



DELIVERING THE EXPERIENCE OF HAPPINESS



Mike Duffy and the Happiness Hall of Fame made a disabled homeless man's dream come true in 2017. Zach (lower right) was born without the ability to stand upright. Mike arranged for him to visit the field before a San Francisco Giants home game, where Zach received gifts and met Giants legend Will Clark and other players.

WHAT MAKES YOU HAPPY?

Professionally, maybe it's helping clients reach one of their financial goals, or seeing how your business has grown in a given year. Personally, maybe it's listening to your favorite band, or spending a quiet weekend at home with your family.

But how do you share your individual happiness with others? Mike Duffy, LPL advisor and CEO of Happiness Wealth Management in San Carlos, California, has spent years focusing on this very question.

"I'm a news junkie because of my profession," says Mike, who joined LPL in 2018. "But so much day-to-day information is negative that I found myself searching for an antidote to the bad news."

That antidote emerges in his philosophy on helping his clients and living his life: the pursuit—and sharing—of happiness.

"My vision is a wealth management firm where we listen to people's hopes and dreams—really listen," he says. "When we do a financial plan for a client, we make sure they're happy with the result. There's nothing better than a smile on a client's face when they realize they can achieve that dream—whether it's a second home, security for their children, or a philanthropic gift."

Mike encourages people to write down multiple purposes to their life, whether it's being the best husband, best father, or best advisor to your clients. Then make progress toward that purpose. In his case, he celebrates people and organizations who make others happy through the Happiness Hall of Fame, which Mike founded in 2011. Notable inductees include boxer Muhammad Ali, whom Mike got to know in the years before his death; football hall of famer Jerry Rice; singer Dolly Parton; Mother Teresa's Missionaries

of Charity; the San Francisco Giants; and many others.

The Happiness Hall of Fame also includes homeless outreach. Mike goes out six mornings a week to find homeless people and start a personal friendship. "It's important that people on the streets know that they are loved, they have a friend, and their life is worth living," he says.

"The reason I chose LPL as my broker/dealer is its commitment to independence, which allows me the freedom to carry out my mission," says Mike. "My incredible clients deserve the best wealth management company in the world. LPL helps me deliver that."

Mike gives 10% of Happiness Wealth Management's net profits to charity. He encourages other LPL advisors—in the pursuit of happiness for themselves and for their communities—to include a program that focuses on charitable giving and helping other people.

"My sustainable formula is $P + P = H$," he says. "Purpose plus progress equals happiness. Returning resources to the community offers a sense of purpose, and watching people benefit from that delivers progress. That's where the happiness comes from."

Happiness isn't a destination, but a journey, according to Mike. His journey has included writing five books, and this spring he will be teaching a course to the faculty of Stanford University called "Fearless Aging."

"In a world of robo-advising and no-load funds, the personal touch in our firm is invaluable," he says. "We can counsel clients to live their best lives and encourage them to use their resources to bring happiness into others' lives." ■

Learn more about Mike's vision at www.happinesshalloffame.com.