IP BEST PRACTICES

Happiness Matrix

A best practice shared by InspiringPeople.

Generated on 22 November 2026

Happiness Matrix

Mapping stakeholder happiness together builds empathy and speeds up alignment on the journey ahead.

Key steps

Sharing views on customer, employee and shareholder happiness is a quick way to build empathy for stakeholders you don't usually think about. Works best in groups of up to ten — split larger groups into subgroups.

Ask everyone to plot the current happiness level of each stakeholder on one shared chart, and discuss where opinions differ. Then do the same for the future happiness level you're aiming for, and discuss the gap the same way.

CONTACT

InspiringPeople

ADDRESS

Maliebaan 45

3581 CD Utrecht

The Netherlands

PHONE

+31 84 00 38 999

EMAIL

contact@inspiringpeople.com



“Inspire to engage”