



Conscious Professional: Communication

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Communication is the most important tool in business. We can have great ideas that go nowhere without telling others about them. We can have the best products, but will not sell any without relating them to consumers. We can have the most efficient processes and procedures, which are fruitless without the interaction from employees. There is no doubt to the necessity for communication. Its value can be very rewarding, but also challenging because of the vast diversity of ever-changing factors that have influence upon it. However, we have infinite potential to create the environment around us through communication. We are not victims of our environment. We are participants in our environment.

Communication is an awareness and skill that every professional should focus on and nurture. It's not about learning to act differently in different situations. It's about being authentic all the time; developing an instinctive conscious awareness of your feelings, words, expressions, and energy; *and* recognizing how communication comes to you from others, how you interpret it, and how you react to it. Communication is very dynamic and powerful. We live in an invisible field of changing communication energy that we both influence and are influenced by. When we nurture the energy that surrounds us through our communication, we increase the degree of joy, gratitude, satisfaction, hope, inspiration, and love in our environment. When we diminish the energy that surrounds us through communication, we increase the degree of sadness, worry, criticism, blame, anger, revenge, and hate.

One of two things happens when we communicate. We have an awareness of the impact of what we say, *or* we have no awareness of our impact. We may be conscious *or* unconscious to the thoughts and intentions that drive our communication out to the world. Intentions may serve everyone including ourselves, *or* serve only our personal selves. Perspective may be from only our self, *or* as everyone in our environment. We are always directly interacting with the energy fields of those around us. We are part of the universal energy field that is a collective of everything. In other words, the world does not revolve around you. We exist together.

When observing our communication, we must recognize that it is deeply rooted in the experiences of our lives. Everyone develops personalities, personal egos, and emotional tendencies. When we identify and recognize them, we can nurture or release them over time to create a better environment. Perhaps ironically, this comes not in listening to what we say, but in recognizing what we feel. Our thoughts affect what we feel, and what we feel affects what we say.

So what can we actually do to nurture business communication? The [Chopra Center](#) gives some good advice that expands on the work of psychologist Marshall Rosenberg. *"The key principle of conscious communication is making it as easy as possible for another person to meet your need by asking for the*

specific behavior that will fulfill it.” However, we must recognize both our own tendencies, and those of whom we are communicating with, in order to know how to nurture communication in that moment. We mold our authenticity to the situation. The process involves awareness, identification, responsibility, re-evaluation, and nurturing.

Within the business environment, it is helpful for a conscious professional to become familiar with conscious business from *their* perspective towards their *specific* responsibilities; with an awareness of their connection to the whole company. This also enables change to happen while working. This helps the knowledge worker quickly adapt to conscious ideas, practices, and awareness within the context of their job. [The HorizonPath Project](#) is an example of such a tool designed to help companies create conscious benefits much easier by involving everyone in the solution. It is designed to facilitate effective communication and operations through conscious awareness in the workplace.

In an article from [PsychologyToday.com](#) entitled *Social Intelligence, Authentic Relationship and Conscious Communication*, Michael J. Formica suggests that we build the skill of *Holding Space*. *“When we began to recognize that our social relationships do not revolve strictly around us, but are interpersonal, interactive and transactional, we begin to develop a deeper social intelligence and, from there, have the opportunity to develop the skill of holding space. Holding space means taking into account another person’s vulnerabilities, tendencies, and positionality, and learning to respond to that, rather than react.”* When we take the personal emotional charge out of a situation, we release our ego-centric tendency to see communication strictly from our point of view.

When we remove from communication the competitive ego-driven tendency for attention, control, and power, and replace it with a collaborative co-creation of workspaces; the energy of the work environment increases in vibration, creates inspiration, reinforces teamwork, and diminishes delays, blocks, and obstacles. It’s a gradual process that will always have challenges because it is so dynamic. Conscious Professional Communication doesn’t happen overnight and is never fully achieved. It’s a process of awakening and embracing an awareness of seeing the world from outside of ourselves, while acting from ourselves, to our collectively created environment. There are numerous methods and practices for effective communication; too many to mention. Whatever tools you employ, if you observe your Higher Self and Lower Self (ego) separately without judgment, and also not judge that in others, you will recognize what nurtures effective communication and what diminishes it.

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