

How to Make *Flourishing* Your Competitive Edge

Based on Ashish Kothari's
TEDx Talk, 2025

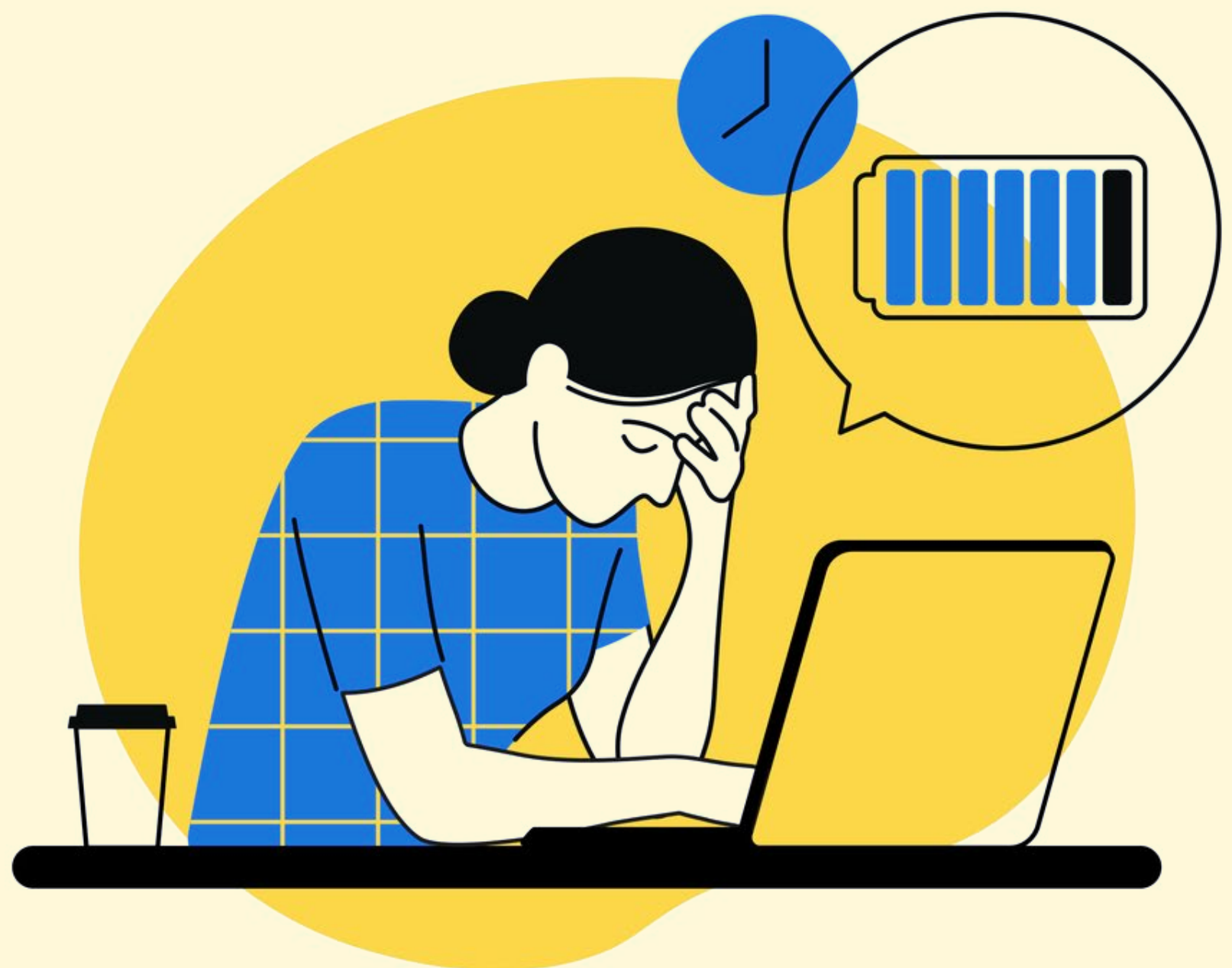


The *Reality* Check

We spend **90,000** hours at work!

But according to *Oxford research*, most of us aren't flourishing, we're simply surviving.

- *Only 20% are thriving at work*
- *80% of global employees aren't engaged*
- *60% experience daily stress*
- *22% are burnt out*



My *Wake-Up* Call

I was a Partner at McKinsey & Company.
Respected, successful... but empty inside.

Anxious. Exhausted. Struggling.

That's when I asked: *"What if we've been chasing success the wrong way?"*



The *Turning* Point

I delved deep into neuroscience, psychology, spirituality, philosophy and leadership.

I read 600+ books and wrote one of my own, *Hardwired for Happiness*.

I cultivated stillness, including a 10-day silent meditation retreat.

I tuned inwards to find my personal “why” and launched Happiness Squad.

As I prioritized meaning, wellbeing, and connection...

I became more *alive, present, and productive*.



The *New* Operating System

Flourishing isn't a result of success, it's what *enables* it.
If you too want to unlock higher performance by making human flourishing a strategic advantage, *start here*:

1. *Pursue flourishing as a strategy, not wellness as a perk*
2. *Measure what matters – flourishing, not just engagement*
3. *Take a monthly pulse check, listen and act fast*
4. *Let managers make interventions and have teams lead the way*



The *Payoff*

This isn't just the right thing to do, it's smart business.

Burnout costs \$11 trillion globally.

Flourishing cultures outperform in profit, retention and innovation.

You don't win by burning people out.

You win by helping them come alive.

It's time to redesign the way we work to help people flourish.

Watch my 10-minute TEDx here:

<https://youtu.be/eRV-2C-fkNg>

Follow Ashish Kothari for tips on how to make *flourishing* your competitive edge.

