

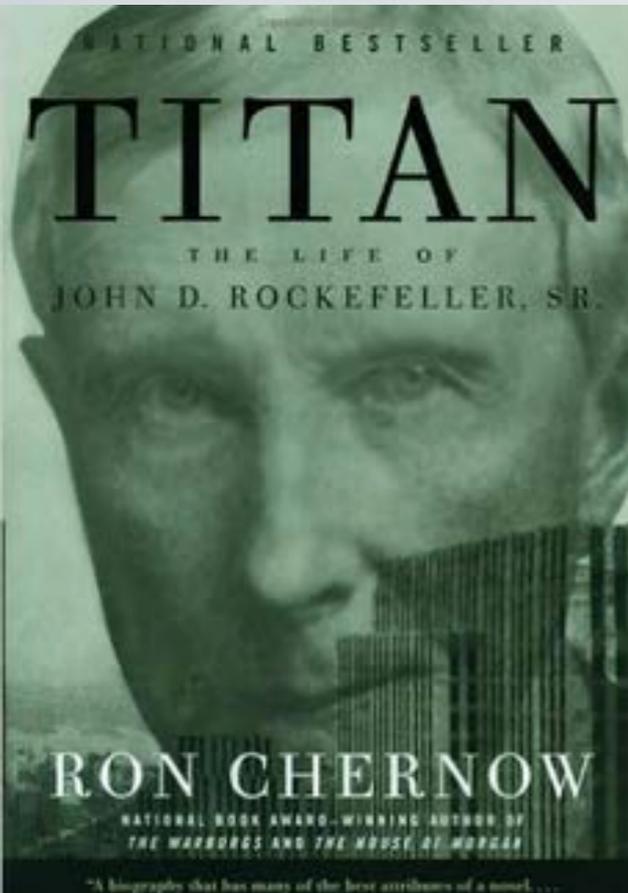
SPIRITUALITY

-ROLE OF SPIRITUAL AGENTS IN BUSINESS -



Sunny Jeong, Ph.D Wittenberg University





1st Person Spirituality: God on my Side: “God gave me my money”

Rockefeller never wavered in his belief that his career was divinely favored (by God) and asserted bluntly, “God gave me my money.” ...he found plenty of scriptural evidence to buttress this claim. (p54)

“One Sunday, an employee came rushing in to tell Rockefeller that the river was rising dangerously and might sweep away their barrels. Rockefeller, preparing for church, put on his hat with aplomb, said he had to go to prayer, and refused to attend to business. Perhaps Rockefeller really did have God on his side, for his barrels survived the flooding intact.” (p. 82)

Source: Ron Chernow, (1998) Titan: The Life of John D. Rockefeller, Sr. Vintage





**3RD PERSON SPIRITUALITY: SPIRITUAL
INTELLIGENCE GUIDED BY THOSE
FORMAL (I.E. PRIEST, PASTOR, MONK)
AND INFORMAL SPIRITUAL AGENTS
(ASTROLOGER, SHARMAN) AND
PROFESSIONALS.**

Comparison of capitals and their supporting groups in both informal and formal sectors

	Spiritual capital	Social capital	Intellectual capital	Financial capital
Training & Practice	Praying, Meditation, Reflection, Journal writing, mind mapping	Networking & Meeting	Learning & Development	Building wealth
Formal supporting services and businesses	Religious and spiritual institutions, Spiritual masters, Spiritual consultants Industrial Chaplain	Networking Agents	Educational institutions, Consulting firms,	Financial institutions
Informal supporting services and businesses	Spiritual agents such as astrologer and shaman	Circles of small interest groups and clubs		Black market & informal economy



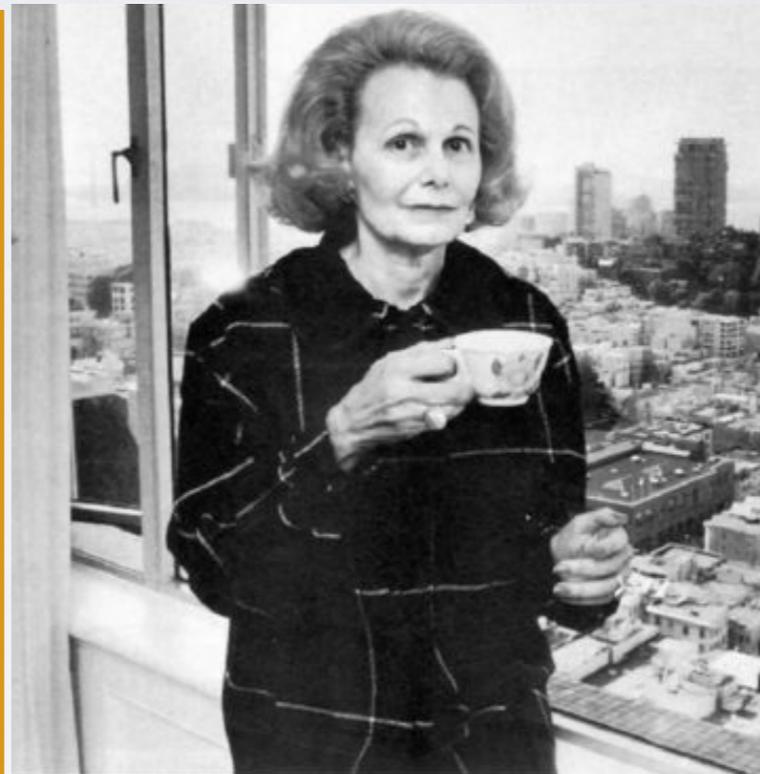
3RD PERSON SPIRITUALITY PILOT STUDY

- A small number of in-depth personal interviews with senior managers from various industries and 3rd person spirituality professionals in USA, Japan, and South Korea
- Rejected assumption: **judgment** concerning strategic business decisions **is solely based on logic and rationale**
- **Managers engage emotion, spirituality, gut feeling and intuition in their judgments**, decision-making processes, and implementation of those decisions

PRESIDENT'S ADVISOR, ASTROLOGER

Donald Reagan's mystery
advisor: Joan Quigley

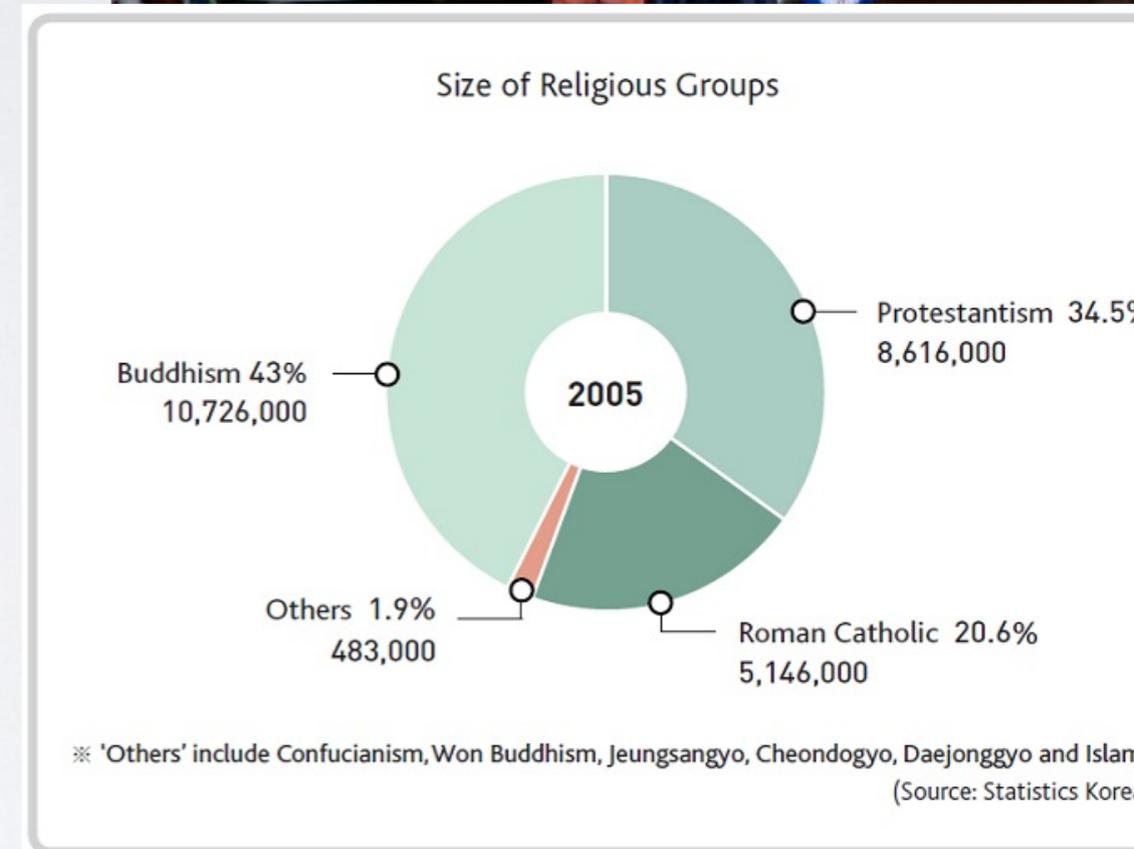
“Virtually every major move and decision the Reagan made during my times as White House Chief of Staff was cleared in advance with a woman in San Francisco who drew up horoscopes to make certain that the planets were in a favorable alignment for the enterprise.” (Insert from Donald Reagan, 1988, *For the Record: From Wall Street to Washington*)



Quigley was only the most recent of several stargazers to enter the Reagans' domestic orbit and exert the pull of the heavens on decisions great and small (Source: Joyce Wadler, 1988, *People Magazine*, May 23, Vol. 29 No. 20)

Sharman (*Mudang*) in Korea

- 54% of the Korean population are regular participants in formal religions institutions such as churches and temples, **85% of the Korean population reported that they have sought consulting services from *Mudang*, shaman at least one time or more** (Cho, 2012).
- Numbers of shamans in Korea are estimated at around **300,000** (1 shaman per every 160 Korean people, mostly working in the informal economy) which is **higher than the total 232,811 leaders representing religious institutions altogether** (Ko, 2012).
- Most CEOs of Samsung, Kia, Hyundai, LG, SK POSCO has their own *Mudang* or Monk (some *Mudangs* are sitting on the advisory board of companies)



When and why do people seek 3rd person spirituality in their work and in personal life?

1. Understanding reasons of hardship and failure (healing) & searching for meaning

- Meeting Shaman makes my current situation bearable and not blaming myself for the unfortunate (Mr. Bae, Manger, Trading Company, Korea)
- Understand why I am here [bankruptcy situation] with my business (Mr. Kevin, Founder and CEO, Bio company in USA)

2. Personnel and relational issues

- I had this reluctant feeling against this new hire...she [astrologist] confirms he is not the right candidate. I noticed over time that as a young control freak employer; I was hiring mostly Leos (Ms. Naomi, Founder and Manager, Non-profit organization, November 11, 2014)
- The faults of people I dealt with were their karmic baggage and not a result of a lack in me (Ms. Jennifer, Manager, Non-profit organization, December 10, 2014)
- I believe prayer, especially from higher spiritual person is effective [in human resource management]" (Mr. Brian, Manager, Owner , Retail Store, May 3, 2014)

- 
- I think it has to do with **moral and ethical decision** about the business that they're in and decisions that they have to **make particularly in relation to personnel and people**. I think that's where people come most often. They're struggling with a decision in their business. That's what I've experienced or **their family's falling apart**. I mean they're workaholics and they've jeopardized the health of their family so that's a core connection to the church because of our family values and they value my connection to family so it's either workplace related or a collapse of relationships in their circle. It's probably **25 percent for business guidance 75 for personal guidance**...Maybe in 16 years of my ministry here and 30 years of ministry overall I have been sought in relation to business and faith maybe **15 times so once every two years**.
 - Interview Pastor John—May 2015

3. Finding my calling & Guiding strategic decision toward organizational and individual future

My fate was read full of metal (out of other energy sources from water, wood, soil, fire) by my shaman that I go to and I need to bring more energies from water for my success...**following shaman's guide, I finally decided to do my own business by utilizing my civil engineering background and work experiences.** I sell water purification system...business has been great...I am very happy with where I am...**As we never know how fate unfolds our future, her guide became a great reference for me to consider...**I know [with emphasis], however, it should be my choice at the end of day (Kim, Owner, Engineering company, April 10, 2014).

Samsung Electronics' historic decision, **switching analog to digital products**, made Samsung the world's most valuable brand (guided by Sharman)

- 
- I'm just in conversation talking with mentors of faith that I continue to get validation that's more of what the Lord wants me to do than what I **want to do** and so there are some times when I've been sitting going "well I think this is the direction I need to do" when in reality is really this the direction and so through conversation the validation for this side is where the Lords talking to me. So I would say it's through conversation that prayer is validated or Gods plan is validated in that regard.
 - Chaz Frutel, CEO of Get-U-Connected Interview on 5/27/2015

4. New partnership and business alliances

- he [shaman] was there to judge if **our business partnership can bring great fortune and luck**
- if shaman said no, I don't think we are doing business together (Mr. Matt, CEO, International Business in USA, May 9, 2014).



THE WORLD'S LUCKIEST MAN, MARK WEINGARD
SURVIVED 9/11, BALI BOMBINGS (2002) AND THE 2004
TSUNAMI

IS HE JUST LUCKY?

A. IT WAS PURE CHANCE THAT MARK WEINGARD SURVIVED THOSE TRAGEDIES.

B. MARK WEINGARD WAS MEANT TO SURVIVE THOSE TRAGEDIES.

When we were buying a \$1.6M building 20 years ago, we had no money. We had 200 people in our church. We prayed a lot that's what you do in a situation like that. Ok, "we are closing this building on Thursday afternoon and you need to come over here \$100,000 with you" We had no money so we prayed. Stupidity or not, we prayed. I came to church on Thursday morning with still no money... There was a guy who approached me at the parking lot and gave me a check, \$100,000. The person said "I was going to give you a check this Sunday but God has told me last night to bring this check today." What happen there? What's your explanation to that? I can go on and on situations like that all day long. We spent 4.4 million dollar for this church building. There is no business plan or business principle to explain logically about what we did. Business aspect of church is real but we do our business in faith. (A Pastor, Springfield, Oh March 2, 2015,)

A. IT WAS PURE CHANCE THAT SPRINGFIELD CHURCH SECURED FUNDING FOR ITS NEW BUILDING RIGHT BEFORE THE CLOSING

B. THIS BUILDING WAS MEANT TO BE PURCHASED BY A CHURCH AND SERVE SPRINGFIELD COMMUNITY

- 
- Proposition 1: People will invest in 3rd person spirituality that is believed to increase their chance of luck.

“May the odds be ever in your favor”

LUCKIEST PLACE IN THE WORLD



Your luck might depend on environmental factors including locations

- Proposition 2: Intuition (guided by 3rd person spirituality) outweighs data

Intuition vs Data: Decision making scenarios

Scenario	Intuition guided by 3rd person spirituality	Data	Decision
1	+	-	+
2	+	+	+
3	-	+	-
4	-	-	-

CONCLUSION

- 3rd person spirituality was found effective in
 1. Personnel and relational issues in workplace
 2. Find one's calling
 3. Great use in managing stress, recovering self-compassion, finding reasons for uncontrollable and unexplainable events, and navigating the meaning of life.
 - Sustain peace of mind and to explain factors that we *cannot* control but are still able to keep complacent with who we are.
 4. Strategic decisions for the future direction of an organization.
 5. New partnership development

FIVE CORE LEADERSHIP FUNCTIONS THAT A CHURCH NEEDS

SO CHRIST HIMSELF GAVE THE APOSTLES,
THE PROPHETS, THE EVANGELISTS, THE
PASTORS AND TEACHERS, TO EQUIP HIS
PEOPLE FOR WORKS OF SERVICE, SO
THAT THE BODY OF CHRIST MAY BE BUILT
UP UNTIL WE ALL REACH UNITY IN THE
FAITH AND IN THE KNOWLEDGE OF THE
SON OF GOD AND BECOME MATURE,
ATTAINING TO THE WHOLE MEASURE OF
THE FULLNESS OF CHRIST.

(EPHESIANS 4:11-12)

In Sum,

If we are to be effective in the **ministry** to which we are called and to grow in **Christ**, we must have a process, practice or person in our lives that fulfills the function of apostle, prophet, evangelist, pastor and teacher.

If we are to be effective in the **organization** to which we are called and to grow in **faith**, we must have a process, practice or person in our lives that fulfills the function of apostle, prophet, evangelist, pastor and teacher.

FIVE CORE LEADERSHIP FUNCTIONS THAT A CHURCH NEEDS

Role in Church	Role in an Organization
Apostle (who can think with the mind of Christ)	Founder (who has a vision: What is the greater meaning and purpose of an spiritual organization?)
Teacher	Educators & Scholars (How to implement spirituality into practice?)
Evangelist (whose work include proclamation, healing and baptizing)	Executives
Pastor	Industrial Chaplain
Prophet (who speaks the word of	?

PROPHETS

- Prophets speak a word from God that honors what God has done to bring us to where we are and calls forth new possibilities to move us to a new place... One of the reasons we get stalled or distracted as individuals, organizations and nations is because we lose the capacity to imagine new futures. The prophet draws from the past revelations of God to **speak a new possibility into our lives. In the process, the prophet may need to creatively, and sometimes shockingly, shake us out of our old patterns and habits so that we might move again. The prophetic word set us free.**

(Walter Brueggeman, (2001), The Prophetic Imagination)

UNWELCOMED 3RD PERSON SPIRITUALITY

▪ Legal Challenges against 'non-scientific advice'

- A U.S. District Judge (VA) ruled against spiritual counselor: VS "predicting future or fortune telling is not what I do. I'm a spiritual counselor. I counsel people and I help them."
- Their services are often regarded as harmful or deceptive or even illegal (Farha, 2014).

▪ Research Challenges against 3rd person spirituality

- The fear of being seen as irrational and non-scientific
- Extremely cautious not to be known for their visit to and use of services from shamans