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# Happywork: A Business Parable About the Journey to Teamwork, Profit, and Purpose

*Chris Reimer*

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"HAPPYWORK SUCCESSFULLY MAKES THE CASE FOR  
A BETTER WORK LIFE. YOU CAN'T IGNORE THIS BOOK."

— Peter Shankman *author of Nice Companies Finish First*



## HAPPYWORK

A BUSINESS PARABLE ABOUT THE JOURNEY  
TO TEAMWORK, PROFIT, AND PURPOSE

CHRIS REIMER

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**Chris Reimer : Happywork: A Business Parable About the Journey to Teamwork, Profit, and Purpose** before purchasing it in order to gage whether or not it would be worth my time, and all praised Happywork: A Business Parable About the Journey to Teamwork, Profit, and Purpose:

2 of 2 people found the following review helpful. Charlie... You sly son of a gun. ;-)  
By Jason Donnelly  
How many times have you got to the end of a management book and had tears in your eyes? Let me answer that for you, zero

times. There is not another management book out there that hits as hard as this one. Actually, there's not another management book out there LIKE this one. It's written like a novel but somehow just slams information into you over and over again. The last management book that I had an emotional connection to like this was *Who Moved My Cheese*, and we all know how that book goes... Chris has done something special here and I honestly believe that everyone who works, anywhere, should read the book and truly think about the possibilities of a happy workplace. Shouldn't our 100,000 hours in the office be spent smiling? 2 of 2 people found the following review helpful. Give me your cynical, your jaded masses. Send me your uninspired. Happywork will lift the golden lamp.... By Glenn Beckmann Those who know me, would be surprised (maybe even shocked) that I LOVE this book from first-time author, Chris Reimer. My life experiences have led me to the prototypical cynical, jaded, distrustful outlook on businesses and, to a lesser extent, life. But Happywork is a truly inspirational parable about what many of us desire from our workplaces. Not a place to punch the clock, keep our heads down, have a piece of really bad birthday cake once a month and to lose a good portion of our lives. Instead, a place that is engaged at maximum warp, with management and employees embracing the differences that make each of us unique. Chris' book is a parable, meant to teach that there is a different way. It is not heavy-handed, however. It's an amusing tale that uses completely over-the-top stereotypes of business characters we all are very familiar with. The disengaged CEO/boss. The brilliant and hard-working, but overlooked guy in the factory. The mid-level executive Nazi who overcompensates for fears and insecurities with pure evil. The conspiring CFO. And on and on. Happywork, weaves all of these characters into a light and fun story: a fictional company, Vunnori, Inc. is staring into the abyss of its very survival, with bankruptcy mere weeks away. Sam Maslow, a turnaround consulting specialist, is brought on to save the day. With his proverbial "business" toolkit at his side (cost reductions, layoffs, plant closings, product slashing, budget reductions, etc), Sam moves into a temporary office at Vunnori and begins the strangest month of his life. Not the least strangest part being the old guy in the mail room at Vunnori, Charlie. He becomes Sam's sounding board, mentor, confidant and life sherpa. Sam's journey through Vunnori puts him neck deep into the most dysfunctional company you can imagine. Soon he realizes that his old toolkit isn't up to the task for turning around Vunnori. He needs something else. And he finds it. And as he finds it, he finds himself becoming something else. Finding true joy and fulfillment at the job. With a truly fun plot twist at the very, very end. You'll find Sam's character at the very beginning to be an annoying one, but you can see cracks in his veneer. Cracks that Charlie wedges open, permanently, for the world to see. I found myself laughing out loud during some parts of the book. And tears rolling down my face at others. Chris has hit upon the nerve that so many of us have long given up hope of seeing - a nerve (hope) that tells us the work place should not only give us a pay check but nurture us to be more today than we were yesterday. To be part of creating art. Even if we are just making widgets. Plus, there are Seth Godin and Chris Brogan references in Happywork. How could one NOT like a book with those guys in it? 2 of 2 people found the following review helpful. Questions, answers, dialog By Brett Miller If you are a fan (student?) of the writings of authors like Dan Pink or Seth Godin and any number of others, this book is not for you. Which is not to say that you shouldn't buy it, read it, learn from it, and share it, because you most definitely should. What I mean is that Happywork is custom made for those who don't (or won't) read a "business book" because it is a bunch of "warm fuzzy stuff" that doesn't have any practical business value. Which, by the way, perfectly describes Sam, the consultant brought in to save a struggling company. "Slash costs, bottom line, lay people off, bottom line, efficiency efficiency people just need to suck it up and work harder bottom line blah blah." This is the approach Sam comes in with (no spoiler there!) to turn things around. Until he realizes he can't, not with that approach, because this company is just too messed up. Enter Charlie, the wise old mail room employee, who channels Socrates brilliantly as he engages in a wide ranging dialog with Sam that helps Sam see the light. And that, to me, is the genius of Chris Reimer's story telling here. He doesn't just bombard with facts, doesn't just engage as a case study with a here's what they did and here's what happened. Instead, he takes the ideas and knowledge that has been shared by many others, along with some of his own creation, and packages it in a way that makes you think. Chances are, you will be thinking of the same questions that Sam comes up with, and Charlie will be there with an answer. But not an "answer" in the sense that the question is done, but an answer that keeps you pulling the threads of all the questions that answer raises.

In Happywork, Chris Reimer introduces an ambitious, professional consultant named Sam, who specializes in company turnarounds. Sam succeeds by "compartmentalizing people, streamlining processes, and creating systems of control." He wastes no energy worrying about human emotions—he gets results. Drawn into an urgent assignment at Vunorri, Inc., a manufacturing company facing foreclosure, Sam's confident spirit is suddenly shaken. A career quiz from an unlikely source, impossible employees, and scandalous dealings at Vunorri cast doubt on Sam's qualifications and test his ability to perform. Against the suspense-building backdrop of a 30-day bank deadline, Reimer reveals a truth many people ignore—unhappiness at work hurts employees and employers. The colorful characters and practical advice comprise a thought provoking piece of revolutionary motivation for corporate America. Delivered with wit and packed with profound sentiment, Happywork offers you truth—the way we work is broken, our priorities are out of order, and now is the time for colossal change. Apply

these simple methods immediately, and experience a better work environment and life today.

"Happyworknbsp;is an avant-garde fable about all the absolutely worst companies you could ever imagine rolled into one. Believe me, if you have an issue with your workplace, it's in here. But as you may have guessed from the title, this is an upbeat book. Chris Reimer does a fabulous job of laying out the principles for making work a decent -- nay, a great -- place to be."nbsp;--Daniel H. Pink, New York Times Bestselling author ofnbsp;To Sell is Humannbsp;andnbsp;Drive