





INSEAD KNOWLEDGE
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Meditate for More Profitable Decisions

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Now evidence shows meditation can improve business decisions and save your company from expensive investment mistakes.

"As little as 15 minutes of meditation per day can help people make better more profitable decisions, by increasing resistance to sunk cost bias."

Source: Debiasing the Mind through Meditation: Mindfulness and the Sunk Cost Bias, Psychological Science 25 (2014).

Why is an ancient practice helpful to us in the modern world?

Yoga

Meditation

- manage our automated emotive responses of fight flight and freeze
- create mindfulness in our thinking: Intuitive (reactive) versus Reflective (rational)
- appreciate self efficacy ability to decide our actions and behaviors

Source: Why Buddhism is True: The science and philosophy of meditation and enlightenment. Robert Wright, (2017)



5 texts to send to your partner every day

1 Compliment
I love your enthusiasm for life!
You're great at getting our kids out the door in the morning.
You've got the best smile.

2 Fond Memory
I was thinking about that time we went to Paris for dinner after the reunion. Wasn't that a fun night? We should do that again soon.
I had so much fun with you at last year's New Year's 5K. Let's do that again.

3 Sharing Joy
I had the best time hiking in the woods with my friends.
The new customer signed the contract - so excited!
I really enjoyed spending time with my parents today.

4 Thank You
Thanks for picking me up from work last night. I know you were tired.
Thanks for being so accommodating when my friends came over the weekend.
Thanks for that chocolate cake you made me for my birthday.

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FOR Alumni Only Do Not Share with CURRENT MBAs

One extra text you should send to your partner as needed (Dah)

Sexting Guidelines

- Incorporate any inside jokes or personal memories that the two of you share
- Be discrete, being less explicit can actually be more stimulating
- Be playful not pornographic (the headline test)
- Always be suggestive rather than revealing with photos or words

Sexting

It's too bad you're not here right now.
 I had such a good dream about you last night.
 I thought of something I want to do with you tonight.
 I just got out of the shower.
 I love staring at your [fill in the blank].
 I love the way you make me feel.
 I've never felt as attracted to anyone else as I am to you.
 I can't control myself when I'm near you.
 The anticipation is killing me.
 What are you wearing right now?
 Tell me more.
 I love when you talk like that.
 Your messages have me so distracted.

Perform anonymous acts of kindness

Study shows using a variety of kindness acts help sustain higher levels of happiness

Find opportunities at home, work and in public to do so without attention or recognition

Weekly commitment to do so increased subjects' happiness

Giver benefits the most:
 Strengthens you as person*

*When only you know what you have done

Sonja Lyubomirsky. Positive Psychology Studies on Happiness (December 10, 2008).

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Expressing personal gratitude improves happiness

Three groups of adolescents researched

1 Record four positive things that happened

2 Record four negative things (Hassles)

3 Control group no intervention



- Measures of Happiness
- Physical symptoms
 - Prosocial behaviour
 - Life satisfaction
 - Well-being ratings
 - Reactions to aid

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Showing Gratitude

Mom,

Thank you for being loving and a strong person.

Love, Inari

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Gratitude at INSEAD

Most of us miss out on life's big prizes.
 The Olympic medal.
 The World Cup.
 The Nobel.
 An INSEAD MBA degree.
 Being a CEO or partner by age 35.
 But we can all be grateful for life's small pleasures.
 A thank you from a friend.
 A kiss from an aging parent.
 Reading to a child.
 A full moon.
 A fresh rain.
 A cool breeze.
 A walk in the forest.
 A glorious sunset.
 Hot soup.
 Good coffee.
 Don't fret about coping life's grand awards.
 Be grateful for its tiny delights.
 There are plenty for all of us.

A version of Little Things first published in the Wall Street Journal by United Technologies Corporation It was modified by Professor Randal S. Carlock for the 2018 INSEAD Alumni Reunion