

**“Practical Magic:
the art & science of a
thriving workplace”**



theHappyLab

**VICKY GRIGORIADOU
& ALEXANDRA LEKKOU**
CO-FOUNDERS





*the
“Practical
Magic”
of HR*

market

0.43

profitability

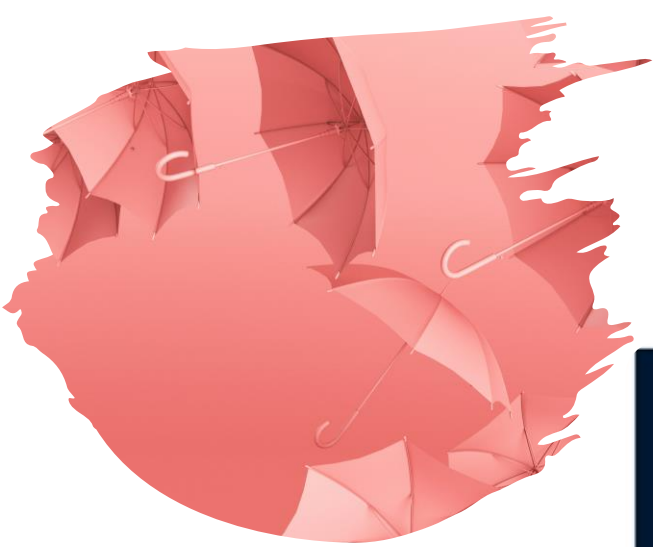
0.35

operational

0.31

quality

0.42



Top 100 ‘happiest’ companies outperform S&P 500 and Dow Jones by 20% since 2021

Wellbeing Research Centre at the University of Oxford and Harvard University

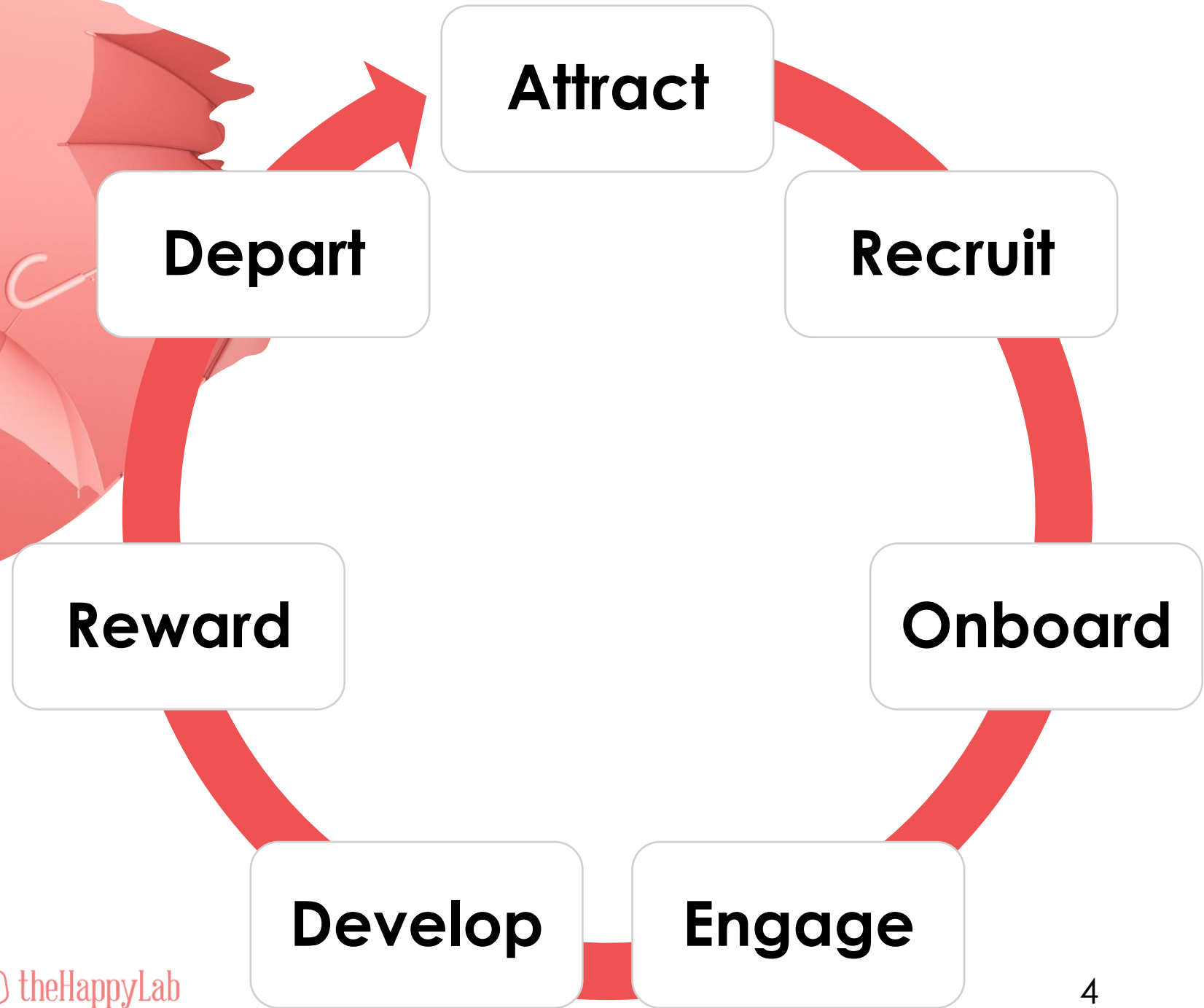
focusing our “powers”...



Organizations supporting employee health & wellbeing are **3.5 times more creative and innovative**

World Economic Forum

*...on the
employee
lifecycle...*





...with a powerful integrated approach



Data-driven approach

Feedback loops

Sentiment analysis



End-to-end journey mapping

Personalization

Inclusive design

Moments of delight

Thank you

Vicky Grigoriadou

Alexandra Lekkou

