

# AMERICA'S "JOY DEFICIT"

## -A GROWING PROBLEM FOR BUSINESS-

*Expert Insight & Timely Advice for the Post-COVID Era*

Feeling down, lackluster, or unenthused? You're not alone. It's been described as an insidious low-grade depression from a year of widespread social deprivation and burn-out. Many have accepted this mild melancholy as part of the new normal and it's lingering under the radar, not serious enough to prompt medical care or change.

**According to Barry Shore, America's "Joy Deficit" has major implications for not only for personal health and wellness but also for business and the economy.**

*"Even before COVID, the issue of mental health at work had reached such proportions that it was dubbed the \*trillion-dollar taboo.\* The pandemic has amplified what was already a costly crisis..."*

...says Shore, a Mental Health Activist and Serial Tech Entrepreneur with TWO multi-million dollar exits and THREE issued patents. Known as **"The Ambassador of Joy"** Barry was afflicted suddenly with a crippling disease that left him completely paralyzed overnight. But his decision to use this experience to re-make his life and the lives of others has opened a unique opportunity to find JOY in living regardless of circumstance.

Burnout, stress, and depression (even if low grade or mild) affects people in all industry sectors and it has large, tangible financial and economic costs: higher turnover in the businesses that are most affected, higher healthcare costs, and, of course, lower productivity.

*"In the age of COVID, economic decline, and social unrest, joy may seem like a lofty ideal...but it is NOT unattainable, and it is not just for woo-woo self-help enthusiasts. Joy is that special quality that makes one Healthier, Wealthier, and Wiser. It's needed now more than ever. It's good for the body, and good for the bottom line in business..."*

...says Shore, whose ridiculous success (in business, philanthropy, and his amazing health recovery) is matched only by his infectious enthusiasm and tireless effort to make a difference in the world. He spreads not only joy but also strategies to manifest it and use it for personal wellness and professional success.

**But how can you be joyful when there is so much sadness?**

Shore says, *"We choose to be joyful. It is choice, not chance that determines our destiny."* One strategy that he recommends is to cultivate a habit of gratitude and to S.M.I.L.E. (See Miracles In Life Every day.) Harmonizing a network of kindness in the workplace is especially important for first impressions and general customer contact. This positive attitude is tangible and fosters a harmony in the workplace, increasing productivity and employee retention.

### \*\*\*\*\*MEDIA INQUIRIES\*\*\*\*\*

Barry Shore is available for interviews, articles, and can provide commentary. Please contact:

**Barry Shore** [barry@barryshore.com](mailto:barry@barryshore.com)



### TALKING POINTS (FOR INTERVIEWS / ARTICLES)

- Insight to America's "Joy Deficit": How Pandemic Melancholia Will Impact Business & the Economy
- The Fascinating Link Between Joy & Entrepreneurial Success: Why More Businesses Need to go "M.A.D."
- Joy in the Workplace: How to Manifest Joy & Use it for Professional Success
- Tips to Increase Happiness During Times of Stress
- From Quadriplegic to Successful Entrepreneur & Ambassador of Joy: Barry Shore's Incredible Story

### ABOUT BARRY SHORE:

Barry Shore **"The Ambassador of JOY"** is a Serial Tech Entrepreneur, Philanthropist, Speaker, Author, and Podcaster. In 2004 he became a quadriplegic overnight from a rare disease but his journey to regain mobility pushed him to go "M.A.D" (aka to Make A Difference). To that end, he created the **JOY of LIVING Institute™** and **Keep Smiling**, a movement that's reached multiple celebrities and distributed millions of "Keep Smiling" cards worldwide. Shore has also built several philanthropic platforms including **Changebowl**, which was written about in **Oprah Magazine**. Shore's nationally syndicated radio show and podcast, **The JOY of LIVING**, is heard globally with over TWO MILLION downloads in just 19 months. His forthcoming book **"The JOY of LIVING: How to Slay Stress and Be Happy"** will be released in 2021 and it reveals 11 strategies for living in joy, daily.

**FOR MORE INFORMATION VISIT:**  
[www.BarryShore.com](http://www.BarryShore.com)