



Conscious Business Financial Management

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When we connect with a company in any way, we consciously associate it with the products and services that they offer, and our desire for them. On a conscious or subconscious level, we also experience a *feeling* about that company that is beyond what they can provide for us. Even if we don't desire the product or service, we still receive an impression of that company. The energy of the company *intention* affects us either way. This energy is similar to what we feel from other people, our families and friends, and our culture. It's not only about what they can provide us, but rather what we feel from them in our connection to them. We feel something between love and fear. The same is true in business with a company. [Business Psychology](#) and [Consumer Behavior](#) are not new topics, but observing the effects of energy, or essence, moving *through and as a company*, is a relatively new perspective. Although we can't measure it yet, many accept that this energy or essence moves through the universe physically and metaphysically at the quantum level by universal design. To create company prosperity on the metaphysical level is simply to love and care. To manifest company ideas and intentions on the physical level, we need Conscious Financial Management.

If we are familiar with a company, we have an emotional response to their collective products, services, values, people, ethics, and company intentions. If we are unfamiliar with the company, we have an emotional response in *how* we connect with it. Traditional belief is that the products or services, or marketing and sales strategies, are the elements that *portray* these feelings to consumers (*they tell you what they want you to feel*). Compare to humans who sometimes try to appear what they are not. The true nature of a company is in its being, what it really is. It is a life force of its own, made up of all the wisdom and resources connected to it, much like the living cells that make up our human body. When we connect with a company in any way, we are touched by an immeasurable energy that emanates from its collective consciousness. We connect to a company just like we connect to a family. It is not how a company is *portrayed*, but rather how a company *is*, that connects it to the world. So the purpose of your company should be to attract sufficient cash flow to sustain your nurturing products, services, and operations that connect with the world.

Financial Management is essential to creating momentum in your workplace. The flow of money is a primary purpose of Conscious Business. If a company is not financially operational, it is not effective because it cannot sustain momentum. If *nurturing* business intentions is the key to business sustainability, then cash flow is the power to turn that key. However, take care not to let profitability overshadow what may be better for mankind. A major concern with industry today is that many companies refuse decisions that are better for everybody, for those that are more profitable for them. This is company ego in action, and creates more problems than solutions. Steve Jobs speaking, [origin unknown](#), states "that even a great brand needs investment in caring if it's going to retain its relevance and vitality." Without caring intentions, profitability will inevitably do more harm than good, and likely

create stress, turbulence, and anxiety. A healthy company is reinforced with positive cash flow and accountability that *nurtures* its intention to support life and the planet.

As a Conscious Business Financial Manager, your job is more than just making the company money. Your ability to observe the energy behind financial intentions, and how and why money is transferred through the company, will enhance your ability to improve the company's *Triple Bottom Line*. (TBL - People, Planet, Profit) All financial decisions affect the company's bottom line, affect the people that are connected to the decision, and affect the environment in which the decision is made. In fact, through all of our interconnections, all financial decisions affect everybody and the entire planet to some degree. To observe this, we require a growing conscious awareness of our thoughts and emotions, and how we see the world in the moment. But we shouldn't lose sight of what inspires the company to fulfill its purpose. The mission of any company should be to serve the needs and desires of their stakeholders, through their specific passions and capabilities, to the greatest good of everyone. This is the social and ethical responsibility of conscious business.

The observation of cash flow within a company is necessary for the company to recognize patterns, expand opportunities, and reduce risks. As a Financial Manager, you have a bird's eye view to see prosperity or destruction in financial decisions, and the ability to quickly collaborate with those who can act on your awareness. [The Economist](#), in the article "[Triple Bottom Line](#)", states that "In some senses the TBL (*triple bottom line*) is a particular manifestation of the balanced scorecard. Behind it lies the same fundamental principle: what you measure is what you get, because what you measure is what you are likely to pay attention to." Good advice in that we increase the potential with what we put our attention on. However, I disagree with their assumption that, "Only when companies measure their social and environmental impact will we have socially and environmentally responsible organizations." Traditional thinking suggests that companies have to justify every action with statistics. The likely reason is to determine whether an action is highly profitable or not. But like we can't quantify with data the value of love in our family, we can't always measure the benefits of conscious business either. But it still exists. And we still need it. Many social and environmental connections are very difficult to measure effectively. This is why we take small steps forward when there are financial investments. But we shouldn't stop the pursuit of harmony simply because we can't quantify it.

Consider that we don't need to justify every action to know that it is a better decision for all. In some cases, it may be just the attitude with which decisions are made that affect the outcome. For instance, if a company donates to a charity, and genuinely feels care to support the cause, then they will attract the same caring intentions from others. If the reason for giving is simply to obtain a tax break without really caring for the cause, then they will attract others with the same selfish intentions. We may not be able to measure the effects of attitude, but we can certainly feel the effects of it. We can measure profit, but we can't always measure everything that contributes to it. We must strive to nurture our conscious awareness in every moment, the thoughts we express, and the actions we take in the workplace. To take a hands-off decision making approach to accounting is like paying the bills of your family with no concern over how the money is spent. As a Financial Manager, you have insight and

influence with the life blood of your company. If your company provides financial services to clients, then you are an important part of their company too.

Every company is a sub-component of its environment, industry, culture, country, and planet; made up of all its employees, ideas, materials, processes, operations, suppliers, distributors, and more. The nurture or destruction at all levels is all linked together by the flow of money to some degree. The key thing to be aware of is the energy released by financial actions, which carry out the intentions for which they are set in motion. Giving or receiving, it matters. Communicate your financial awareness throughout company departments. Seek channels of collaboration. If you are unfamiliar with the concepts, start learning about conscious awareness and conscious business. There are many resources available and growing. As a Financial Manager, you are in the heart of your company, monitoring and regulating the cash flow life blood that moves through it. The health of your company is very much related to the intentions you put forth in your career. And the joy of your career is very much affected by the intentions of your company.

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