



Expert on Happiness

Maike van den Boom is one of Germany's best-known happiness researchers. She is a keynote speaker, expert on Scandinavia and on happiness who has set herself the goal of making Germans happier. To achieve this, she travelled the globe in search of the secret of the 13 happiest countries in the world.

Maike van den Boom (*1971) was born in Heidelberg. She studied art therapy in the Netherlands. However, she never worked in this field, as she learned from the Dutch: It doesn't matter what you studied, the main thing is that your attitude is right. She worked in different companies, markets and different countries and after 15 years in the happy countries of Holland and Mexico, she returned to Germany. And is amazed: at the resistant reservations about the advantages of a happy (business) life. Thus, she translates the advantages of happiness into the everyday business life of many companies and inspires thousands of people.

In 2016 she set off again, this time accompanied by a TV team. Within two years she visited three countries of happiness, 30 companies and met 300 people and experts. In 2018, her new book "Acht Stunden mehr Glück" (Eight hours more happiness) was published, in which Maike takes her readers to the Scandinavians, the happiest and most successful people in Europe. World market leaders and model countries in terms of digitalisation, innovation, sustainability and education systems. What can we do differently to match the Vikings? Their short answer is: everything.

Charming, cheeky and engaging, Maike van den Boom shares her first-hand knowledge, stories that touch and wisdom that moves her audience forward. Her clients include non-profit companies, medium-sized businesses, large corporations such as banks and insurance companies as well as numerous family businesses from Germany, Austria, Sweden, the Netherlands and Switzerland. In her keynotes, she shows the success factors of the countries that have long been where we want to be in terms of modern working. Maike questions the way we interact with each other in our culture. In her eyes, only companies and a society based on humanistic core values can achieve both: Happiness and Success.

Topics (Selection):

- Happy despite the crisis - The virtual keynote
- Happy people - Happy companies
- No Risk - No Luck!
- Future of Work
- Happiness & Sustainability