

HAPPINESS



Fact Sheet

Happiness U is a Hawaii-based organization dedicated to helping individuals and teams gain clarity, shift perspective, and navigate change with confidence. Through trainings, coaching, and signature tools, we support self-leadership, holistic growth, and alignment in life and work.

Mission To provide solutions that guide individuals and organizations through challenges and into their next level of growth.

Founded 2013

What Sets Us Apart **Hawaii-Based. Globally Trusted.**

With ongoing clients such as McDonald's, Gap, and Walmart, our holistic approach meets the evolving needs of modern organizations.

Master Your Superpowers™ – Personality and Team-Building System

Our psychometrically-validated assessment reveals elemental strengths and communication styles, and our training enhances self-awareness, leadership, and team dynamics.

“AliceAI” – A Digital Extension of Alice’s Guidance

Members of our Happiness U Hui gain 24/7 access to AliceAI, an interactive coaching experience modeled after Alice’s core teachings and real-life sessions.

Whole-Life Perspective

We take a holistic approach to professional performance and personal well-being, offering tools that support individuals across all areas of life.

About Founder Alice Inoue

Alice Inoue is a nationally award-winning author and life expert with over 25 years of experience helping people navigate change. As the founder of Happiness U and author of 10 books on mindset and life wisdom, she’s known for her ability to turn complex concepts into real-life guidance.

Innovative Achievement

Alice has created a psychometrically-validated, white paper credentialed personality assessment and training system, featured in her award-winning book, **Master Your Superpowers** – utilized by local and by global organizations.

Corporate Well-being

We collaborate with organizations of all sizes to enable positive culture shifts, increase engagement, and reduce workplace stress. With over 40 life-relevant training topics, we offer perspective-shifting insights and provide actionable tools for teams to thrive in today's dynamic environments.

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Personal Well-Being


The Happiness U Hui is a paid membership-based platform designed to support individuals on their journey of self-growth and well-being. Offerings include in-person gatherings, on-demand courses, live classes, and 24/7 access to AliceAI. Topics range from mindfulness and purpose to relationship harmony, stress relief, clutter-clearing, and more.


Explore membership details at happinuessuhui.com

Expanded Expertise

In addition to programs led by Alice Inoue, Happiness U works with a curated network of facilitators—including doctors, chefs, wellness experts, and educators—who can be brought in to support custom trainings and specialized content needs.

Online and Social Media

 yourhappinuessu.com
masteryoursuperpowers.com
aliceinoue.com
happinuessuhui.com

 [LinkedIn: linkedin.com/in/aliceinoue](https://linkedin.com/in/aliceinoue)

 [Facebook: facebook.com/YourHappinessU](https://facebook.com/YourHappinessU)
[Facebook: facebook.com/aliceinouelifeguidance](https://facebook.com/aliceinouelifeguidance)

 [Instagram: instagram.com/happiness.university](https://instagram.com/happiness.university)

Address and General Contact

Alice Inoue Life Guidance, LLC dba Happiness U

560 N Nimitz Hwy, Suite 220

Honolulu, HI 96817

Phone: 808.436.8234

Email: smile@YourHappinessU.com

Direct Contact

Erin Ushijima Yoshikawa, Operations Manager

Email: erin@yourhappinuessu.com