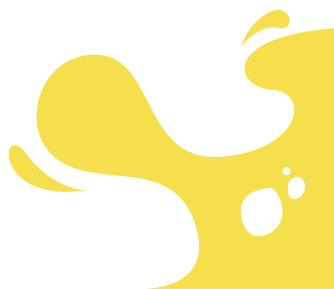


Giving the gift of joy to consumers and research participants, as well as to yourself

Quirks Dallas, February 2024



The Art and
Science of Joy



Today's Joyful Agenda



- The Drivers and Barriers to Joy
- Your Own Joy Recipe
- The Gift of Joy



Andrew Cannon, Creator
The Art and Science of Joy

**What
brings
you JOY?**



Drivers of and Barriers to Joy

Wellbeing



Positive impact



Belonging



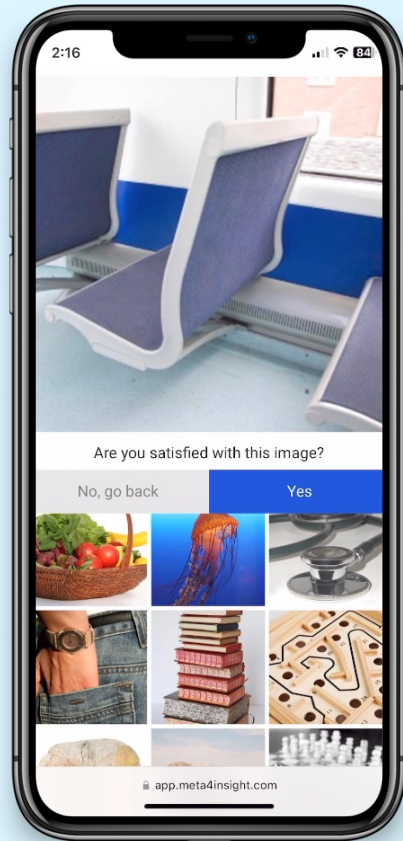
Fun



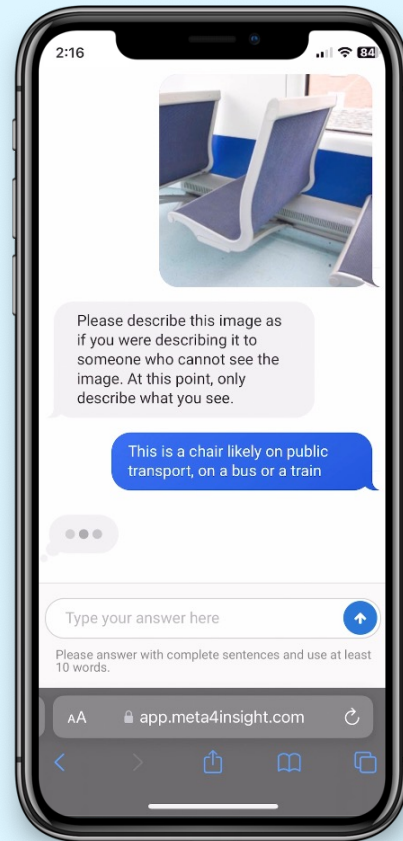
JOY



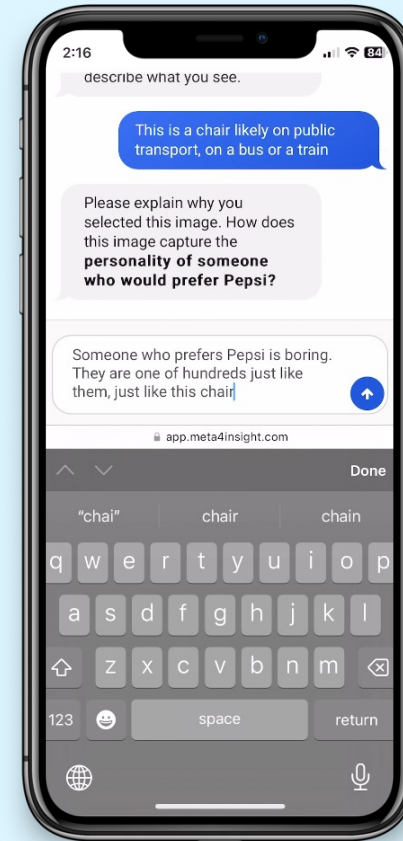
Metaphor elicitation exercise with AI probing



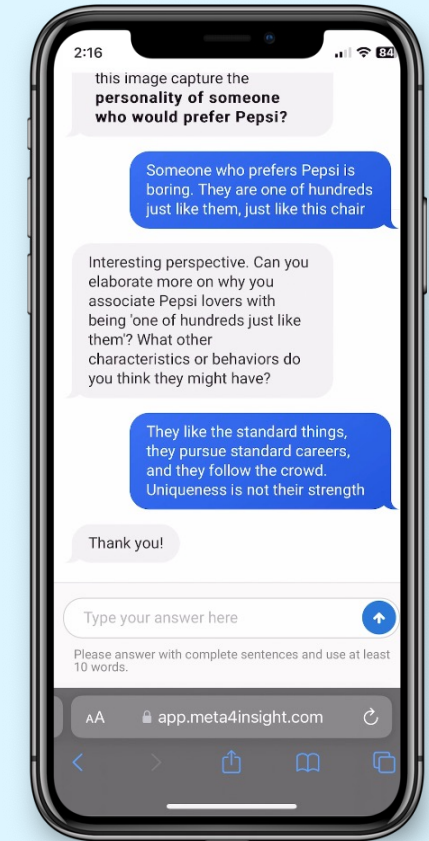
Respondent selects a visual metaphor



Respondent describes the image



Respondent explains how the image captures how they think about the topic



Based on the respondent's answer, AI probing facilitates the conversation to enable further articulation

Joy arises from the intricate interplay of deep connections and immersive experiences

Personal Experiences

Meaningful Connections

Source of Joy



Nature Experiences

Immersive experience in the wonders of the nature, from breathtaking landscapes to wildlife



Hobbies

Engaging in hobbies where connect with one's passion from coloring to sports



Bonding with loved ones

A sense of togetherness from shared activities with loved ones



Parenting

Bonding and nurturing moments between parents and their children



Bonding with pets

Cherished moments, memories of playful interactions and cuddling with furry friends

Emotional Activation

Relaxation

An escape from daily stress and busy lifestyle, take a pause and enjoy the moment

Peacefulness

A sense of tranquility and serenity, allows you to find peace of mind

Solitude

A quiet introspection, a moment for yourself and away from the crowds, allowing you to reset and find solace

Excitement

A sense of thrill and exhilaration from adventures and celebratory moments of life

Peacefulness

A sense of tranquility and serenity, allows you to find peace of mind

Excitement

A sense of thrill and exhilaration from adventures and celebratory moments of life

Carefree

Reminiscent of childhood experiences and carefree moments where celebrate the simple pleasures in life

Contentment

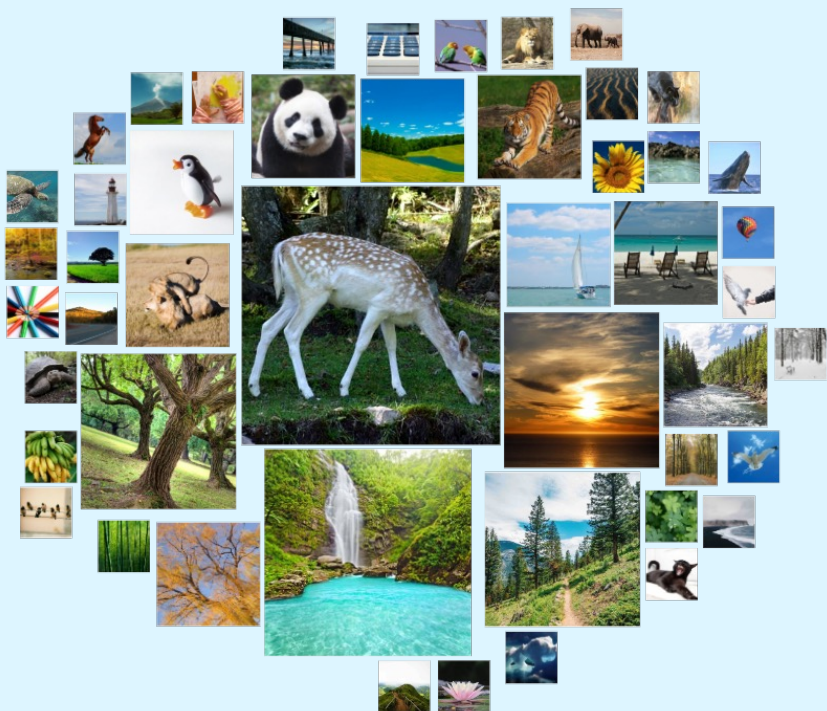
A sense of warmth and unconditional love, deep appreciation and recognition of their importance

Contentment

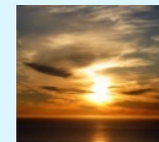
A sense of warmth and unconditional love, deep appreciation and recognition of their importance

Joy manifests through the beauty of nature and animals, which create a sense of calmness and tranquility

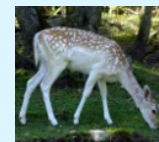
Personal Experiences - Nature Experience



Peacefulness - a serene and spiritual sense of calmness and happiness

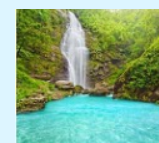


*"I enjoy watching the sunset and sunrise. It's a beautiful thing to watch. Watching nature is **pure** and **simple**. Sunsets and sunrises just make me feel **peace and joy**. I am spiritual and it brings **calmness** to me and **allows me to relax**."*



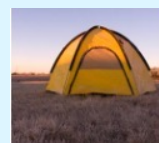
*"This is joyful because it was nature and **calming** and **sweet animals bring me joy**. When you see **nature in the forest** and **other calm habitats** it brings a **feeling of peace and joy**."*

Relaxation - worry-free escape from the challenges of their current life



*"I enjoy **spending time outside** and **hiking** and this made me **feel peace** looking at it. It makes me feel like I am **worry free** and **away from all the issues in my current life**."*

Solitude - finding solace and be undisturbed by the presence of others



*I am on a field with **nobody in site with just myself**, the clear blue sky and a yellow simple tent. The feelings I get are **relaxing and peaceful** with **nobody around to bother me**."*

Half consider their lives very joyful; nature experiences and bonding with loved ones rise to the top



Overall, how joyfully do you feel you are living at present?



Top Joy Drivers

Solitude	Excitement
Parenting	Bonding with loved ones
Bonding with Pets	Hobbies
Carefree	Peacefulness
Contentment	Nature Experience

Barriers to joy include health and interpersonal challenges, as well as daily life stressors

Individual Wellbeing

Interpersonal Dynamics

Daily Life Stressors

Life Challenges



Physical Challenges

Health-related challenges on physical well-being



Emotional Turmoil

Negative emotions as challenges lead to a reduced capacity to find joy



Constraint



Hopelessness



Loneliness



Absence of loved ones

An enduring impact of death of loved ones profoundly affect one's current life



Relationship struggles

Strained relationship from conflicts with family members to disagreements with partners



Busy lifestyle

Swamped with various responsibilities such as work, household chores and time constraints



Financial problems

Buried under financial obligations, burden of debt, and economic challenges

Emotional Activation

Grief

Lingering emotional aftermath of profound losses, deep and lasting emotional weight and enduring sorrow

Sadness

A pervasive sense of despair and frustrations creating barriers to experiencing joy

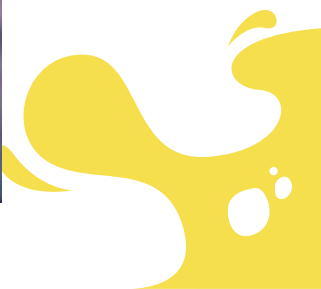
Worries

A sense of unease and anxiety stemming from a hectic lifestyle and becomes emotional burden

Overwhelm

Constant struggle to stay afloat amidst economic challenges

Marcoms example



Marcoms example



Your Own Joy Recipe



Your Recipe for Joy

Wellbeing



Positive impact



Belonging



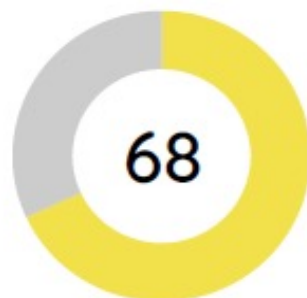
Fun





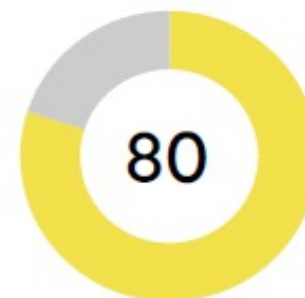
My Joy Barometer

MY JOY SCORE



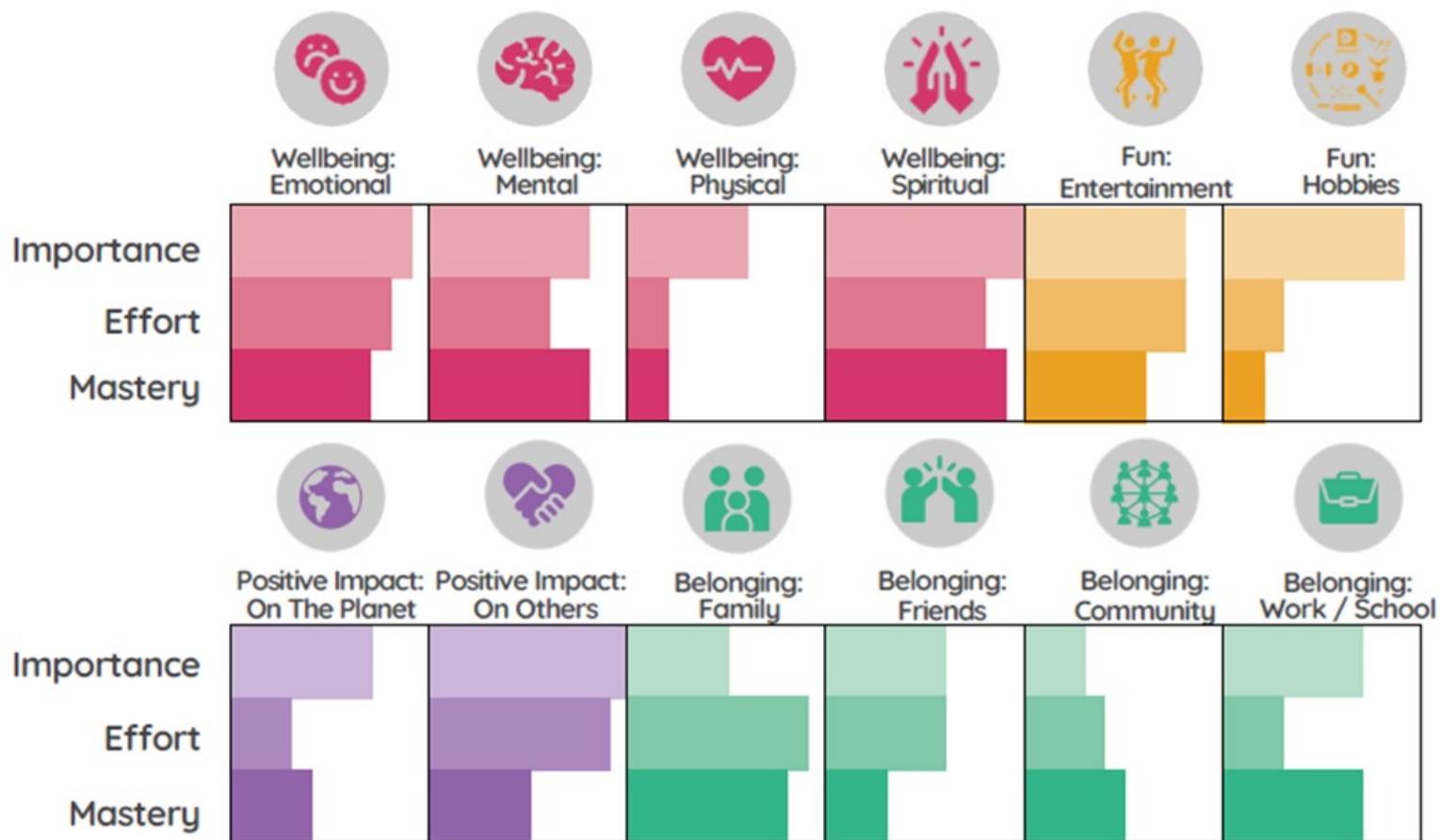
A recipe for a joy-filled life

MY FEELING OF JOY



HOW TO INTERPRET YOUR JOY BAROMETER SCORECARD

- o **Your Joy Score** is a number between 0 and 100, and shows how joyfully you are living based on your answers to the Joy Barometer survey and takes into account how important you consider each joy ingredient to be as well as your level of mastery.
- o **Your feeling of Joy** number shows how joyfully you feel you are living today on a scale 0 to 100 (0 = not at all, 100 = extremely).
- o Use your Joy Barometer Scorecard to help you set your intentions, goals and plans for bringing more joy to your own life, as well as the lives of others. For inspiration visit www.theartandscienceofjoy.com or follow us on social media.



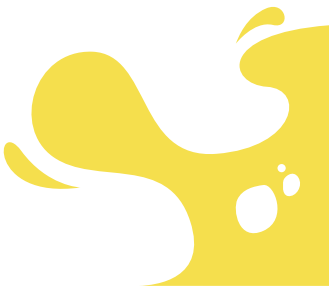
Importance bars show how important you consider each Joy Ingredient to be. **Effort bars** show how satisfied you are with the time and effort you are putting in. **Mastery bars** show how satisfied you are with your life on each of the Joy Ingredients. **The longer the bar the more important to you / the more satisfied you are.**

The Gift of Joy





The Year of Joy Community





Meet our 2023 Partners

Ruby Partners



Insight Community Platform Partner



Joy Scorecard Partner



Sapphire Partners



Emerald Partners



Media & Marketing Partners



Affiliates

Advanced Symbolics, GroupSolver

How the Year of Joy community works



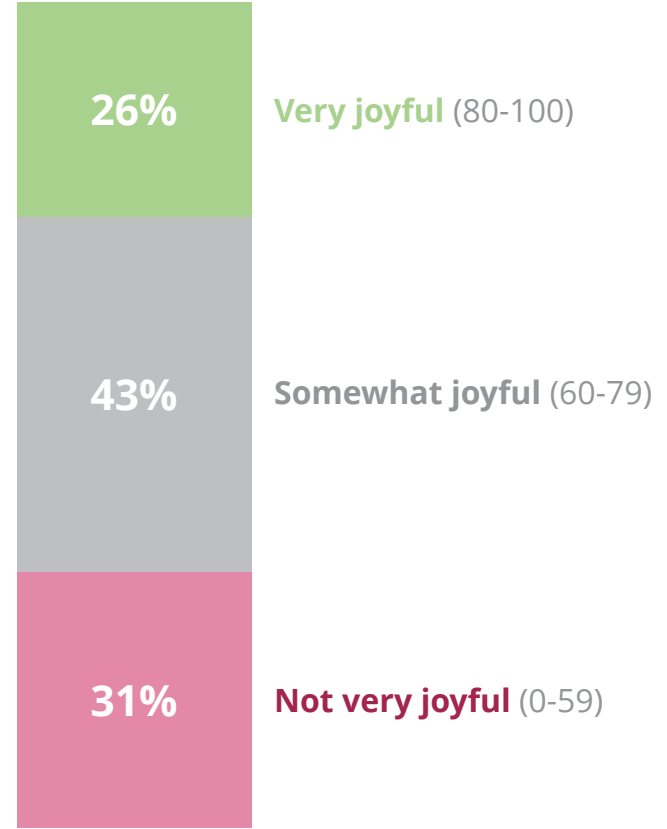
This is a rewarding and, for some, life-changing experience

How joyful are people?



66

← Average

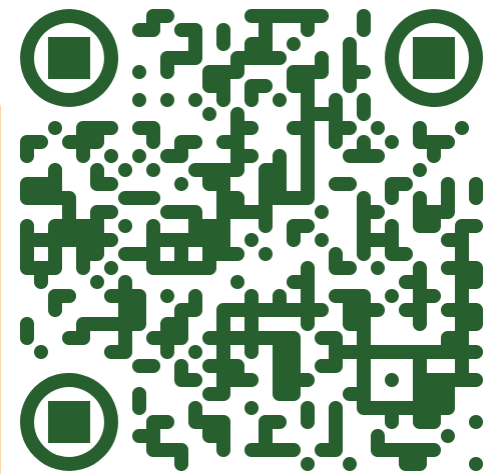


Joy Score



The impact of being in the Year of Joy Community

- 68% claim to be more joyful after 6 months or more
- 20% increase in Joy Scores among those struggling



Welcome to the Year of Joy



Andrew Cannon, Creator

The Art and Science of Joy

andrew@theartandscienceofjoy.com