

Wellbeing @ Facebook

**Ambiguity, change & resilience at the
world's most faced-paced company**

Stephen Scheeler | Former CEO, Facebook ANZ

Play video...











Ship Love







Joining
Facebook....



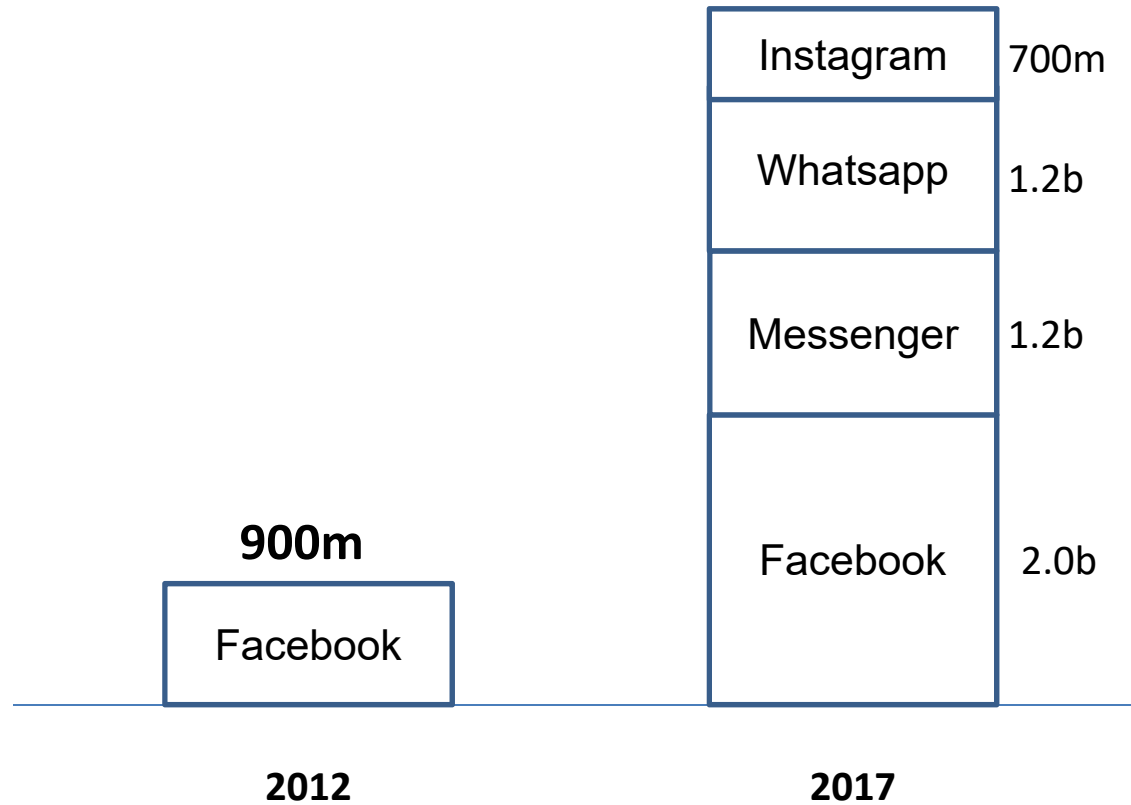




**Living in the
hyper growth
forest...**

In only 5 years...

5.1b



Facebook's Rise

	2012	2016
Revenue (US\$)	\$1.58b	\$27.6b
YOY%	+40%	+54%
% from mobile ads	15%	84%
Facebook users (MAUs)	0.9b	2.0b
# of advertisers	1 million	5 million
Market Capitalisation (US\$)	\$60b	\$500b
Fortune 500 Rank	#482	#6

Two life-threatening pivots...



Mobile





home search browse invite help logout

Mark Zuckerberg's Profile

Harvard

My Profile

My Friends

My Photos

My Notes

My Groups

My Events

My Messages

My Account

My Privacy





Study where you want.

Earn a degree at University of Phoenix Online.



View More Photos of Mark (181)

View All Mark's Friends

Send Mark a Message

Poke Him!

Add Mark as a Friend

Report this Person

Status

 Mark isn't receiving Facebook texts right now.

Harvard Friends

145 friends at Harvard













 Ryan Boyko

 Dan Sichter

Information

Account Info

Name: Mark Zuckerberg [add to friends]

Networks: Harvard Facebook San Francisco, CA August 14, 2006

Basic Info

Sex: Male

Relationship Status: In a Relationship

Residence: Ireland

Birthday: May 14, 1984

Hometown: Dobbs Ferry, NY

Contact Info

Email: mzuckerb@fas.harvard.edu

Personal Info

Activities: lots of facebook

Interests: information flow, exponential growth, nintendo, meditation, driving, writing, making things, social dynamics, domination

Favorite Music: green day, franz ferdinand, weezer, fall out boy, my chemical romance

Favorite Books: mostly biographies and textbooks

Favorite Quotes: never run out of ammo.

About Me: i make things that increase information flow between people.

Education Info

College: Harvard

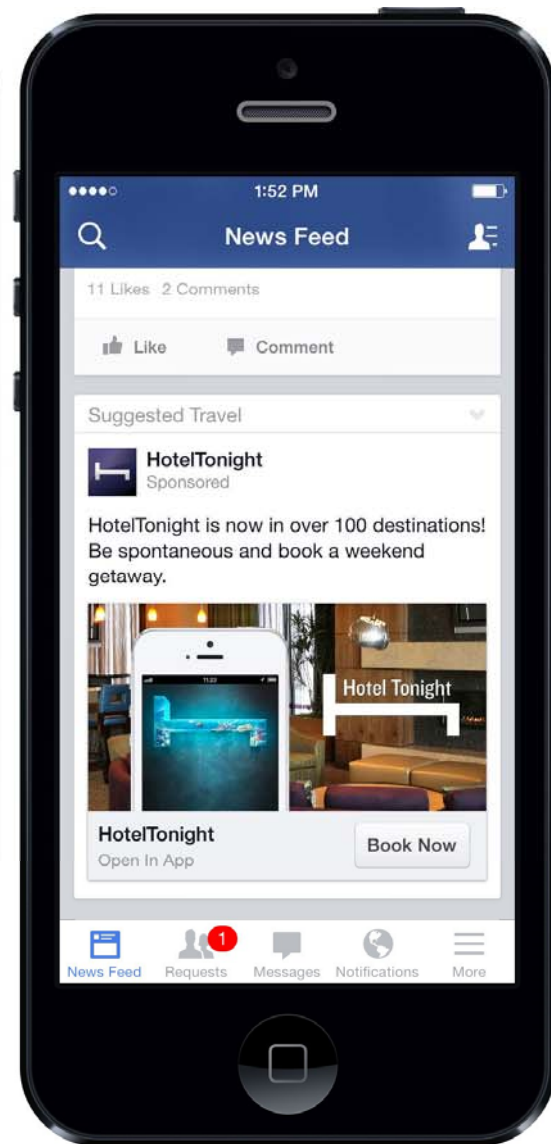
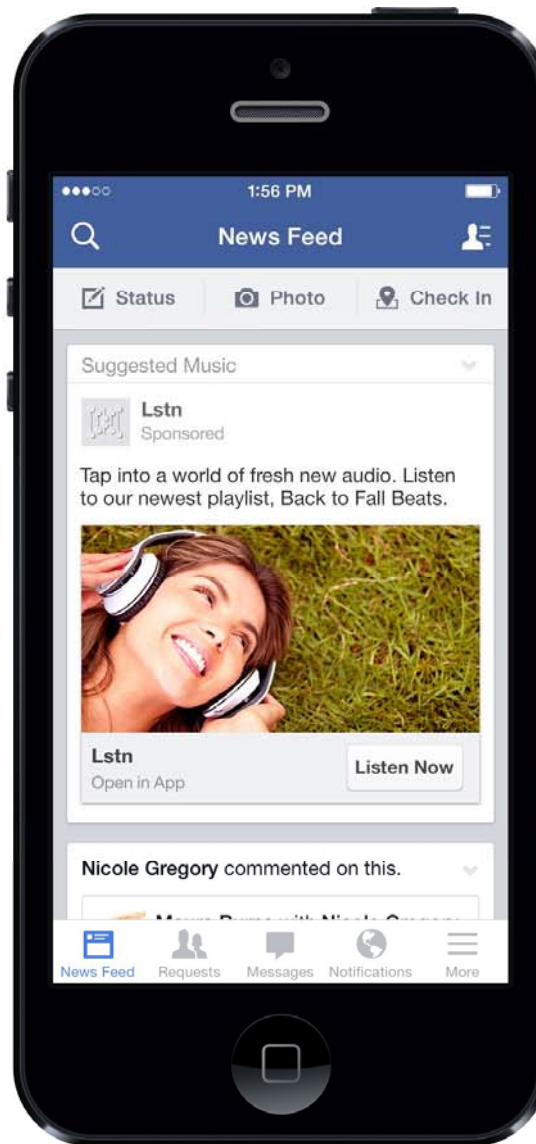
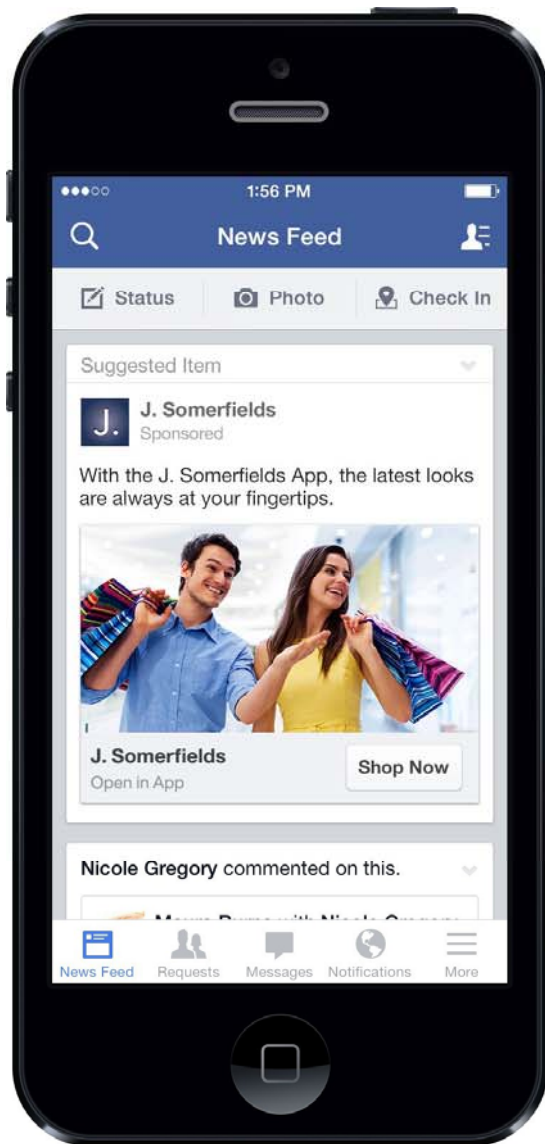
High School: Phillips Exeter Academy '02

Work Info

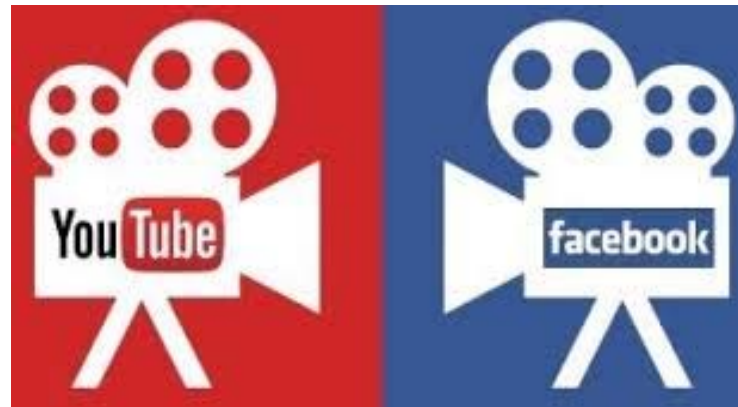
Company: Facebook

Time Period: 2004 - Present

Description: i like making things.



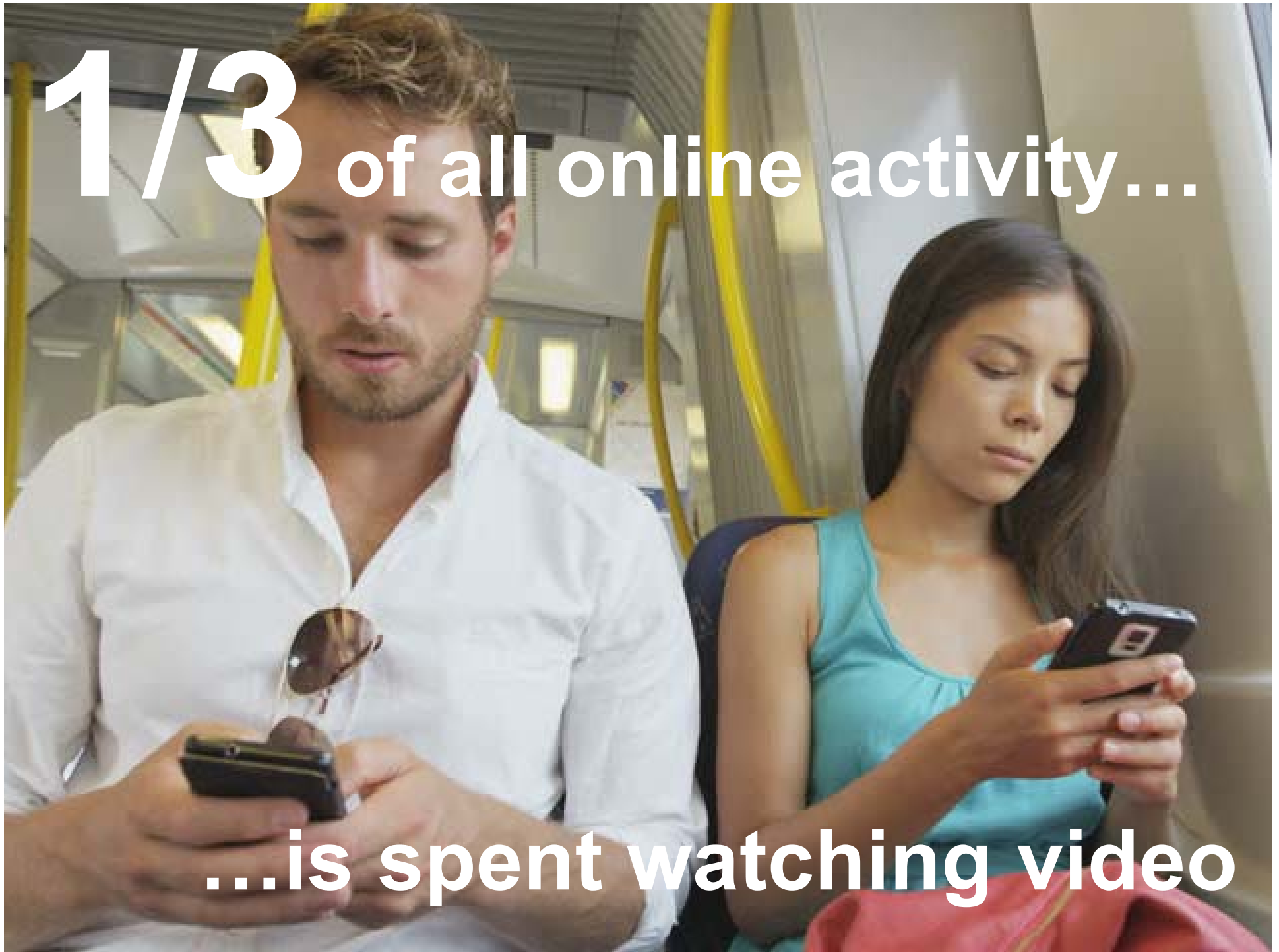
Two life-threatening pivots...



Video

1/3 of all online activity...

...is spent watching video





Values

Facebook's 5 Core Values | **1. Be Bold**



Facebook's 5 Core Values | 2. Focus on Impact



Facebook's 5 Core Values | 3. Move Fast



Facebook's 5 Core Values | 4. Be Open



Facebook's 5 Core Values | **5. Build Social Value**



Purpose + Impact + Autonomy

>

Ambiguity + Change





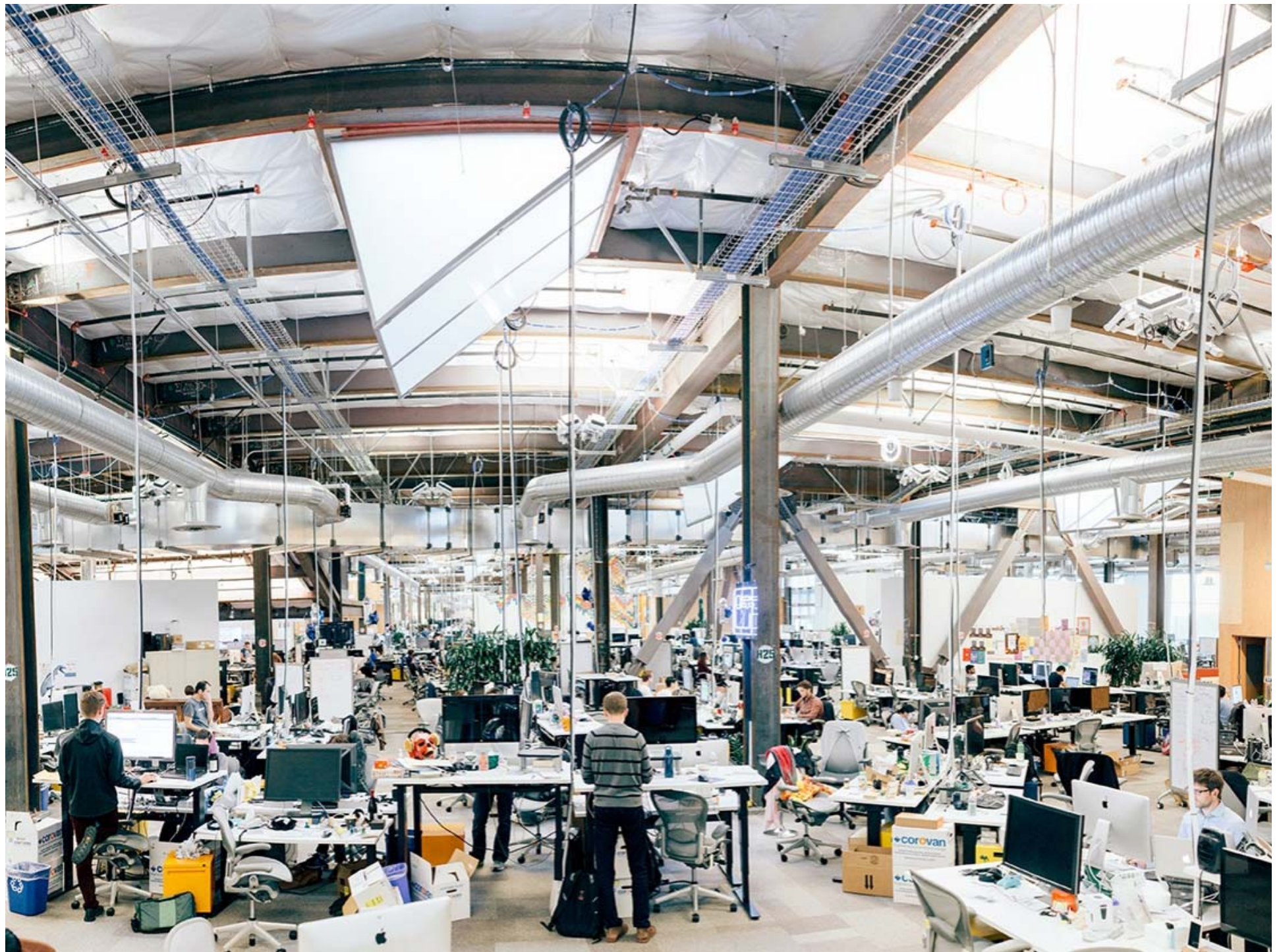
“OMS”



Bring your whole self to work. I don't believe we have a professional self Monday through Friday and a real self the rest of the time. It is all professional and it is all personal.

— *Sheryl Sandberg* —

facebook



DON CLIFTON

Father of Strengths Psychology and
Inventor of the Clifton StrengthsFinder

STRENGTHS BASED LEADERSHIP

STRENGTHS

LEADERSHIP

GREAT LEADERS, TEAMS, AND WHY PEOPLE FOLLOW

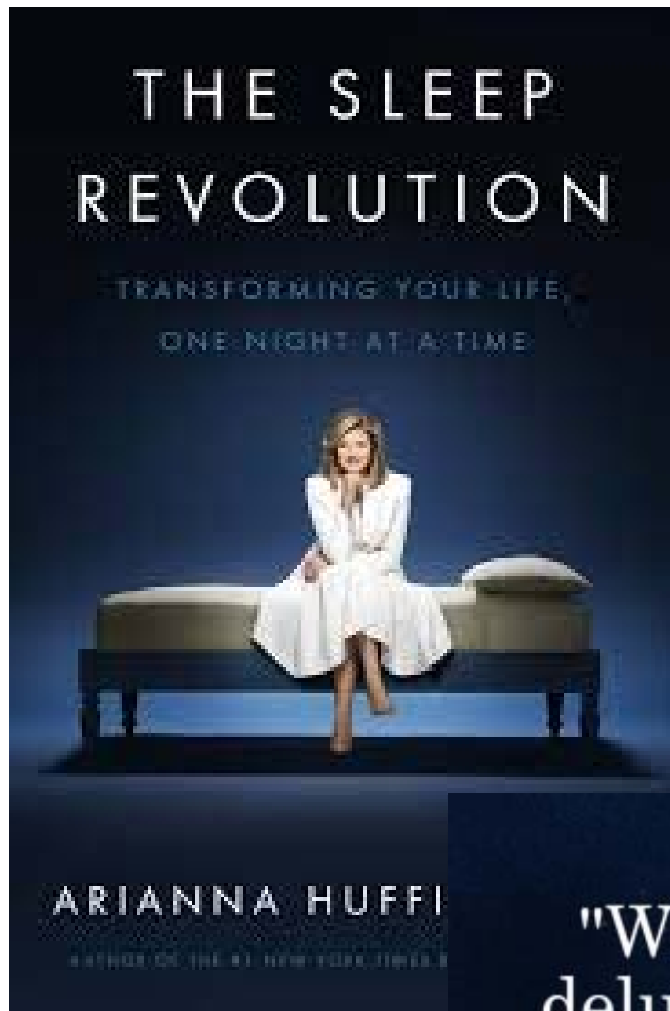
FROM GALLUP

TOM RATH

GREAT LEADERS,
TEAMS, AND WHY
PEOPLE FOLLOW

**Physical
Mental
Emotional**





"We are living under a collective delusion that somehow burn-out is essential to modern success."

Arianna Huffington, founder, Huffington Post

The Current

fuel

- Work-life integration
- Non-work goals
- Cultivate energies
- Personal-Family-Team-Company

fuel

- Food
- Fitness
- Creativity
- Fun
- Quiet, air
- Flexible working
- Pat/mat leave
- Return to work
- Recharge
- Fuel
- Pulse

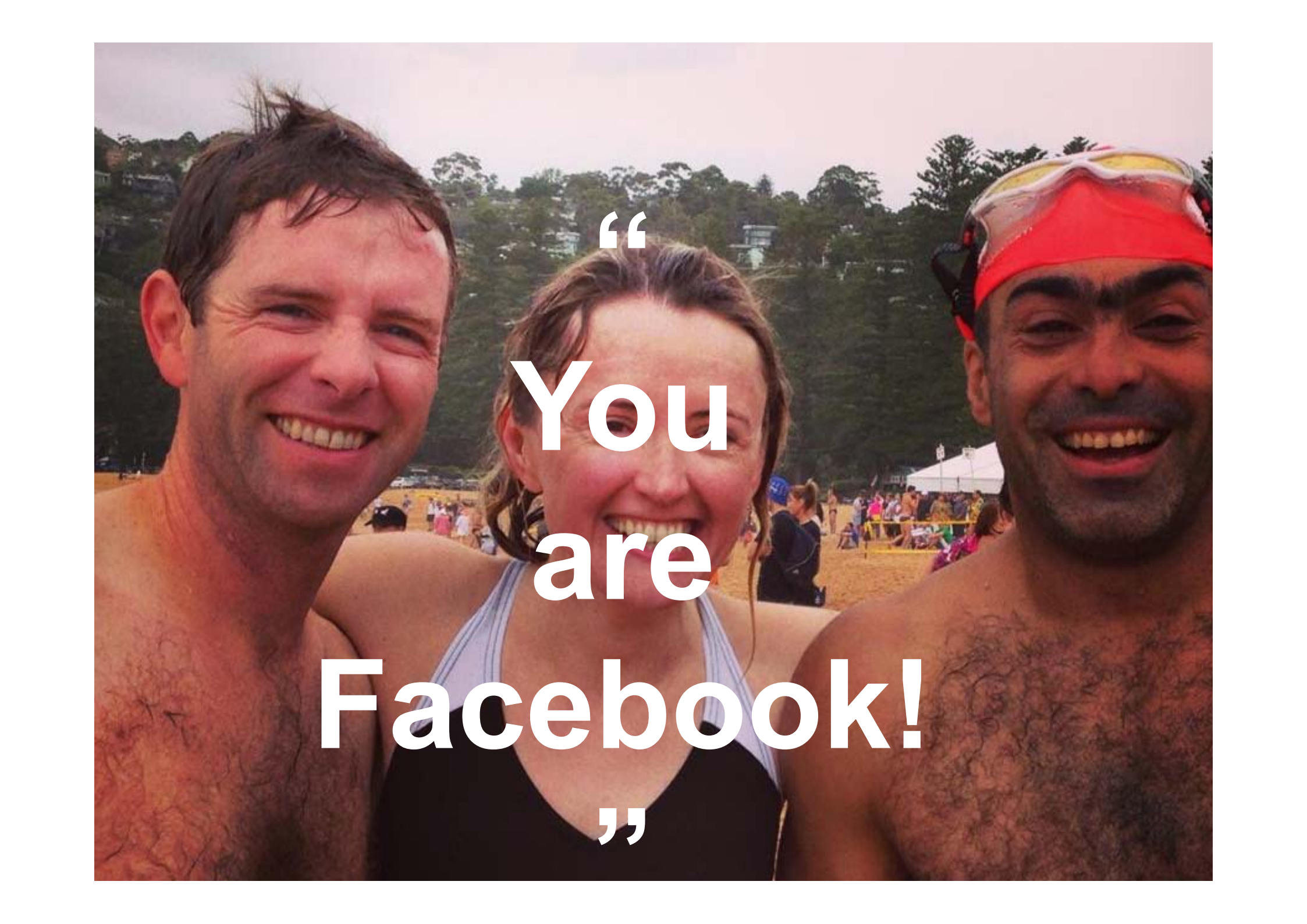


DON'T
MISTAKE
MOTION
FOR
PROGRESS

EVENTUALLY
EVERYTHING

Shared Resilience



A photograph of three people smiling at the camera. On the left is a man with short brown hair, shirtless. In the center is a woman with wet, curly brown hair, wearing a black and white striped halter top. On the right is a man with a beard and a red swim cap with goggles, also shirtless. They are standing on a sandy beach with a crowd of people and trees in the background. Overlaid on the image is the text "You are Facebook!" in large white font, enclosed in quotation marks.

“
You
are
Facebook!
”





1968 - 2013

facebook

1 Hacker Way





**KICK THE
SHIT OUT OF
OPTION B**





Thank you!