

Patricia Aburdene, author of *Megatrends 2010: The Rise of Conscious Capitalism*
Interview Summary (May 24, 2011)

Host: Tom Anderson

Sponsor: Tyson Center for Faith and Spirituality in the Workplace

We began the interview with this reading from *Megatrends* found on page 45:

Conscious Capitalism means we are becoming aware of the unbearable price of an unconscious (not to mean illogical) philosophy that would embrace "profit at any cost." The spiritual dimension of Conscious Capitalism tells us that the answers to issues as ordinary as business problems and as extraordinary as planetary survival lie in the Divine realm of Consciousness and that spiritual practice is the most efficient way to attain the frequencies where practical wisdom resides.

Patricia shared her personal story of how the book came about, primarily as a reflection of her personal journey of spiritual awakening and discovery. She then led us through a discussion of the seven primary megatrends she identified in her book as being bound together in the idea of conscious capitalism:

1. **The power of spirituality.** In times of challenge and chaos, we tend to look within for answers. The rise of spiritual practices in the general population is having a profound effect on the business community.
2. **The dawn of conscious capitalism.** Top companies and leading CEO's are discovering the importance of honoring all stakeholders.
3. **Leading from the middle.** Middle level managers in organizations everywhere are making a difference and contributing in a large way to the shift.
4. **Spirituality in business.** Faith and spirit at work activities are showing up in companies everywhere.
5. **The values-driven consumer.** This multi-billion dollar niche is growing and affecting the kinds of products they are being offered.
6. **The wave of conscious solutions.** Companies are increasingly turning to things like vision quests, meditation, and forgiveness training and seeing positive results in their workforce.
7. **The socially responsible investment boom.** A growing investment advisory model is meeting the demands of the investing public to invest in companies whose values match their own.

We discussed the growing evidence, even more coming out since *Megatrends* was first published in 2005, that companies that embrace at least some of the tenants of conscious capitalism outperform their peers on a financial basis. This led to an interesting conversation about what might happen in a company operating from a place of greed and taking on the appearance of being conscious but only doing so for the economic benefits. The take-away phrase was this:

Moving from greed to enlightened self-interest.

This implies that there is a possible place to work from where we understand that we live in an abundant universe, not one of lack, and that as we work to improve our own lives, we can do so in a way that improves the lives of all stakeholders as well.

Some advice from the book, credited to Tevis Trower, a consultant who teaches yoga and meditation to corporate groups, about getting the message across to these audiences:

1. Sell the benefit.
2. Know your customer.
3. Use sales as a spiritual discipline.

We concluded with these hopeful words from page 179:

It is said in spiritual circles, if you want to change the world, you must first change yourself. Well, most of you already have! You've learned to listen to the silence, hear the inner voice, speak from your heart, trust something greater than yourself.

You've walked the path for years, a decade or longer.

Maybe you're not a CEO, but you've got a track record and a platform and you mean to use it. What marks you as a grassroots leader is the commitment that ignites the potent mixture of inner power and action. Stand in your truth and act on your values right here, right now, and touch the people around you.