



GALLUP

# The Emotional Economy

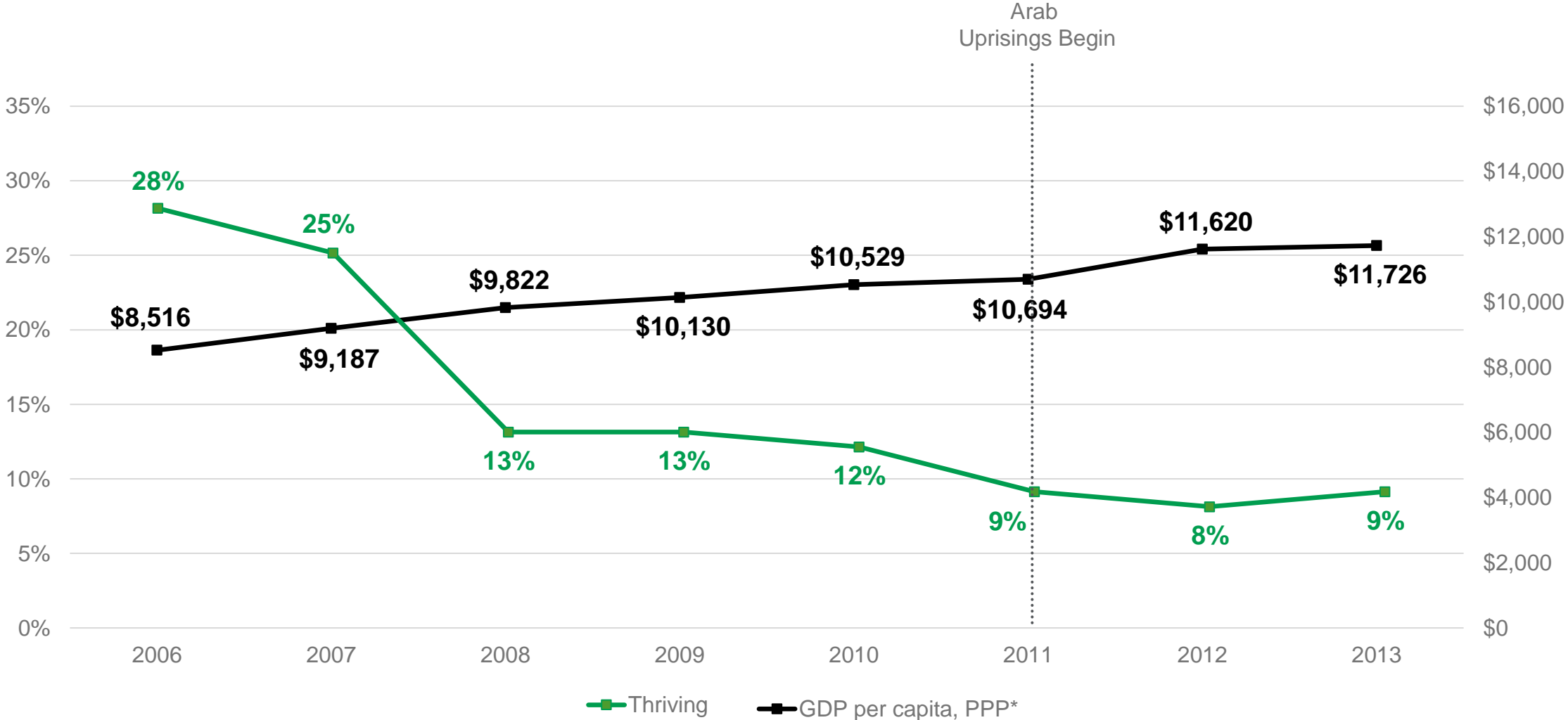
*The Next Leadership Frontier*

**JON CLIFTON**

CEO of Gallup

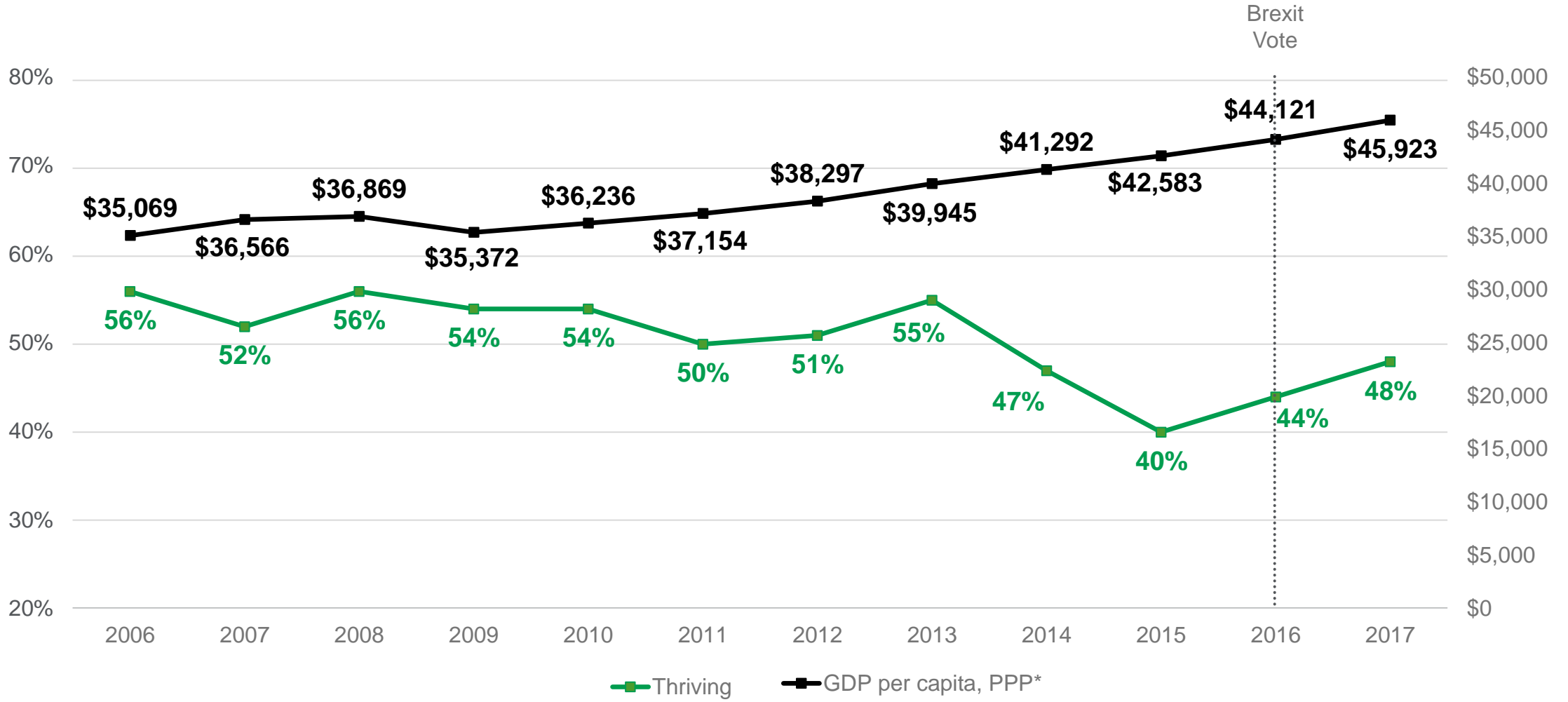
Competition | Self-Assurance | Achiever | Relator | Command

# Egypt GDP and Wellbeing



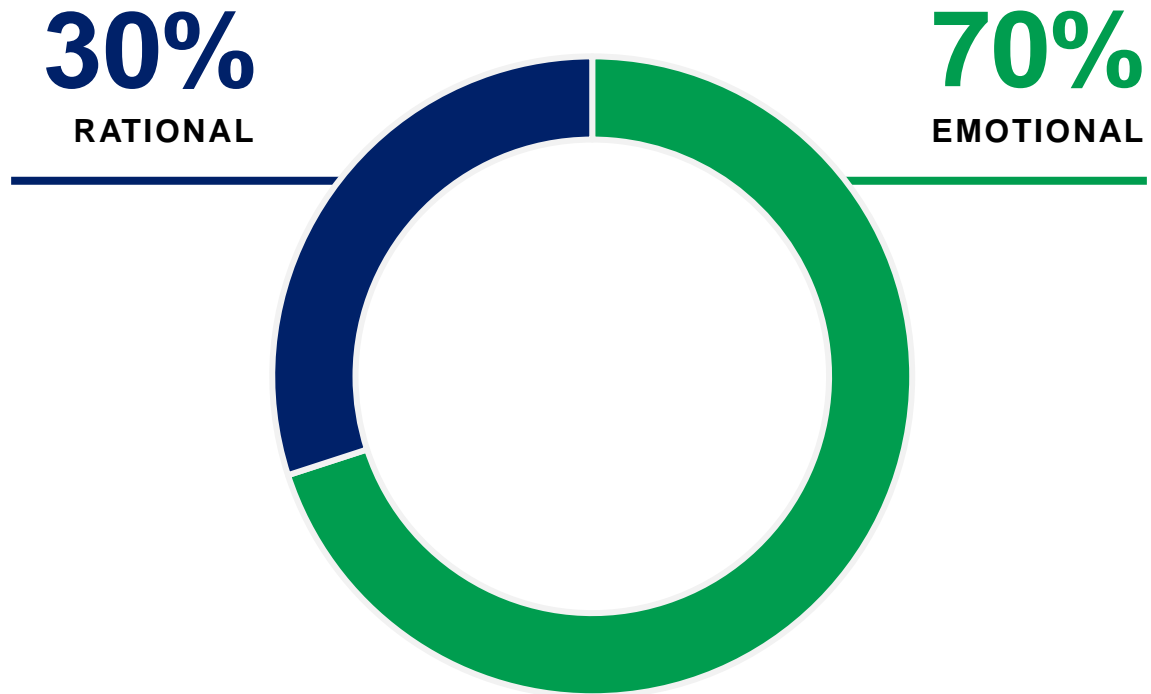
\* In current international dollars; Estimates from IMF World Economic Outlook database: April 2021

# U.K. GDP and Wellbeing



\* In current international dollars; Estimates from IMF World Economic Outlook database: April 2021

# The Emotional Economy



“Even Nobel laureates in economics make only a tiny fraction of their decisions using pen, paper, and calculator; 99 percent of our decisions — including the most important life choices concerning spouses, careers, and habitats — are made by the highly refined algorithms we call sensations, emotions, and desires.”

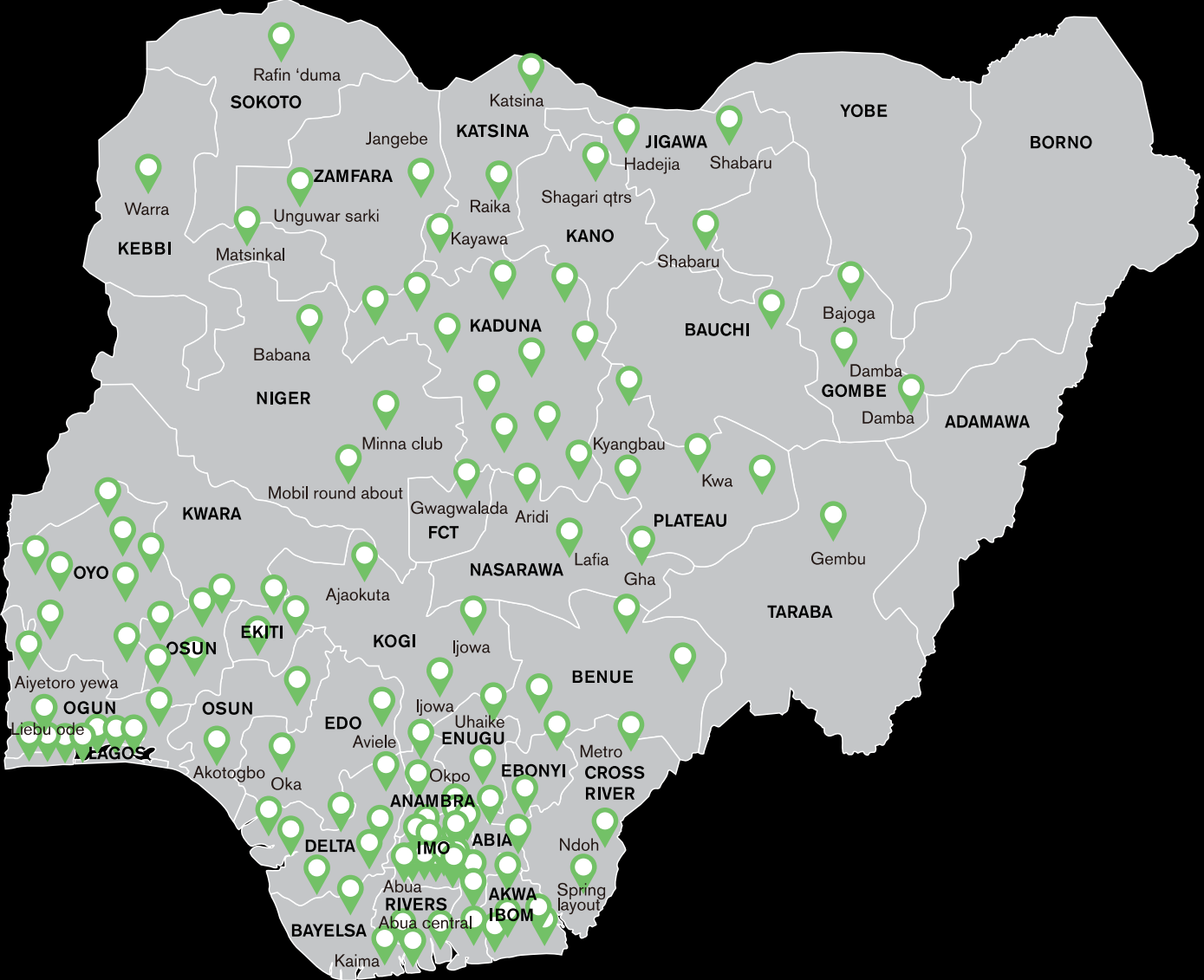
— YUVAL NOAH HARARI, *HOMO DEUS*

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# The State of the World's Emotional Economy

*The Other Global Warming*

# Sampling Frame for Nigeria





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# Indonesia



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# Mongolia



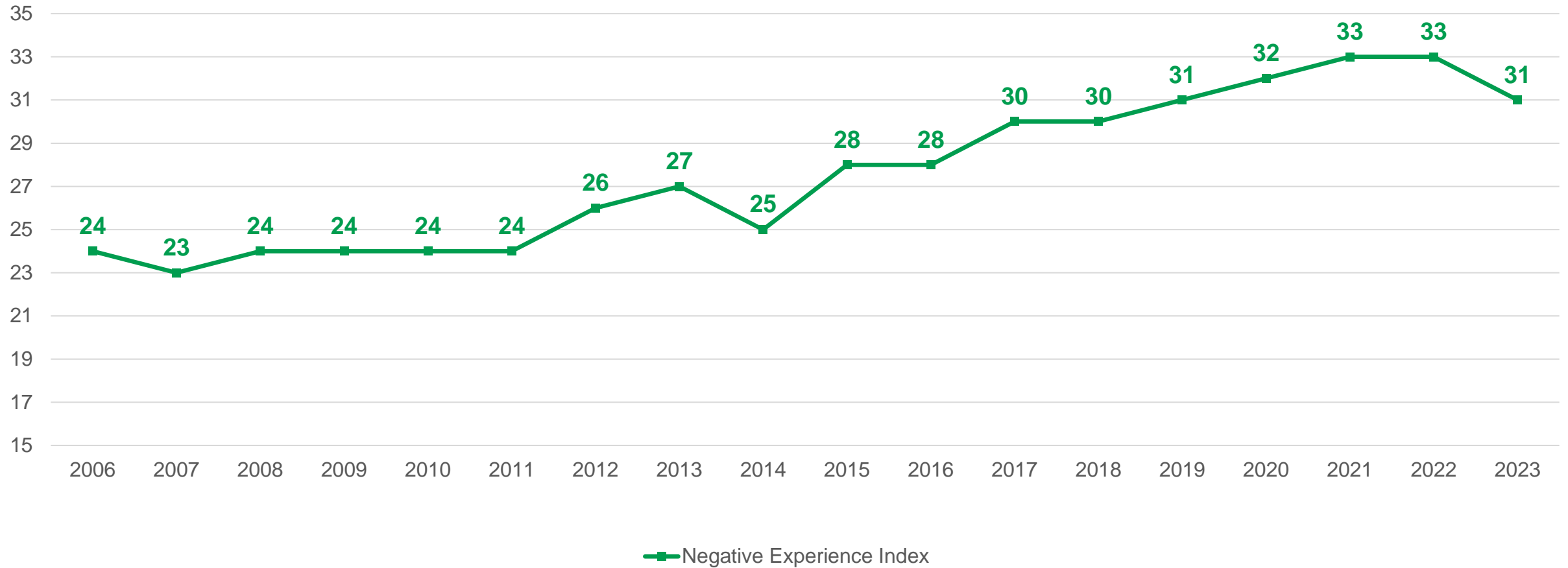
## “Negative” Psychology

*“... we speak of happiness – the dimension is labeled by its positive pole. And that’s very unfortunate because actually increasing happiness and reducing misery are very different things ... I would not focus on the positive end. I would focus on the negative end, and I would say it is the responsibility of society to try to reduce misery.”*

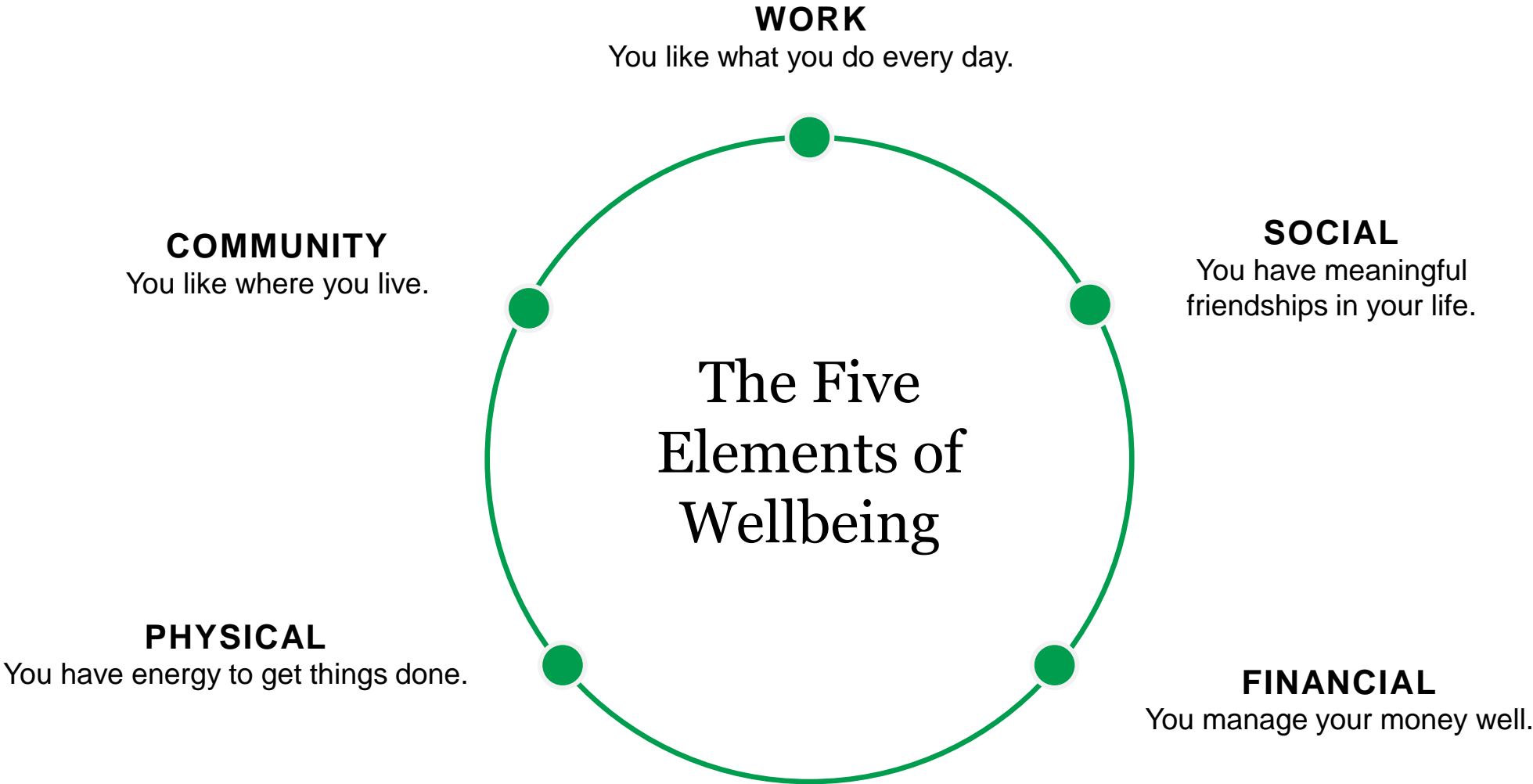
- Nobel Laureate Daniel Kahneman

# The Global Rise of Unhappiness

*The Negative Emotions Index measures experienced anger, stress, worry, physical pain, and sadness*



# A Thriving Life and A Vibrant Society



# The Emotional Economy of Your Workplace

*The Elements of a Thriving Workplace (Gallup's Q<sup>12</sup>®)*

- Q01.** I know what is expected of me at work.
- Q02.** I have the materials and equipment I need to do my work right.
- Q03.** At work, I have the opportunity to do what I do best every day.
- Q04.** In the last seven days, I have received recognition or praise for doing good work.
- Q05.** My supervisor, or someone at work, seems to care about me as a person.
- Q06.** There is someone at work who encourages my development.
- Q07.** At work, my opinions seem to count.
- Q08.** The mission or purpose of my company makes me feel my job is important.
- Q09.** My associates or fellow employees are committed to doing quality work.
- Q10.** I have a best friend at work.
- Q11.** In the last six months, someone at work has talked to me about my progress.
- Q12.** This last year, I have had opportunities at work to learn and grow.

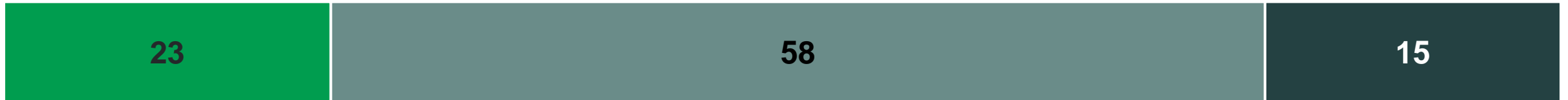
# The Emotional Economy of the Global Workplace

## The World

**% THRIVING AT WORK**  
*(Engaged)*

**% QUIETLY QUIT**  
*(Not Engaged)*

**% LOUDLY QUIT**  
*(Actively Disengaged)*



## A Thriving Economy



# *Thank you*

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