

DELIVERING
Happiness

INSPIRE
AND
INSPIRED
Be

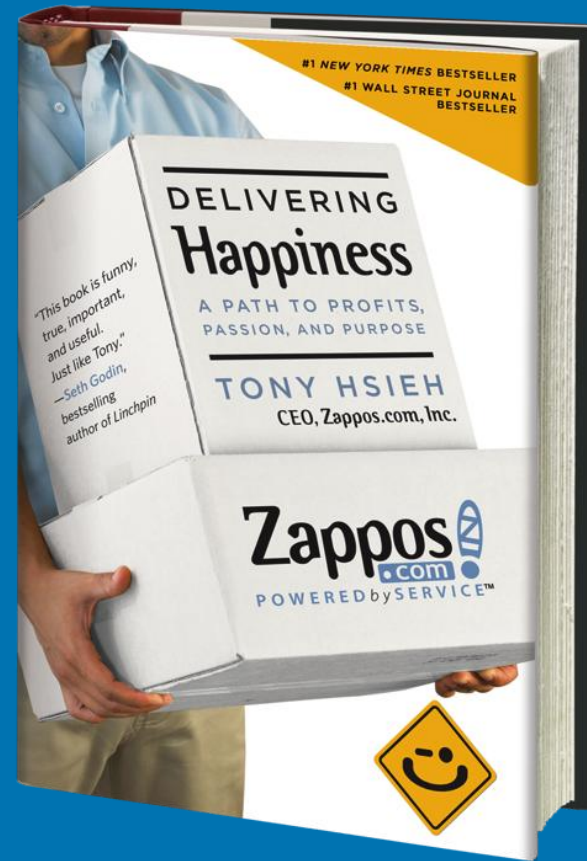


GUY KAWASAKI'S ENCHANTMENT
MARCH 29 2011

JENN LIM
CEO AND CHIEF HAPPINESS OFFICER



FIRST...
THERE WAS A **BOOK**



LABOR
DAY 2009

(LENTICULAR)



SXSW 2010



+275,000 COPIES SOLD
17+ LANGUAGES/COUNTRIES

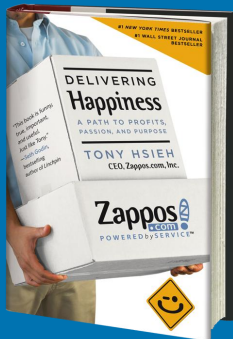
2010 BEST OF LISTS

AMAZON CUSTOMER FAVORITE
NPR MARKETPLACE
INC. MAGAZINE
NEW YORK POST
READWRITEWEB

#1 BESTSELLER LISTS

NYTIMES
WSJ
AMAZON
BARNES & NOBLE
BORDERS

WHOA.



WE HEARD FROM AROUND THE WORLD



no matter what...
BACKGROUND
CULTURE
IDEAS
JOB

UNIFIED
BY THE SAME
VISION

HAPPINESS

Inspire And Be Inspired



THEN, THE **BUS TOUR**



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DELIVERING
Happiness

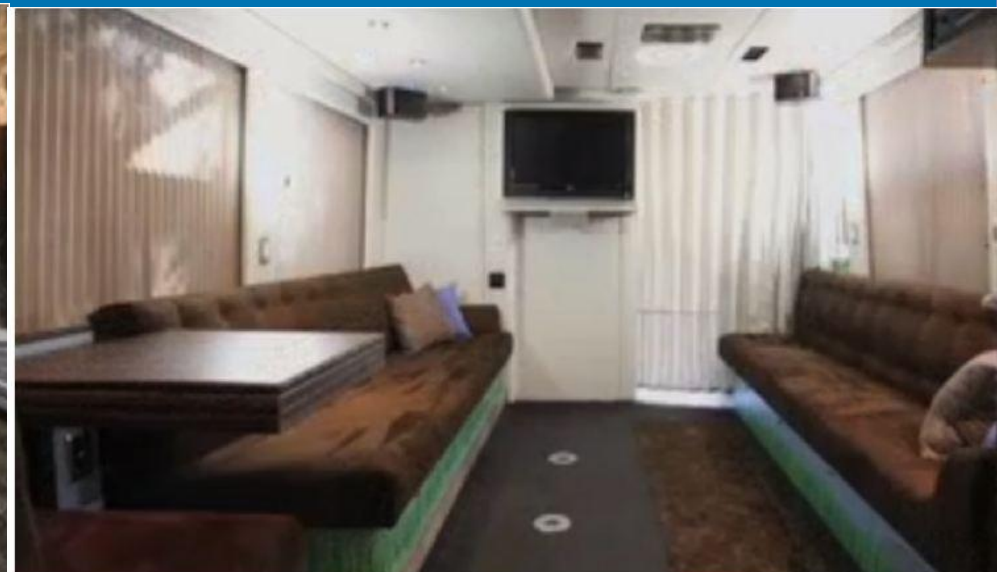




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BEFORE

AFTER



INSPIRE
AND
Be
INSPIRED

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NEVADA
44688 A
APPORTIONED

STATE
STATE
HOUSE
WATERPL
PARK

“A WOMAN’S DREAM
CLOSET...”

ZAPPOS
KENTUCKY WAREHOUSE

#1 PRIORITY?



CULTURE

HOW IS CULTURE #1 PRIORITY?

HIRING FOR CULTURE

5 WEEKS OF TRAINING

\$4000 offer

ZAPPOS CULTURE BOOK

TWITTER



THE CULTURE BOOK

CULTURE

Zappos.com
2006 Edition

Zappos.com
2010
CULTURE
BOOK

WEIRDNESS
HONEST
OPEN-MINDED
GROWTH
TEAM
LEARNING
CHANGE
PASSIONATE
SERVICE
WOW
CREATE
COMMUNICATION
OPEN
RELATIONSHIP
HUMBLE

CULTURE 2010

THE CULTURE BOOK

WHAT IS IT?

COMPLETELY **UNEDITED**

EXCEPT FOR TYPOS AND SPELLING

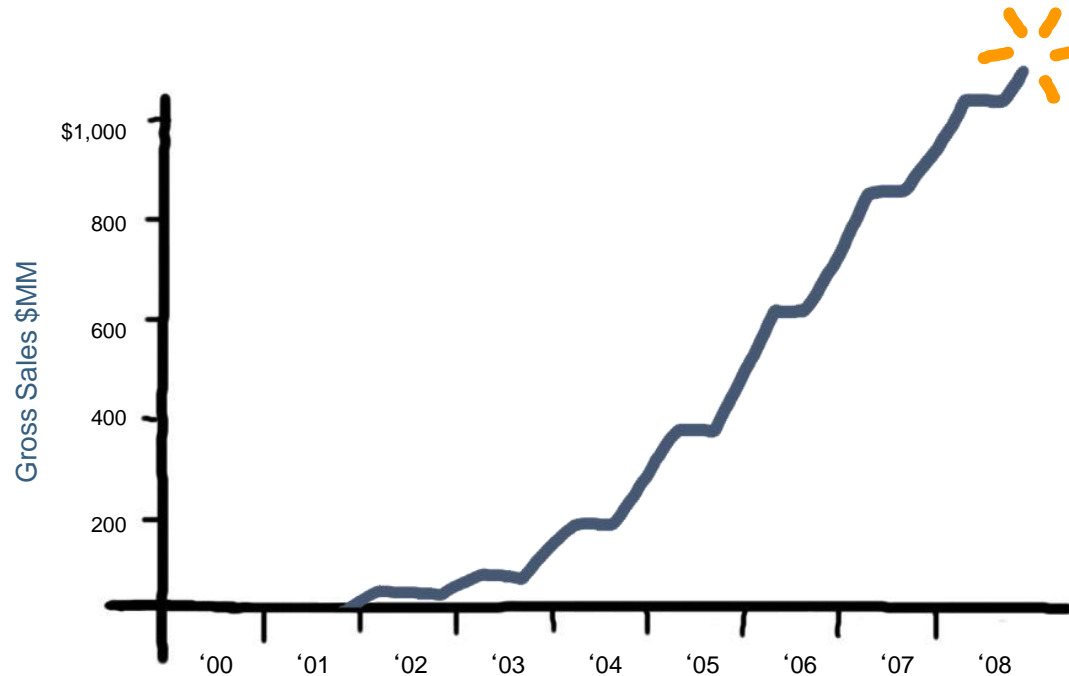
SNAPSHOT OF CULTURE EVERY
YEAR – WHAT'S GOOD, WHAT DO
WE NEED TO IMPROVE

STARTED AS CULTURE BOOK,
NOW THE **BRAND** BOOK TOO

JAPAN AND BRAZIL LOVE ZAPPOS EVEN THOUGH ZAPPOS
DOESN'T SHIP THERE

10 core values

WHAT **CULTURE** CAN DO FOR A COMPANY



NOV '09 AMAZON ACQUIRES ZAPPOS

\$1.2 BILLION SHARE VALUE AT THE TIME OF CLOSING

WHAT IS YOUR GOAL IN LIFE?



GROW A
COMPANY

WHY?

RETIRE
EARLY

WHY?

SPEND TIME
WITH FAMILY



GET A GREAT
JOB

WHY?

MAKE
MONEY

WHY?

BUY
A HOME



FIND A
GIRLFRIEND/
BOYFRIEND

WHY?

FIND A
SOULMATE

WHY?

GET
MARRIED



BE
HEALTHY

WHY?

RUN
FASTER

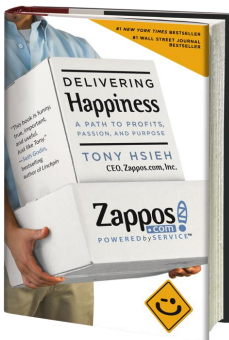
WHY?

RUN A
MARATHON

WHY?



HAPPINESS



RESEARCH SHOWS WE'RE **SUPERBAD** AT PREDICTING WHAT WILL BRING US **SUSTAINED** HAPPINESS

EXAMPLES:

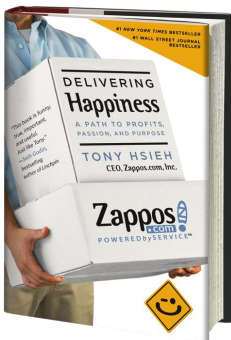
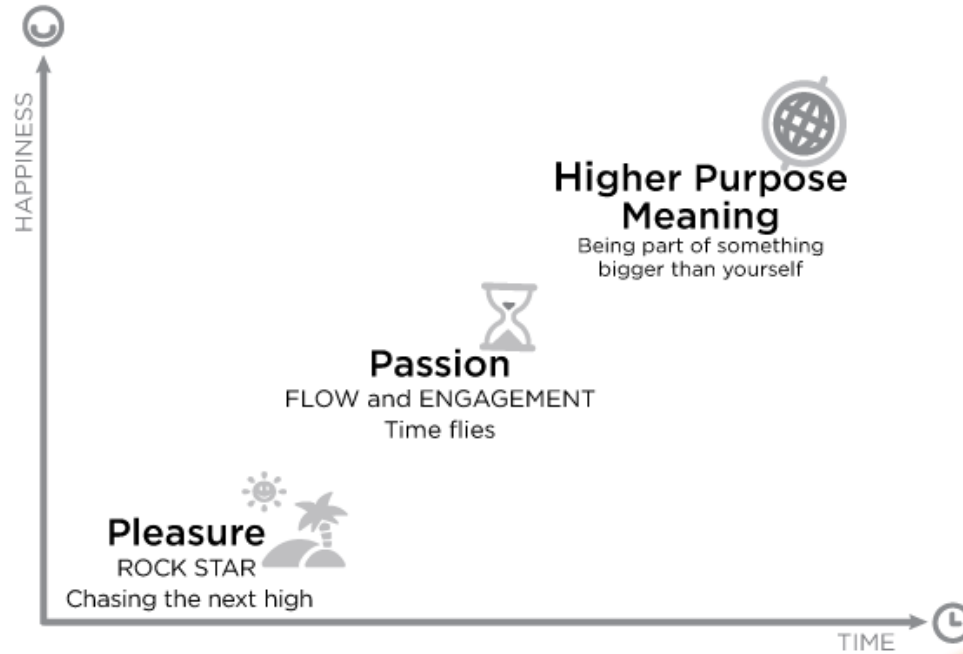
LOTTERY WINNERS

"WHEN I GET ____, I'LL BE HAPPY"

"WHEN I ACHIEVE ____, I'LL BE HAPPY"

HAPPINESS FRAMEWORK 3

3 TYPES OF HAPPINESS

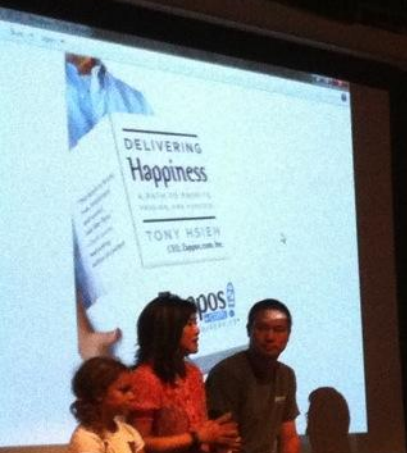


FIRST...THERE WAS A
BOOK



THEN THERE WAS A
BUS TOUR







G-STAR RAW

she's funnier than I am™

DOUBLE TREE SUITES

HOTEL

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Broadway

ONE WAY

GARD

NYC TAXI



HAPPINESS
X-ING AHEAD





SXSW 2011





First there was a **BOOK**



Then there was a **BUS TOUR**



Now... **THE MOVEMENT**





ICEE

INSPIRE
CONNECT
EDUCATE
EXPERIENCE

GLOBAL MOVEMENT TO SPREAD AND INSPIRE HAPPINESS IN THE WORLD



SUSTAINABLE

SCALABLE

**COMPANY
WITH A
CAUSE**

THANK YOU

JOIN THE MOVEMENT!
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