

Consciousness - the New Paradigm for Surmounting Global Management Crisis

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Abstract

In creating this new World Order based on the fundamentals of Universal Law of Spiritual Oneness, the Management Sciences have to rise to the occasion, accept the responsibility, spiritualize the system and grow from within to manifest the infinite potentials of human excellence.

This article embodies the principles of the ascended masters who realized the wisdom and enlightened the world. It is a tribute to their teachings and also an endeavor to fill the ethereal space with a positive note for the trying time ahead.

Introduction

Management touches every sphere of human endeavor and dates back to the earliest dawn of human civilization. It is no surprise that the word management is coined with “Man” as the focus ... Man, the prime co-creating resource in the process of Cosmic manifestations.

As man has evolved in his states of consciousness, the unknown principles of universal mysteries have lifted their veil and have become accessible to him, helping him to add more and more abundance to life, to move out of a life of poverty and dearth to a life of affluence and abundance. In the last three centuries and particularly in the last few decades, the world has seen an incredible feat of management science in creating excellence in every facet of human endeavor, offering to the largest number of a densely populated world, comforts and amenities that were hitherto beyond the reach of the common man.

Science and technology joined hands with the ever-evolving management principles with the objective to make the best technology available to the masses. We see scientists, dedicatedly absorbed in finding ways and means to help humanity while probing into the subtlest fibers of the universal texture of creations. At the same time, we see Management Gurus delving into diverse aspects of man, material, land and capital to bring them together into such a harmonic relationship that the efficiency of each factor of production and distribution is at its peak.

Globalization – Expanding Horizons through Elimination of Boundaries

Nothing remains restrained for long within the frontiers of individual nations. Gradually the borders have dissolved, and what has emerged as a direct contribution of this great

revolution in the management world is the concept of 'Global Village' and Globalization. Humanity is seen as a global community where all can share the best.

Management, as a science and art of the evolving pattern of industrial production and distribution, is seeing newer interpretations every passing day, enriched by the experience and growing awareness of the ever blossoming human potential.

Yes, we have come a long way from the agrarian society to a highly sophisticated, mechanized industrial society. Along with this ever expanding and growing technology boom, the schools of management sciences have grown in such large numbers all over the world. Gone are the days when a bright student in India would think of either becoming a doctor or an engineer. These were the two best professions. With time, management as a career has become the most sought after! Today, even engineers go through the portals of management schools and equip themselves with this highly specialized branch of knowledge to allow themselves to do their jobs with far more efficiency and excellence. The highest paid jobs, which were ones monopolized by engineers, technocrats, doctors et al are now no more for them. Such jobs are now a monopoly of the Management people. Paradigms have shifted because management is imperative; it's inevitable because its absence would only cause disorder and chaos, confusion and delay, more appropriately, colossal waste of resources at every level.

The idea that we should have plenty for all, and that we should be able to maximize profit have led to the inevitable feat of mass scale production in anticipation of demand. Automations have taken over in every sphere of industrial activity, reducing the dependence on man and increasing standardized production of goods thus leading to competitive pricing and a global phenomenon of consuming more and more. This encourages the concept of "use and throw".

With such an escalating supply, people are tempted to demand more, they buy more and thus greed outdoes need. Needs could be met. But, greed is insatiable! An obvious greed evident, both on the part of the seller and the buyer. In India, we can see this shift so conspicuously, when all the traditional religious and spiritual values, ethics and morality are being bartered off for a momentary sense of gratification. The technology and management have jointly emphasized on material happiness as the sole goal of life thereby causing an eventual erosion of human values. Now profit and money have taken over the reins of every community and pushing the age-old ethics to the back seat.

The Global Restlessness and Mounting Stress

In a world blinded by the illusive potency of the mind (Maya), humanity seems to be in a mad rush to appease the hunger for quick pleasures. Both industry and managerial sciences are working hard to help people satisfy the craving of the flesh thus overlooking the starvation of the soul that cries in the core of each human being unheard and uncared for. The

symptoms of **global epidemic of stress** and life-style diseases like diabetes, hypertension, to name a few, tell us that something is wrong somewhere! Why with such amazing development in most countries in the world, with such excellence of managerial miracles, people are clueless about the falling curve of happiness and peace both in the individual life as well in the family and humanity at large?

There seems to be restlessness, which is no longer local, but a global phenomenon, where people are frustrated with every system that has been tried in the name of bringing happiness to one and all. From 'occupy wall street' to the mass upsurge in the Middle East all such happenings around the world, speak volumes of how the mighty systems of capitalism, socialism, and every such 'ism', under the sun seem to have miserably failed to keep their promise. The capitalism and the corporate culture did deliver goods at the bottom of the pyramid but the cream of wealth has always been scooped by a fraction... the privileged ones, sitting at the apex of the pyramid!! This widening gulf between the filthy rich and the teeming population of undernourished, poverty stricken, underprivileged people has not only brought a disastrous inequality in the distribution of wealth but has also spelled the curse of violence and terrorism, crime and conflicts, complete chaos from top to the bottom. We can see how everything is inter-related. This is much like the Domino Effect. One card crashes and all the subsequent cards crash one after the other. Similarly, one blunder right at the initial stage creates subsequent blunders!

It is the managerial efficiency, the intellectual power of the modern management which, on one side, created the present world where people are enjoying the fruits of technology and mass production encourages on the other side, a blind following of the dictates of a mind engrossed in the material pursuits. This has created business leaders, corporate CEOs devoid of the simplest values of human life. This is possibly the very reason why the world witnesses countless corporate scams...these scams which embody ethical frailties. Don't such failures question the very foundation of the Principles of Western materialistic management? Don't they scar the human mind and its faith on Management Systems?

There seems to be only one thing that has value today, and that is more money and more profit and more pleasure!

The Environmental Disaster: Cause of Global Concern

Look at the environment around us. We have more than we need, but at what cost? Resources are exploited to sustain the big sharks of the world. Those who care for Earth, the environment, the next progeny and the happy co-existence of all the species on Earth are concerned about Mother Earth's tenacity to bear the atrocities of selfish profit making businesses. How long can she go like this, how long can we go like this, and what are we going to offer to our next progeny? A world bereft of rain forests, and robbed of pristine nature and wildlife?

Western Management principles are based on results, objective performance oriented methods that reduce humans to workers, man to robots. The subjective life of love and fellow feeling, compassion and forgiveness is waning as man chases the mirage of money and vanity of social status. The ego is taking over and the soul is dying.

The Role of the Ego in Management

Yes, we need the ego, for without ego, where is the individual? The perception of individuality stands out only when one feels a sense of separation from the rest of the cosmos. The sense that projects my separate identity from that of a tree, is my individuality, is precisely my Ego. All motivation comes from this individualized self that is Ego. It is instinctive for it is rooted in the survival instinct. You can trace the animal in its very core.

It is essential that we give the benefit of doubt to this most controversial figure – the Ego. Most people nourish it for it delivers performance. There are others who find fault with it for it creates all discriminations and divisions; it always tries to win at the cost of anything for it wants itself to be identified as a “distinguished entity”. For such a towering Ego, winning becomes important, the end becomes important but the means becomes a matter of bare significance. Possibly the father of Alexander the great, the Greek hero, could only impregnate this heroic egotism in the womb of Alexander's consciousness to the extent that he could only dream to be the supreme emperor of the world. It is this untreated, ever concentrating Ego that turns into Megalomania, which harbors a lecherous desire to be powerful, to win either by hook or by crook. This is Ego, the most deceptive thing that is perennially played by the mind as a trick to show the unreal as real and the real as unreal. It is a cloud that creates a veil, showing only the material, physical reality of the external world and shielding from the vision the ability to see the non-physical in the physical, the non-local in the local, the energy that is at the root of all that is manifested.

This unchecked Ego blinds a man and turns him against himself. He competes with everyone under the sun, he strives to be the best and even when he outperforms the rest of the world and wins in the literal sense of the word, he loses respect in the eyes of the one inside him...his Self! He plummets headlong into a chasm of ignorance. Although he does not realize this initially but he certainly pays for his Karma.

Then, is the modern materialistic management science plagued by this deceptive force to the extent that ethical, moral, eternal values are being sacrificed just to win a business? Is it just about ascending the ladder of material success, without being least bothered of what one leaves behind? If that is the guiding force then we are yet to see more and more of such bursts, of scams and corruption that will kill the very heart of managerial time tested ethos.

Then comes the all pervasive, blatant question that - What is the gift, the corporate leaders are giving to the society, to the humanity at large? You can give that which you have. Only a man of illuminated character can gift the energy of his illuminated soul to another. If only

money and status rule the world, each system would get serially corrupt. Of course, there is nothing wrong with money per se, or material per se, for they are the gifts that we are here to share and enjoy. It is the greed and hunger for more and more control and power that bring disaster to the individual and to the society at large. Corruption comes out of an insatiable thirst for power. Power blinds, corrupts further till it reaches to the point of self-destruction. The history of the past and the present both testify the veracity of this insight.

Heart and Time: Two Scarce and Unrecognized Things of the Modern World

Two things are becoming scarcer in the world of materialistic utopia, one is the heart, and the other is time! In a material driven managerial practice, man's physical needs are of paramount importance while the heart starves for its food, for it has hardly the time to connect to the sources of its natural delight. A young executive of a multinational corporate says, "I have not seen my child playing, for I always see her sleeping. When I come home at mid night after work, she is asleep and when I rush out of home for the office, she is still sleeping!" The greatest challenge is to strike a work-life balance. So much is talked about it, so much is written, creating heaps of information, but the imbalance continues. The heart longs for the simplest life where it could be itself and enjoy the small delights of life like playing the piano or singing or just watching the golden ball of the morning sun rising, listening to the twittering birds, or just being without the mask!

Let us try to identify a definition of Happiness, of true delight. Quoting William Blake, the poet, Happiness is –

"To see a world in a grain of sand,
And a heaven in a flower,
To hold Infinity in the palm of your hand
And Eternity in an hour!"

But time demands the deadlines to be fulfilled, the job to be done anyhow. The work that was done by ten persons ten years back, is now handled by one person, hence, the deadlines are not only stressful but at times nerve shattering. Of course, technology has eased the work to an unimaginable degree but the burden of job responsibilities on one's shoulders is also becoming exponentially heavy.

I am afraid to say that the present day man is more mechanical than machines. Thanks to technology, and thanks to the success of the management science for the widespread propagation of technology. But, with the impending collapse of the political, economic and social systems all over the world, the element of fear of the uncertain, the fear of global catastrophe is looming large and it is not just an imaginary negative vision, but is substantiated by the most successful environmentalists, pragmatic thinkers and visionaries from across the world.

So, what is the solution?

Connect to the Source Within

We need to understand that science is coming closer and closer to the Wisdom of the Indic seers and sages of the Vedic heritage, the oldest in the recorded history of mankind. The treasure trove of perennial philosophy in the Upanishads that holds good for both theists and atheists need to be incorporated in each sphere of management. The man has to first and foremost discover the essence of his own existential principle. He has to be a seeker first. Seeker of not just the superficial transience of the changing world or of peripheral matter, but of the core within, the Source, from which emanates this vast infinite Cosmos, in which earth is almost an invisible dot. Ruminating on the high mighty theories of the Universe is not enough. One also needs to realize the Universe within himself.

If the word management starts with the syllable of **MAN**, then let the search for the new paradigm of managerial philosophy begin with Man, his purpose on this planet, his infinitely intelligent cellular body, his infinitely powerful mind with its infinite range of emotional textures.

How to create a social order, a system of organization that helps every human on this planet to be a free soul born to explore his own dreams without the fetters of politics, religions, shallow economics, social dogmas and creeds? How managerial training could be based on not just a mechanistic grooming to be a robot to produce, deliver and die but to practice through all thoughts and actions such principles, which are time-tested values of humanity of love, gratitude forgiveness and collective wellness, and in the process, manifest the infinite potential of Divine Consciousness? How managers would not just manage man and material but learn to manage the greatest resource that is human resource without exploitation and allow them to grow more as a man, man with conscience and man as a worshipper of Work for the happiness and peace of the self and for the world?

Development of Man has to be the Focus

Yes, the focus has to be not just expanding the horizons of Business Empire, but also encompass the development of man. Man has to be developed first. And the developed man is a blessing unto one's own self and to the organization. Developed man is the evolved man who sees the possibility of growing into a great leader, without having to resort to unethical practices. A developed man would never ever cause any damage to himself or to the organization he serves.

This development process is essentially spiritual, a process of inner divinization, an inner transformation, for we only reflect the matter that we have inside. We just mirror our inner to the outer world. Materialistic sciences or management theories and practices push the man away from the inner to the outer, from the Center to the circumference, from the soul to the senses. He becomes like the musk deer searching frantically the source of the enchanting

fragrance all over the jungle to ultimately find that it is emanating from its own naval.

“Develop leaders” is the current clamor in organizations across the world. But, what sort of leaders? Transactional or Transformational? A transactional leader believes in barter system. He would entice his subordinate to work in exchange of monetary incentives, in exchange of a vain social recognition. A transformational leader, on the other hand, would help his followers, his subordinates to realize the potential within themselves, the potential that shall unlock the doors of every possible success. Such a leader loves his followers. He believes that “Love” is the ultimate power to win everything. He facilitates his subordinates to grow, to explore, encourages in them a child like inquisitiveness so that they may learn and unlearn better. Earning remains a matter of tertiary importance. Learning matters because it helps to evolve.

Thus, the call of the hour is to develop such transformational leaders who would work selflessly, who shall have no vested interests, who will aim for better people and thus a better organization.

The Paradigm Shift is from Management by Materialistic Objectives to Management by Consciousness

The Business Schools and Corporate Houses have to realize that mere material abundance never brings happiness in life, it is just 10% of what causes happiness in individual life, while the rest 40% is the mind-set, 50% is hard work that can transform the animalistic instincts to intuitive creativity of human genius. The universities have to re-organize their curriculum not to create pleasure hunting robots, but educated human beings who function from their Inner Source (the **Human Resource**). True education does not confer ego and false self-image but rebuilds a person to be the light, to be the source of inspiration for others, to be the very expression of the Indwelling Atman, or the Spirit Eternal.

Consciousness is the light of the Soul. It is the essence of all that is. It is at this pre-space, the modern physics stumbles in awe to observe the quantum level of unmanifest and manifest in a continual dance of creation and destruction, nay continual dance of infinite forms and formlessness. The waves merging into the ocean and rising again only to merge with the ocean. From matter to energy and from energy to matter, an endless cycle beyond time and space! To say in simpler terms, Energy is the formless and matter is the form. Energy is the unmanifest and matter is the manifest. It is the Energy that gets reflected in the matter. One needs to realize that energy...the very core.

The Critical Transition from a Lower to a Higher Consciousness

The world has come to a critical phase; fortunate are the ones who are in this world at this historical juncture of going through a tremendous shift of human consciousness. The explosion of controversies all over the world on the prophecy of the Mayan calendar is due to this shift of consciousness.

2012 is not prophesized as the year of doom. Those who can read between the lines of this prophetic predictions of sages of the Mayan culture, sages who lived in pure harmony with the nature and could decipher the mysterious secrets embedded in nature, the seers who could transcend the linear time or the materialistic vision of myopic eyes, and see the future in the present, would only say that it is an indicator of the juncture when man will have to rethink about everything and initiate a process of restructuring the order of the society. This paradigm shift can only be initiated by the Providence that governs multitudes of cosmoses, ranging from a diverse yet myopic materialistic vision to a spiritual vision, of the Unity in the diversities of life. The one common thread that runs through the countless beads in a seamless process of unification, the inter-dependence, inter-relatedness, inter-connectedness of life as a whole, the Holistic Vision of “live and let live”.

Why do you chase Maya? It's a mere reflection of the Real. If the reflection is this beautiful, then can you ever fathom the beauty of the Real? Can you ever fathom the Power of the Creator of both the Real and the Unreal? And, if He is the sole creator, then do you not think that it is His spirit that gets embodied as the elements of Maya? Thus, each element is merely an embodiment, each element shares the part of the Spirit and thus each element is elementarily identical to each other. This is how the concept of Unity in diversity emerges. And, this isn't an exaggeration or a mere hypothesis; this is what the Vedas have dictated since time immemorial.

How do we attain to that state of consciousness that unites and orchestrates harmony and peace for all species of life for a peaceful co-existence?

This is where the management science has to gear itself for the higher evolution...that is the evolution of consciousness to enfold all aspects of managerial endeavor. The process has started for there is growing awareness all over the world to find ways to Wise Management. Let us see a few of the tools that are coming down to us from the Wise ones who practiced and perfected them and handed them over to us to carry the legacy forward.

1. Meditation

Starting from the workers at the factory to the CEOs, the new paradigm expects meditation to become a mandatory practice for self-development. The practice that would have no religious bias but essentially a process to become more and more conscious of the unconscious and the sub-conscious of one's own mind, and through non-judgmental observation, transform the lower instincts of anger, jealousy, and ingrained guilt into Self-Awareness...a light that can transform all the base material of man's mind to an alchemical magic of intuitive creativity. It will gradually calm down the frantic mind, the to-froing mind and give it a relaxed focus to create magic and become a conscious co-creator of this universal continuum of creativity.

When the mind is calm, its clarity is crystal like. The Higher Intelligence can beam its rays into the crystal like reflecting mind. This is how a lucid mind intuitively receives the communication from the ethereal space. Such a mind doesn't juggle with too many things. It focuses on one thing at one point of time, suffuses its energy to it and delivers its best. Such a mind is ever productive, is ever throbbing with ideas, is ever efficient. This is how Time can be saved and optimum productivity can be achieved.

2. *Mindfulness*

The most successful manager would be the one who is mindful. When anybody learns to drive, he is extraordinarily mindful and alert, but when the person practices on a continuous basis, he needs no mindfulness; it is more of a habit. The same person can talk, listen to music, and do many things while driving safe!! This is how the concept of efficient multi tasking emerges. Mindfulness is to bring the dimension of 'being' into the 'human' frame. Most of us are like unaware sleepwalkers. We do things without knowing, we hurt others without noticing, and when angry we manifest the hidden bestial instincts of violence without being conscious of its consequence. Many managers and bosses do this all the time all over the world. In their unconscious bid to prove the supremacy, they allow the instinctive mind to take over the steering and run the vehicle of mind-body!

Mindfulness is a training that needs to be imparted to one and all if we wish to see an organization as an extension of a genuinely happy and harmonious family. The workers will come to such organization only to enjoy the feeling of an extended family and give their best. They will not work to earn money and leave the company if some one offers them a better price, but they will work to grow in deeper levels of consciousness knowing that the true Doer of all actions is the Infinite Consciousness.

Work, then will be tool to a higher experience of conscious living in harmony with the universal forces. This is the essence of spiritual life. No religious fundamentalism, no man-made differences to belittle the divine potential of the soul but to open the windows of perception to embrace the positive soulful life of celebration. That is the character of the managers of the coming age, the new age that Mayan had foreseen, that the Sages of the East had envisioned.

Conclusion

Buddha said, “Wayfarer, there is no way
The way is made by walking”

There is no definite way, the Management sciences have to adopt and embrace this Spiritual paradigm to start walking and with every step the path ahead will become clearer to the vision. The sages of India sung in the days of yore, “Vasudhaivakutumbakam” meaning that in their enlightened vision they see the whole universe as one family, the whole of humanity

inhabiting on earth as one human family. The Infinite Space is the seed giver father and Earth, the mother and we the children of immortality, sojourning for a short while only to help each other to co-create a world where conflict and violence no longer find their space and we become the instruments of infinite intelligence to create a healthy happy harmonious human family on earth.

In creating this new World Order based on the fundamentals of Universal Law of Spiritual Oneness, the Management Sciences have to rise to the occasion, accept the responsibility, spiritualize the system and grow from within to manifest the infinite potentials of human excellence. The greatest of changes in the history have always been created by a few who could conceive a vision, and work hard to translate that into reality and become the beckons of humanity.