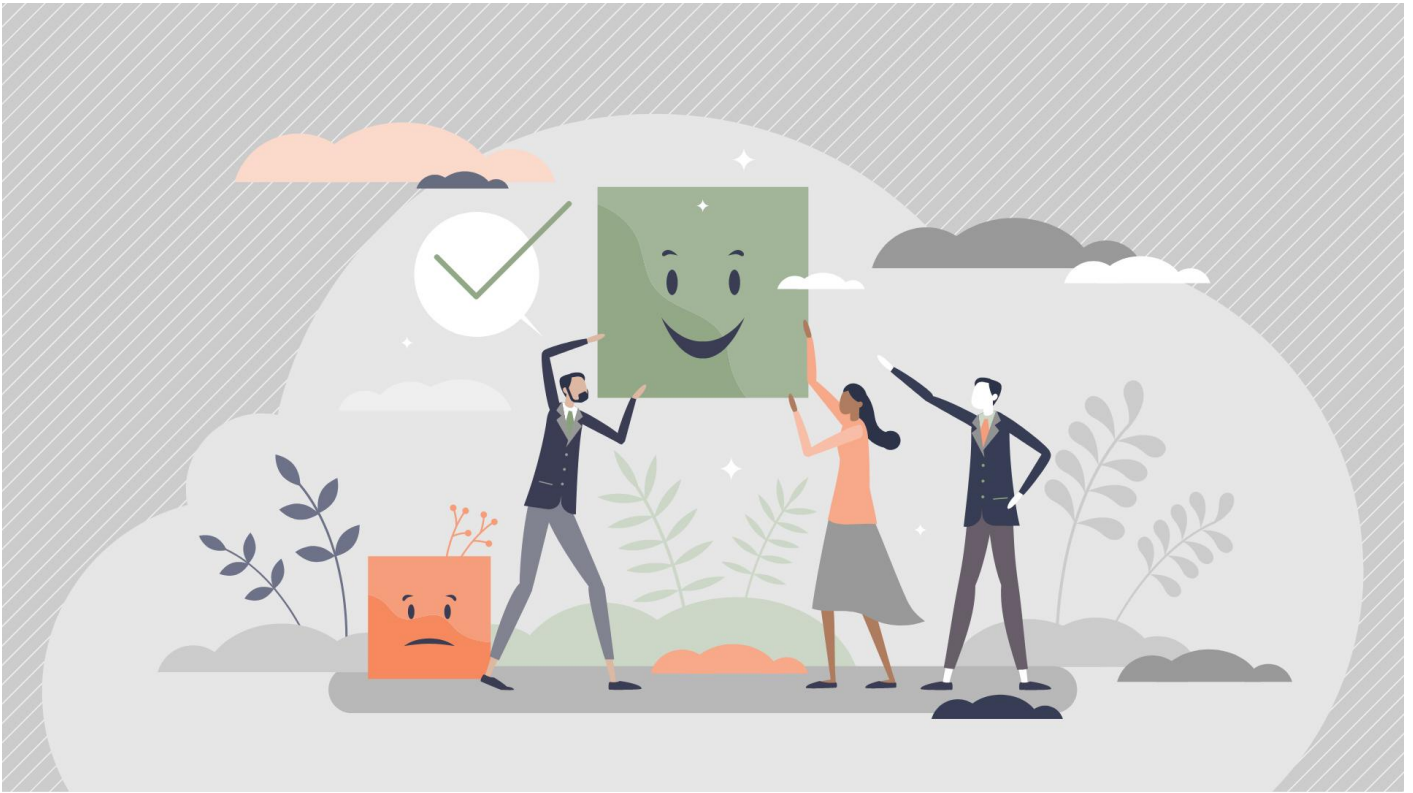


Do you want a happy life? Why not chasing success can help you



What can lead you to having a **happy life**? Fame? Money? Achieving great success? For **Raj Raghunathan**, a researcher from the University of Texas at Austin, the answer is simple: **No**.

The marketing professor at the [McCombs School of Business](#) took part in **Wellbeing 360**, an **event** that brings together leaders in the area of **wellness**, which is organized by **Tecmilenio**.

For [Raghunathan](#), pursuing **success at all costs is something to be avoided** if people desire a **fulfilling life**.

*"Happiness increases success, but if you're not careful, **success can also decrease happiness**,"* believes the expert.



If you're looking for a happy life, avoid these attitudes

According to **Raghunathan**, **success can sabotage happiness** through factors he has termed "sins" that he advises avoiding.

- **Don't seek more control and power**

Successful people get used to exercising power over others and it becomes necessary to acquire more and more power.

"No one likes to be controlled by somebody else and that's the main reason why no one likes people who're seeking more power," says the researcher.

- **Don't fall into the superiority trap**

Raghunathan, who also wrote the book [If You're So Smart, Why Aren't You Happy?](#) explains that **when you're successful**, richer or have higher status, you're likely to seek more and **see other people as inferior**.

This "sin" is **fueled by ego**: when other people deal with them, they tend to continually flatter them. *"That gets into your head, feeds your ego, and you fall into the delusion of superiority,"* he explains.

*"People perceive those who believe they are superior as **despots**, and **nobody wants to be with someone like that**,"* he highlights.

- **Don't make distinctions between people**

Money buys exclusivity, that's to say it **enforces a distance between people**.

*“For example, a rich person has a home cinema, a swimming pool, a gym, and this creates a distance from others, **thereby reducing the chances of meeting other people** because everything is at home,” he explains.*

Another example is exclusive or VIP areas, which highlight the distance between different people. The researcher says that, ultimately, this ends in **loneliness**.

“Happiness increases success, but if you’re not careful, success can also decrease happiness.” - Raj Raghunathan

7 tips to be happier and more fulfilled

If success is not synonymous with happiness, then what can we do to find a balance between happiness and success? Raj Raghunathan summarizes it in these 7 attitudes:

1. Don't seek to **control** others, but rather **yourself**.
2. Seek mindful experiences or activities that only allow you to **compare yourself with you**.
3. **Prioritize your relationships** in such a way that you can spend **more time with your family and friends**.
4. Be **kind** to **others**.
5. **Trust** other **people**.
6. See the **positive side** of different **situations**. Even if they seem negative, they could be positive long term.
7. Have **faith**.

Raj Raghunathan: a guide for happiness and fulfillment

Raj Raghunathan's work brings together psychology, behavioral science, decision theory, and marketing to document and explain the interrelationship between emotions and consumer behavior.

He teaches a **free online course** on **Coursera** called [A Life of Happiness and Fulfillment](#), which is based on his research.

He has also spoken on this topic in conference settings such as [Talks at Google](#) and in TED Talks. Some of the themes he covers are:

- [If You're So Smart, Why Aren't You Happy?](#)
- [A short course on happiness](#)
- [Raising Happy Teenagers](#)

More about Wellbeing 360

Wellbeing 360 is an annual event organized by the **Tecmilenio Institute of Integral Wellbeing Sciences**.

“We’re very proud that this is probably the most important event focusing on global wellbeing issues and that it bears the name of Tecmilenio University. Furthermore, we’re linking it with Tecmilenio’s 20th anniversary celebrations this year,” highlighted **Rosalinda Ballesteros**, director of the Institute.

This year’s event takes place between October 17 to 20, in a hybrid format, and includes participation by experts such as **Robert Quinn**, **Kelly McGonigal** and **Marisa Salanova**.

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