

# Thank God It's Monday – Putting the Best-Seller to Work Through Positive Psychology

By Andrew Rosenthal | Monday, July 13<sup>th</sup>, 2009

Wouldn't it be great to create a workplace employees, customers and management all loved? This is the question that frames the new book by Roxanne Emmerich, [Thank God It's Monday!: How to Create a Workplace You and Your Customers Love](#). Emmerich's book has reached the best-seller list recently, ranking in the top-10 on lists from Amazon.com, The Wall Street Journal and the New York Times. In her book, Emmerich chronicles real companies where motivational "kick-butt kick-offs" led to transformational changes in attitude, productivity and earnings. With managers and workers equally distracted by falling profits and revenues, businesses may be unwittingly making things worse for themselves.

While the language and the stories in the book are uniquely hers, Emmerich's strategies draw on key tools from within positive psychology. She directly refers to Martin Seligman's "profound research" documented in [Learned Optimism](#) as having a significant role in changing the tenor of a workplace. In fact, there are a number of positive psychology tools, some available on [happier.com](#), to help put the "TGIM" strategy to work.

## Enthusiasm: Light That Fire in Your Belly

Enthusiasm is a "moment-by-moment choices" explains Emmerich. And for plenty of workers, it can be a hard choice to make. How do you get out of a rut and become contagiously enthusiastic? Here's an easy way to start:

**Discover, and use, your strengths.** Getting started is easy — every single person has a set of top strengths. There's no heavy-lifting here. Just take the [free VIA Strengths Survey](#) and get instant results on your top strengths. Then, put them to work. Focus, each day, on using one of your top strengths in a new way during work. Doing this is fun — these are things you're already good at — and it can be pretty easy. And if, at first blush, the strength doesn't seem like it's relevant to work, then find a way to make it so. *Appreciation of Beauty and Excellence* doesn't have to be a walk in the park — take a moment to recognize a colleague's achievements. And *Self Regulation* can mean checking your email every 2 hours instead of every 2 minutes. **Find a way to use one of your strengths in a new way during work.** Within no time, you will be more enthusiastic. It's fun, lasting and authentic.

Want more guidance? The [Discover Your Strengths](#) plan on [happier.com](#) provides tests, tools and assistance to make it easier.

## Giving: Ignited Spirits Through Profound Service

Emmerich points out that “customer satisfaction” isn’t good enough, especially if they are weighing “satisfaction” against a lower price elsewhere, when deciding where to do business. “Customer success is what matters: making a lasting difference, transforming your interactions from a simple business transaction to a profound exchange between two human beings that creates a transformation of more success for the customer.”

**As you begin giving, put a number to your progress.** Track and measure your results. In addition to asking “Have I made a difference?” try taking the [free Positivity Test](#), developed by Barbara Fredrickson, at the University of North Carolina. Better yet, take the test before you start giving. Try and establish a baseline. Then, once you start giving, take the test every day, for a week. Then take it every few days. Surely, your results will bounce up and down a bit. But if you’re really giving, and if you’re achieving customer success, your positivity ratio will increase. And you’ll be increasing the positivity of others.