



## Conscious Business: Corporate Management

January 8, 2012: by Russell Elrod

Conscious Business is a true awareness of business as alive with energy. It is the sensing of business living wholly as the collective of its parts, with the interactions, decisions, and intentions driving it. A [recent study of 766 CEO's from around the globe by Accenture](#) states that "In spite of the recent economic downturn, an overwhelming majority of corporate CEOs - 93 percent - say that sustainability will be critical to the future success of their companies." Business sustainability is the action plan of conscious business. While the origin of conscious awareness in business may come from anyone within your company, it is the leaders and managers that create cohesiveness at the company-wide level. While participation from everyone is important, the involvement of managers is essential. Extraordinary and effective Corporate Managers are those who live, work, and nurture with an awareness of life.

While Corporate Managers carry wide responsibilities, they cannot create sustainability alone no matter how effective they are. A new perspective on an old saying should now be, "surround yourself with consciously aware people, and you will make consciously aware decisions". Wayne Visser, CSRWire contributor, [comments](#) "At the organizational level, leaders must catalyze change for sustainability through a suite of actions, including innovation, empowerment, accountability, closed-loop practices and collaboration". Knowing what to do is deeply rooted in knowing why things are. Organization follows awareness. The success of a company is in its being, not in what it does.

The primary principle behind Conscious Business is the awareness of how "energy" flows through business in the form of ideas, intentions, emotions, people, resources, materials, operations, policies and procedures. Indeed, it is relevant to every thought, in every department, by every person in the company; and beyond including consumers, suppliers, investors, media, industry, governments, and so on. The outcome is continuous company improvement in purpose and intention, strategy and management, communication and interaction, efficiency and profitability, people and resources, operations and production, brand and marketing; while *simultaneously* nurturing people, environments, cultures, industries, countries, and the planet. The nurturing aspect of sustainability flows in every direction. You receive what you give. Conscious Business is seeing the big picture in every detail and the details in master plans. But it's also allowing for unknown potential to germinate by trusting that the universe is by design and follows its own rules. Conscious Business is collaboration and co-creation, and everyone plays a part. To be engaged in it is to release doubt and fear.

Corporate Management is the organization of individual(s) within a company whose role is to co-create and supervise the company's main objectives and intentions; and even better to the department or responsibility to which they are most passionately connected. The decision to move your business towards conscious business sustainability is a decision not to be taken lightly. First, you need

to know what "business sustainability" is and is not. For instance, if you are only looking for ways to make your company more profitable and/or sustain through economic challenges, then you've misunderstood the concept. But don't worry. It can be challenging to wrap your head around. For the intention of sustainable business extends far beyond the borders of your company, and the pathways start deep within each employee and stakeholder. Of course, sustainable business will increase profitability and sustain challenges if collaboratively utilized, but this is byproduct of the intention and not the primary purpose. *The purpose of conscious business sustainability is to nurture life by increasing awareness at every level, including operations and procedures and psychology and emotions; then applying action plans at every level that are sustainable to the world physically and metaphysically.* It involves the fundamental elements of a company with the intention and purpose to create and sustain a healthy business.

Conscious business awareness creates opportunities to remove blocks that lead to greater prosperity, profitability, efficiency, and purpose. These opportunities are the responsibility of everyone. Everyone is just as important as another, with an equally important role and purpose in the company. There is no individual in a company who is a better person than another. We may be individually more adapted to do the things we are each passionate about, so we may be better at doing some things than others. But everyone is valued equally. A part of corporate responsibility is nurturing employees towards their passions, and applying their inspiration to support the higher vision.

In traditional business, management was considered a "top tier" job. "Working our way up the corporate ladder" was a common objective or goal because it was believed things were better at the top. However, in Conscious Business, corporate managers are not at the top of the ladder, because there is no top or bottom of a company. It is not better at the top because every level is a best place for the right people. Take care not to feel you are better than someone who works for you as an employee. Management is a passion to help others, within a company, through the company, and for the planet. If you make the role about you and for you, then you will miss the many growth opportunities from others because you will not be looking in their direction, but rather at yourself.

A good corporate manager does not expect employees to mindlessly follow procedures. A good corporate manager guides an employee towards mindfully knowing their specific responsibilities, within the context of the company intention. A good manager encourages employees to think for themselves. Yes, really. Don't get me wrong though. This doesn't mean the employee has the right to do as they please. Your encouragement is for them to increase awareness of their job and take responsibility for their connection and how important it is. It is greatly beneficial to all for them to feel they can freely express ideas of which only they know from their experience doing their job. It is the manager's job to be the cohesive glue that inspires the best potential in everyone to nurture, rather than forcing everyone to comply with what they think is best. This enables an employee to continuously improve the performance of themselves, thus the performance of the whole company, and ultimately of the company to the planet.

Corporate Managers are not rulers or dictators. Contrary to traditional beliefs, they don't make the rules that determine how a company exists. One cannot control the nature of business, but one can influence a business in nature. Corporate Managers are guides with whom employees put their trust to unify the company's vision, intention, and purpose. The universal laws of nature determine how the company exists. As a Corporate Manager, you influence how the company flows with an awareness of how things flow in the universe.

Often times in a company, particularly in larger companies, employees are not where they need to be. For whatever reason, they are not happy about where they are in job and career. This could be anyone in a company, including you. Therefore, they may not take any particular interest in the company's vision or purpose whatsoever. A risk is that a manager does nothing about displacement. In worst case scenarios, they have destructive intentions against the company. They create blocks. Do not judge them or blame them for they are simply dealing with their own fears, egos, and challenges. They need support just like everyone else. This may come in the form of rehabilitation, relocation, or elimination from the company. It may be in their best interest to facilitate change and perspective. A good corporate manager should always consider the vision of the company, but should also be caring to individuals that are not in alignment with it.

Consider looking at your company naturally, as part of nature (which it is really). In other words, your company will operate and prosper best when it flows with the laws of nature. In the past, business was expected to be confined, planned, contained, and managed within the boundaries of this box in order to avoid conflict. But a company is more dimensional and fluid by nature, like air and water. Business will move along a path of least resistance easily. When it encounters blocks, things become more turbulent. Creating boundaries with expectations may inadvertently create obstacles and disharmony. The Corporate Manager's job is to understand the nature of conscious business, how the energy flows, and guide employees to apply their passion and skills to their part of the company's vision and intention.

You are perfect in your Higher Self, and you are human as well. Inevitably, we create blocks and obstacles. But having the awareness of experience, in the moment, will help you manage around blocks and obstacles better. It's more productive to say, "I am, I can, and I will" in an awareness moment than to say, "I should have, could have, or would have" looking back. When you make mistakes, don't blame yourself or others, or judge right or wrong. Just remember that mistakes are not failures, but rather learning experiences for wisdom that we perhaps wouldn't have learned if we didn't have the experience in the first place. There is always something positive to see in a situation. There is always something to be learned, retained, and shared with others. The sharing of wisdom, with nurturing intention, also spreads awareness that creates nurturing opportunities for the company, beyond and within, as well.

Conscious Business is an awareness that we've been growing into for decades. It encompasses green business, corporate social responsibility, business sustainability, corporate psychology, and much more. They key is that everyone is part of the solution, not just the CEO's, strategists, and managers.

There are simple steps to begin integrating Conscious Business practices, but the first step is intention. Open your heart and mind. Intend to make your company, yourself, your role, the best potential it can be, beyond any expectations. There are companies like [HorizonPath Corporation](#), [The Presencing Institute](#), [Waking up the Workplace](#), and [The Conscious Business Institute](#) that help transform traditional business to conscious business. There are many paths but a common goal. Just remember that action follows intention. It is a gradual process that follows. Just start to learn and feel. This is the path to our sustainable future.

*This article is written by Russell Elrod, [HorizonPath Corporation](#): Co-Creating Conscious Business Practices for Employees in Sustainable Seeking Companies*

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