the sessions have helped me. The result of the course is that I have a more positive mind set, I'm moving more, I'm sleeping better so I'm less tired (as a mum of a toddler, that is nothing short of a miracle) and I feel like I have a better understanding of myself. In simple terms, I just feel happy. It's brilliant – simple as."

Angela MacDonald - Accountant



FOUNDERS

better happy

Change your outlook on health and happiness








NEIL CLEAVER

Neil has owned and run a UK based training and team development business for 20 years with clients including Deloitte, NHS and HSBC.

Having worked with the leadership teams of 'big business' all over the world Neil decided to combine his learning and development experience with a love of both small business and a passion for wellbeing to create his dream job.

In 2018, in partnership with Mike, Better Happy was born.

-  Neil has worked globally as a Consultant in Leadership & Team Development for 20 years
-  Launched his first business, EML Team, at 23 growing to over 300 leadership and team workshops per annum, 12 staff and £1m+ turnover
-  Accredited in MBTI Step I & II, Belbin Team Roles and Everything DiSC
-  Worked with thousands of individuals and teams to help them to thrive
-  Family man, keen sportsman and Aston Villa fan



MIKE JONES

Mike had a passion for health, happiness and performance from a young age but never fitted in well to the schooling system and felt frustrated in his different careers.

Mike co-founded Better Happy in 2018 after working with 1000's of different people and businesses. Upon recognising many business owners and employees were struggling with the same things, Mike developed a vision of businesses that supported health and happiness and grew faster as a result.

-  Mike has been a health and fitness and leadership professional for over 10 years starting in the British Military
-  Self funded his first business and grew it to 6 figures with 5 staff in three years
-  Has helped thousands of people improve their health and happiness
-  Worked with special forces and leading business mentors to develop skills, knowledge and the Better Happy solution
-  Studied mindfulness happiness and health whilst living on monasteries across Nepal and Thailand

The Small Business Owner & Team Journey

Owning a business should be a rich and rewarding experience that contributes to your life, your employees lives and the lives of your clients. However, for the majority of business owners and their teams, business feels like a struggle.

The good news is, from working with and listening to thousands of different people in business, we've learnt why this happens but more importantly, what to do to fix it. If you're finding running your business has become more of a struggle since you've grown your team, you're not alone.

Here are the stages of the Small Business Owner and Team Journey:

1 **STARTUP** Group Analysis

Self funded, family supported, driven by passion and excitement. In this stage the owner does everything, works crazy hours and runs off never ending batteries.

2 **'SUCCESS'**

Initial successes make the owner feel great, they start to grow a team, heavily involved in the business. They support the team with their presence and continue to grow.

3 **STRUGGLE**

Although business is good, the owner starts to feel burnt out. They feel stressed with running the business and team, feel stuck in their business and don't have time for a personal life. They stress about the fact they are less motivated and can get stuck in this stage for a long time.

- At this point, apply the Five Better Happy Skills →

4 **SATISFACTION**

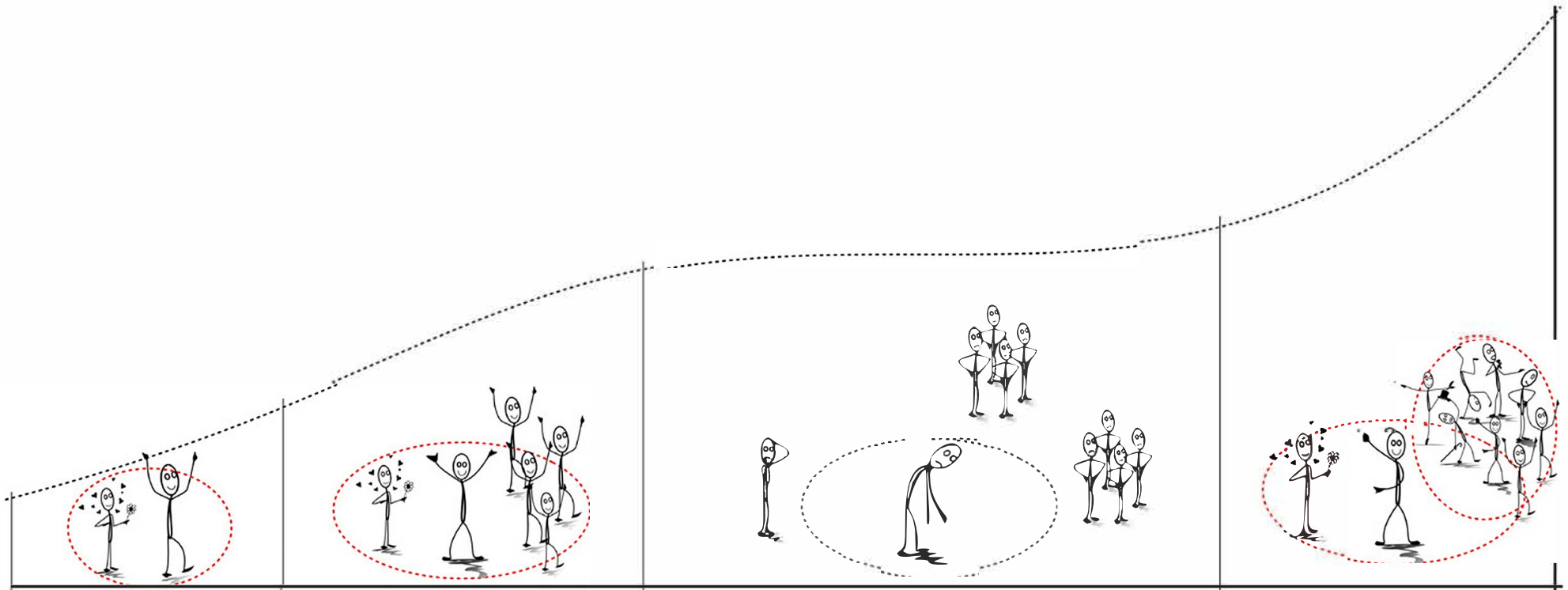
The owner, team and therefore clients are happy. The owner works little in the business, more on the business. The owner has a great work life balance and the team feel empowered. The business is predictable and no longer reliant on the owner.

"Better Happy have helped us not only transform our organization by making us a "Better Happy" place to work and thrive but also touched and improved the many lives of the client group we support. Absolutely Fantastic people with amazing attitudes and a genuine desire to help teams and people be the best version of themselves."

Anthony Cokely - Changes UK



THE SMALL BUSINESS OWNER/TEAM JOURNEY



STARTUP

 <p>TEAM FORMAT OWNER WITH FAMILY SUPPORT</p>	 <p>FUEL SOURCE OWNER EXCITEMENT, PASSION, FAMILY ENCOURAGEMENT</p>
 <p>SUCCESS STRATEGY OWNER WORKS HARD, ESTABLISHES NICHE, DOES EVERYTHING, PLEASURES CUSTOMERS, CREATES MORE WORK THAN CAN HANDLE</p>	
<p>TYPICAL TIME: 6/18 MONTHS</p>	

'SUCCESS'

 <p>TEAM FORMAT OWNER WITH + FAMILY + GROWING TEAM</p>	 <p>FUEL SOURCE OWNER CRAVING PASSION, TEAM EXCITEMENT</p>
 <p>SUCCESS STRATEGY OWNER WORKS HARD IN THE BUSINESS, IN CLOSE CONTACT WITH TEAM, DRIVES DIRECTION THROUGH PRESENCE AND PASSION</p>	
<p>TYPICAL TIME: 18/36 MONTHS</p>	

STRUGGLE

 <p>TEAM FORMAT OWNER + LARGER TEAM (AND MANAGERS)</p>	 <p>FUEL SOURCE OWNER RECOGNIZING LEADER, TEAM HAVING AUTONOMY & STRATEGY</p>
 <p>SUCCESS STRATEGY OWNER MUST SHIFT FROM LEADING BY WORKING TO STRATEGIC LEADER, TRAINED STRUCTURE, AUTONOMY, INCUMBENCE & HEALTHY BUSINESS NOW REQUIRES SYSTEMS OWNER MUST NOT BE PASSIONATE ABOUT DRIVING</p>	
<p>TYPICAL TIME: 12/36 MONTHS</p>	

SATISFACTION

 <p>TEAM FORMAT MANAGER AND TEAM RUN BUSINESS</p>	 <p>FUEL SOURCE HEALTHY ENGAGED TEAM, MEASURED PREDICTABLE GROWTH</p>
 <p>SUCCESS STRATEGY IN THIS STAGE THE OWNER HAS MADE THEMSELVES REDUNDANT - THEY SHOW SKILLS THEY WANT TO THE TEAM, EMPLOYEE HAPPY AND ENGAGED, PLANNING THE BUSINESS, SYSTEMS AND PROCESSES SUPPORT BUSINESS SUCCESS AS WELL AS TEAM HEALTH & HAPPINESS, OWNER CAN SELL BUSINESS</p>	
<p>TYPICAL TIME: CHOICE OF OWNER</p>	

⊗ From Problem

☑ To Solution

Stressed Owner

The owner is tired from working too hard for too long. They want more time for personal life. They feel that the business can't function without them so they feel stuck.

Motivation

Team motivation levels are unstable. The owner can often feel frustrated with the team for not being proactive and supportive of new ideas/initiatives. Motivating the team can feel like an uphill battle.

Retention

The small business owner is reliant on the team and believes the team is happy but gets unexpected resignations. Every time someone leaves, the knock on effect is huge and the owner is pulled back heavily back into the business.

Struggle Zone

Stressed unhealthy owner, stressed unhealthy team, stressful business.



Satisfied Owner

The owner once again enjoys their business. They've empowered their team. They focus more on the business than in the business and enjoy great business/life balance.

Sustainability

Team motivation levels stay consistent without the presence of the owner. This leads to sustainable growth and business performance.

Stability

Team members enjoy their roles and stick around. If and when they might leave it rarely comes unexpectedly. The owner knows how the team is feeling.

Better Happy Owner

Healthy happy owner, Healthy happy team, Better Business.

1

STRATEGY

We'll help you get your overarching business strategy out of your head and on to paper. With a clearly articulated well communicated strategy in place your business can grow without your presence.

2

SYSTEMS

Having our basic systems in place will greatly reduce stress on you and your team whilst improving health, happiness and performance. Systems create freedom and scale.

3

SUPPORT

We'll shift your leadership team (whether that's just you or a team) to being great coaches. The number one reason people leave their jobs is their manager. With Better Happy integrated this will be the number one reason they stay.

4

SHARPEN

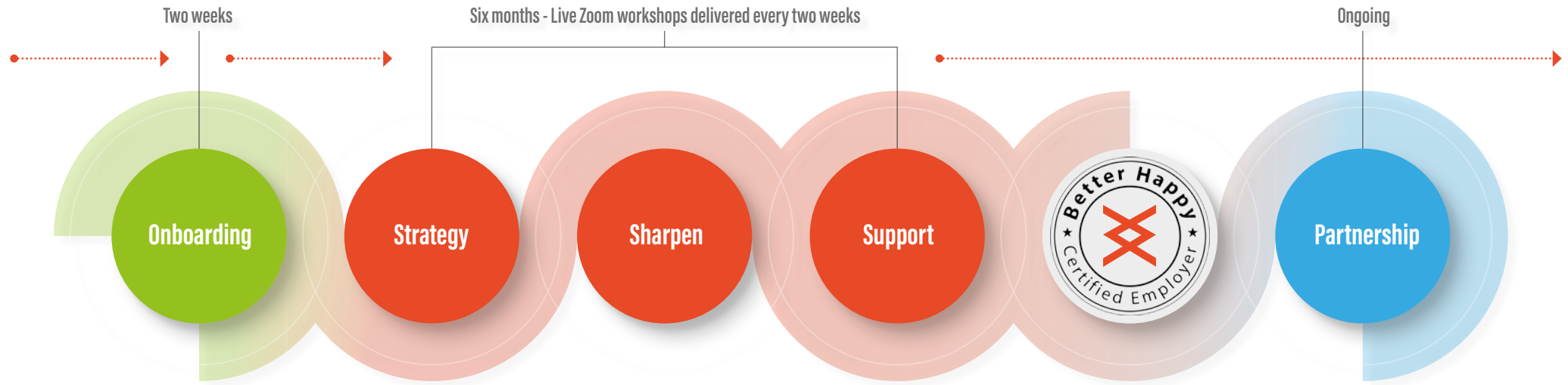
You've got two choices with health in business. Let it be a headache or make it an asset. The sharpen process ensures each member of your team knows how to look after their health and works in a culture that promotes it. More energy, more productivity, less sick days.

5

SOAR

The most influential factor in any business is the owner. Our Soar coaching and tools support owners to look after themselves and work effectively so they can create fantastic businesses without burning out or sacrificing their health.

The Better Happy Program



Live Delivered, Expert-Led Workshops & Training

- Live 60-90 minute workshops delivered to you and your team
- Our coaches guide you and your team through the better happy program
- **STRATEGY** - Clarify and communicate your business strategy
- **SHARPEN** - Make healthy a competitive asset in your business
- **SUPPORT** - Create a growth-mindset culture in your business
- **SYSTEMS*** - Autopilot the happiness and performance of your people
- **SOAR*** - Prioritise and look after yourself as the owner

**Systems and Soar components are implemented alongside the bi weekly live workshops throughout the 6 month period.*

Better Happy Workplace Habit Challenges

- Every Sharpen workshop delivered to your team is followed up with a 4 week habit building challenge and all supporting materials (posters, online training, leaderboards etc)

Surveying & Reporting

- We implement health and engagement surveying into your business
- We'll provide you with reporting and analysis on your results as well as suggested action steps for continual improvement

Owner, Leadership & Employee Access to Coaches

- Access to Better Happy coaches throughout the duration of your program integration
- Daily email support and whenever required phone and zoom support for any of your staff that need it

Power Profiles & Team Reporting

- We'll profile every member of your team in motivators & strengths then create a one page power profile you and they can use
- You'll receive detailed team grids and reports so you know the strength and motivational profile of your team as a whole

Better Happy Canvases and Resources

- Access to everything from our business strategy templates to Personal Development Plan coaching templates to employee exit questionnaires
- Members portal for employees with bespoke resources to support health, happiness and continual growth at work and home

"I have had an absolutely fantastic experience working with Better Happy and I am so pleased that I signed up to work with them.. The things I have learnt have been invaluable for my business. Very friendly, professional and I would certainly recommend!"

Rosie Murphy, Owner - RDM Services Ltd

Everything You Need to Create a Winning Culture

Support

betterXhappy SLEEP CHART

DOLPHIN
 1. 10-12 hours
 2. 10-12 hours
 3. 10-12 hours
 4. 10-12 hours
 5. 10-12 hours
 6. 10-12 hours
 7. 10-12 hours
 8. 10-12 hours
 9. 10-12 hours
 10. 10-12 hours

LION
 1. 10-12 hours
 2. 10-12 hours
 3. 10-12 hours
 4. 10-12 hours
 5. 10-12 hours
 6. 10-12 hours
 7. 10-12 hours
 8. 10-12 hours
 9. 10-12 hours
 10. 10-12 hours

BEAR
 1. 10-12 hours
 2. 10-12 hours
 3. 10-12 hours
 4. 10-12 hours
 5. 10-12 hours
 6. 10-12 hours
 7. 10-12 hours
 8. 10-12 hours
 9. 10-12 hours
 10. 10-12 hours

WOLF
 1. 10-12 hours
 2. 10-12 hours
 3. 10-12 hours
 4. 10-12 hours
 5. 10-12 hours
 6. 10-12 hours
 7. 10-12 hours
 8. 10-12 hours
 9. 10-12 hours
 10. 10-12 hours

betterXhappy NUTRITION ACADEMY OF SIMPLICITY
 EVERYTHING YOU NEED TO KNOW ABOUT NUTRITION IN LESS THAN 30 MINUTES

6 HEAVILY PROCESSED FOODS
 1. SUGAR
 2. SALT
 3. TRANS FAT
 4. HYDROLYZED VEGETABLE PROTEIN
 5. ARTIFICIAL SWEETENERS
 6. ARTIFICIAL FLAVORS

DIFFERENT LEVELS PROCESSED FOOD
 1. LEVEL 1: WHOLE FOODS
 2. LEVEL 2: MINORLY PROCESSED FOODS
 3. LEVEL 3: MODERATELY PROCESSED FOODS
 4. LEVEL 4: HEAVILY PROCESSED FOODS

HEALTHY OILS
 1. AVOCADO OIL
 2. OLIVE OIL
 3. COCONUT OIL
 4. GHEE
 5. BUTTER

HEALTHY FATS
 1. AVOCADO
 2. OLIVE OIL
 3. COCONUT OIL
 4. GHEE
 5. BUTTER

Complete 2-3 sets of 10 reps per exercise at least once a day. Use this time to switch off from work, to be mindful. Focus on the activation of the muscles being used and the quality of the movement being performed.

GLUTE BRIDGE - BUM MUSCLES
DISLOCATIONS - SHOULDERS
HIP HINGES - HIPS & BUM
SQUATS - BUM, LEG, KNEE
BENT OVER ROWS - UPPER BACK
PRESSES - SHOULDER & UPPER BACK

betterXhappy HANDLE SITUATIONS CAUSING ANXIETY
 FROM THE ANXIETY STORIES

- 1. DEACTIVATE**
 DEACTIVATE THE ANXIETY RESPONSE
- 2. FROM WHAT IF TO WHAT IS**
 FROM WHAT IF TO WHAT IS
- 3. WHAT I NEED**
 WHAT I NEED
- 4. BALANCE THE SEE LAW**
 BALANCE THE SEE LAW
- 5. INSPIRATIONAL PEOPLE**
 INSPIRATIONAL PEOPLE

Strategy

STRATEGY MAP
VISION MAP
MISSION MAP

OUR 2021 Goals & Key Results

changes.uk

Sharpen

Power Profile
 NAME: JANE DOE
 COMPANY: CHANGES.UK
 DATE: 01-01-2021

Top 3 Strengths
 1. FRESH EXPERT
 2. CREATOR
 3. EXPERT

Top 3 Motivators
 1. SEARCHER
 2. CREATOR
 3. EXPERT

VISION & VALUES

VISION

Q1 LIFE REVIEW

My Life

My Business

Q2 PROFESSIONAL FEEDBACK

My Role

My Business

Q3 GOALS AND DEVELOPMENT

My Key Action Plan

My Business

System

Zoom Meeting

Soar

Your Name - Your Business 3 Year Visual Strategic Plan

BUSINESS Growth

OWNER Dependency

betterXhappy

Business Vision & Mission

Personal Vision & Mission

Q1 Check in
Q2 Check in
Q3 Check in
Q4 Check in

The 5S Method

1. STRATEGY



- Vision • Mission • Core Values
- OKRs • 3 year numbers

2. SYSTEMS



- On/Off boarding • Job desc & KPI
- Meeting pulse • Surveys • OKRs

3. SUPPORT



- Power profiling • PDP • Vision & Values
- Coaching Skills • Signposting

4. SHARPEN



- Sensibly Selfish • Movement • Nutrition
- Sleep • Mind

5. SOAR



- Owner/Leader Vision • Owner/Leader Balance
- On vs. In • Dependency

Environment Enables Success

**Better Happy
strategy &
best practice**
vs. trial and error

Tools & resources
Save time & money, get results

**Common goal,
Better business,
happier people**

**Better Happy
coaching & support
for entire team**
To normalise results

**Business coaching
& consultancy**
For clarity & focus

Better Happy Certified

After installing the Better Happy systems and attitude into your business you'll be eligible for the Better Happy Certified Employer Recognition.

Being a Better Happy Certified Employer serves... major benefits:

- Provides you with the recognition for being a forward thinking employer making health and happiness an asset in your business
- Set's you aside from competitors as an employer and vendor
- Makes you an attractive employer to the best talent
- Provides ongoing accountability encouraging you and your team to keep health and happiness a priority in the workplace



Next Steps

Would you like to work with us?

We love working with business owners and their teams and getting incredible results. In order for us to do that and to make sure that you have an outstanding experience with us we need to ensure we work with the right people and businesses.

To apply to work with us, scan the QR code. From there you will:

- Be asked to complete the Better Happy Owner Scorecard and then be invited to book a strategy call with us
- On this strategy call we'll establish if we're right for you and you're right for us
- If we both agree it's a good fit we'll let you know our next starting dates
- If we're not a great fit we'll point you in the right direction for where you are currently at

If you have any questions don't hesitate to email us at:

Info@betterhappy.co.uk

"Having Better Happy working with our organisation has added so much value in so many ways. Mike and Neil are so passionate about having an impact and they have definitely done that. We have revised the way we work, re written our vision and mission statements and are in the process of setting our OKR's. Already, my staff feel happier at work which has significantly improved the energy and performance across the whole business."

Steve Dixon, Owner - Changes UK



Giving Back

Our vision is: 'To make the world a better place through happy businesses and people'

We truly believe that any business, no matter what size, no matter what industry is destined to make a positive impact in the world and that by doing so that business and it's people will prosper.

We focus on making a difference in multiple ways. Firstly our service is designed to positively impact on the health and happiness of business owners, their employees and their businesses.

We also provide a percentage of our earnings to those less fortunate via B1G1. 100% of what we donate goes straight to the causes we choose and so far have included:

- **Micro business loans to people in Malawi**
- **Access to medical care for dogs in Nepal**
- **Provided learning materials to school children in Nepal**

Anybody that works with us helps make a difference not only to themselves and their employees, but also to those less fortunate around the world.



BUSINESS FOR GOOD

Testimonials

We work with owners, their managers and their employees. It's important to us that all receive an excellent service, below we've included some testimonials ranging from owners, to leadership teams, to employees.



ANTHONY COKELY
Ops Director - Changes UK

"Better Happy have helped us not only transform our organization by making us a "Better Happy" place to work and thrive but also touched and improved the many lives of the client group we support. Absolutely Fantastic people with amazing attitudes and a genuine desire to help teams and people be the best version of themselves."



MARTIN HORTON
Owner - Rivington Accounts

"The team make the whole process enjoyable and informative, and I'd recommend it for any business owner who wants to look after their business and team. Productivity and profits have gone up because happiness has gone up. It made me feel as the business owner that I've done something really good for the team.

When we take on new recruits it'll be a happier environment to come into and it'll make my existing team stick around for longer because they don't think the grass is greener somewhere else."



ROSIE MURPHY
Owner - RDM Services Ltd

"I have had an absolutely fantastic experience working with Better Happy and I am so pleased that I signed up to work with them.. The things I have learnt have been invaluable for my business. Very friendly, professional and I would certainly recommend. Thank you!"



STEVE DIXON
Owner - Changes UK

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ANGELA MACDONALD
Accountant

"I didn't really know what to expect when work said we were going to be this program. Having done team building sessions before I thought, at best, it might be a bit of a laugh. However I'm actually shocked at how much the sessions have helped me.

The result of the course is that I have a more positive mind set, I'm moving more, I'm sleeping better so I'm less tired (as a mum of a toddler, that is nothing short of a miracle) and I feel like I have a better understanding of myself. In simple terms, I just feel happy. It's brilliant - simple as."