

## Q & A with Nataly Kogan, Co-Founder and Chief Happiness Officer of Happier, Inc.



### So, Nataly, what are some things that make you happier?

- Making art or cooking with my 9 year old daughter
- Watching movies with my husband, which we've been doing since college
- Wearing crazy rings - the bigger and funkier the better
- Eating croissant ends, steak, cherries, pomegranate and really thick Greek yogurt (hopefully not together)
- Walking in NYC, which is forever my American home, even though we now live in Boston

### What word makes you happier?

I use AWESOME a lot. Some may say I overuse it but I disagree. From all the possible words to use frequently I think it's a pretty great one.

**What's the worst piece of advice you've heard about being happier?** That it's a shallow goal. But it's not. There are very real benefits to being being happier -- for example, you're 50% less likely to have a heart attack, you get sick less often, and you can be a lot more productive at work. And happiness is contagious: if you're happier you'll make the people around you happier, too. If everyone shared a little happy, imagine how much better the world would be!

### Being an entrepreneur is stressful. How do you keep your sanity and stay positive?

- *Walking.* For me it's like breathing. Every morning I get up really early and go for a fast 3-mile walk. Some people meditate sitting down, I walk to do it.
- *Yoga.* I picked it up a few years ago when I realized that going to the gym and lifting weights and being on those machines was making me unhappy. I fell in love. I do Vinyasa with an incredible teacher who has become a friend and I love my Saturday hip-hop yoga class. Jay-Z and Warrior 1 are an awesome combination!
- *Great meals with friends.* I am a huge foodie and I love to eat. I also cook a lot, it's my creative outlet. So I love having a bunch of people over and cooking up a storm and all just sitting there, eating a lot and drinking good wine.
- *Taking a no-phone day a few times a year.* This is HARD but it makes a huge difference: A few times a year I'll be totally offline, no phone or computer, for 24 hours. My team is incredible so I can do this and not skip a beat and I find that doing this isn't just good for me, but also leads to a lot of great ideas for Happier.