



POSITIVITY IS THE COMPETITIVE ADVANTAGE

1. Positive emotions broaden people's thought, undo lingering negative emotions, fuel psychological resilience, and trigger upward spirals toward **enhanced emotional well-being** (Fredrickson & Joiner, 2000).
2. Positive people from the general population were **13 percent less likely** than their negative counterparts to have a heart attack or other coronary event (Johns Hopkins University 2023).
3. Positive work environments **outperform** negative work environments (Goleman, 2011).
4. Positive, optimistic salespeople **sell more** than pessimistic salespeople (Seligman, 2006).
5. Positive leaders are able to **make better decisions** under pressure (Institute of HeartMath, 2012).
6. Marriages are much **more likely to succeed** when the couple experiences a 5-to-1 ratio of positive to negative interactions, whereas when the ratio approaches 1-to-1, marriages are more likely to end in divorce (Gottman, 1999).
7. Positive people who regularly express positive emotions are **more resilient** when facing stress, challenges, and adversity. (Department of Psychology, Boston College - Michele M. Tugade and Barbara L. Fredrickson)
8. Positive people are able to maintain a **broader perspective** and see the big picture, which helps them identify solutions, whereas negative people maintain a narrower perspective and tend to focus on problems (Fredrickson, 2009).
9. Positive thoughts and emotions **counter the negative effects of stress**. For example, you can't be thankful and stressed at the same time. (Greater Good Science Center at UC Berkeley)
10. Positive emotions such as gratitude and appreciation help athletes **perform at a higher level** (Institute of HeartMath, 2012).
11. Positive people **have more friends**, which is a key factor of happiness and longevity (Putnam, 2000).
12. Positive and popular leaders are more likely to **garner the support of others and receive pay raises and promotions** and **achieve greater success** in the workplace. (Park, S. M., & Rainey, H. G. (2008). Leadership and public service motivation in US federal agencies. International public management journal, 11(1), 109-142.)
13. Positive thinking that usually comes with optimism is a key part of **effective stress management** (Mayo Clinic 2022).



NEGATIVITY CAN ROB YOU OF YOUR COMPETITIVE ADVANTAGE

1. Ninety percent of doctor visits are stress related (Centers for Disease Control and Prevention).
2. A study found that negative employees can scare off every customer they speak with - for good (Rath, 2004).
3. At work, too many negative interactions compared to positive interactions can decrease the productivity of a team (Fredrickson, 2001).
4. Negativity in the workplace leads to workers who are mentally fatigued, defensive, and less productive than their happier peers (University of Michigan, 2015).
5. Workers were 10.4 times more likely to leave their jobs because of toxic work culture than to leave because of compensation (MIT Sloan, 2022).
6. 90 percent of anxiety at work is created by 5 percent of one's network - the people who sap energy (Cross, 2006).
7. An analysis of almost 300 studies found that harmful workplace practices were as bad for mortality, and as likely to lead to a physician-diagnosed illness, as second-hand smoke (Goh, Pfeffer, Zenios, 2015).

Negativity by the Numbers, A Study of 800 Managers in 17 Industries

98% have experienced rudeness in the office.

80% have lost time over worry of the incident.

78% feel their commitment declined.

66% said their performance declined.

48% intentionally decreased their work effort.

25% have taken frustration out on a customer.

(Harvard Business Review, 2013)