

INTERNATIONAL SPIRIT AT WORK AWARD APPLICATION

Name of Organization: **Seehotel Zeulenroda GmbH & Co.KG**

1) Basic Data:

a) Name of Organization (can be a division of a larger organization):

Seehotel Zeulenroda GmbH & Co.KG

b) Date of founding:

association: 25.08.1998, opening hotel: 14.05.2001

c) Number of employees

(Note: Small Business – 20-99 employees; Medium to Large Business – 100 or more employees):

115

d) Nature and scope of business:

hotel

e) Location(s):

Flur-Leize 4, 07937 Zeulenroda-Triebes

f) Website address (if applicable)

www.seehotel-zeulenroda.de

2. Contact Information

a) Contact Person's Name:

Stephan Bode

b) Position:

managing director

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g) Backup Contact Person's Name:

Heike Weller

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3. A Brief Description of Your Organization:

a) What are the vision and mission; philosophy and core values of your organization?

Vision:

The society talks about central location where it is easy to feel comfortable, where you get the chance to create the future, and where you get many inspirations.

An organization in which the employees have fun because it is more, than only an employer.

An organization where the customers come in crowds because it is so exceptional.

An organization that protects their living-needs instead of sucking out his employees and the ground. It offers future and hold.

An organization which stands as a congressional hotel and recreational hotel for a new mind in the branch because it looks integral, promotes quality of life at all levels and allows more sensible working worlds and social environments.

And the economic success arises from all.

Our building blocks to reach the vision

Our business card for the Bauerfeind AG is a lighthouse, we give courage and positive supported power for our region, our business and our society.

We aspire for efficient operational procedures. We save our existence by achieving sustained economic success and to get on aware with everybody.

For this reason we have the possibility to save our jobs and to create new working stations.

We are working parallel for a strong awareness for the humans in our area.

An affair with whole quality awareness helps our assistants to go forward. The results are private and occupational luckiness of life.

The success of the individual is the success for everyone. Every silk ribbon of excellence in competitions and publications is a positive influence for the business and our backgrounds.

That's the way we use to expand to a strong role model that is one of the best and durable conference hotels in Germany.

Mission:

Creation of value through appreciation. Respect for all living creatures.

We encourage and challenge our employees in a holistic way, i.e. emotionally, socially and professionally, so that they can use their abilities and qualities to care for our customers and guests.

We want to work successfully for the benefit of human beings, society, the environment and ecology. We see ourselves as being in harmony with everything.

Philosophie:

Welcome to Bio Seehotel Zeulenroda.

BIO – This term is mostly associated with organic food and a healthy diet. A bio hotel, however, means much more. The conversion to 100% bio in the area of alimentation has also served as a kick-off for an improvement in quality to fully 100%. Respect for all living creatures has grown into a basic element of our philosophy.

We transcend the "traditional" understanding of bio as healthy food and incorporate a comprehensively healthy way of life into our sense of quality: From the intact, clean nature of our surrounding area and health-promoting offers to the captivating love of life characteristic of the people who live here. Only a conscious appreciation of life and its biology renders possible the creation of new values and a new, future-oriented quality of life.

In this sense we understand ourselves as a place where every human being and every business company can actively shape its future. The positive reactions we receive from our guests and neighbours, colleagues and partners, the repeated awards as "Germany's best conference hotel 2005, 2006, 2007 and 2008" and our positive economic performance have shown us that the path we follow is right and to be taken seriously.

At the Seehotel we are wholeheartedly at your service! You are right at the centre of our activity and, by means of your uniqueness and individual needs, you provide us with incentives for continuous further development. On that account, we are grateful to you from the bottom of our heart. It is our objective to let you share our love of life and our passion and to provide you with an inspiring and memorable experience. On behalf of the Seehotel team, I therefore invite you to experience our hospitality, to become part of this uniqueness and to turn the vision of a respectful and considerate treatment of the one world we all share into a reality.

Yours sincerely, Stephan Bode and the team

What makes our philosophy one-of-a-kind?

Invariable to think like a professional, quantity and rationality are measurings from yesterday. We grow together because of quality, sustainability and heartiness as a deep need.

Therefore we use all our intelligence in the same amount: mental, rational, intuitive, emotional and creative.

We see everything in a creative cooperation. Everybody is in a direct connection to the community and the cosmos:

I, family, friends ↔ business, manager, colleagues ↔ life, nature, peace, the different races, continents, earth, universe

Through the thinking and acting of the individual energies get free that influence more than our environment. They influence the whole world.

“Everything we do or not do has it’s meets in the outside world. We are responsible for the results even if we assumed to do nothing, doesn’t show engage in something – the way they show themselves in the community, the economy, the politic and the universe.

As well as our ideas which are fine substances energies they have influence in the outside world. They also stay in relationship with other influences and make it possible or prevent to live in a livable world.”

In Siglinda Oppelt’s (corporate consultant) book “Management for the future” does she confirm our philosophy is the basic for the “stars” from tomorrow because of her own working experience.

Core values:

To get the way of thinking, the habit and a moral concept in the whole sight of seeing the assistants and partners of the Seehotel Zeulenroda went all together to the health resort Lückendorf/Oberlausitz in august 2005.

Quality characteristics are a result of enthusiastic teamwork that makes the core of our daily actions and our business culture to a success. Everyone is a part of our core.

- People in the Seehotel Zeulenroda are there for the people.
- We live a natural heartiness that begins deep in our inside. This is the signboard and the multiple of our business and our success.
- We need to practice responsibility, honesty, carefulness and love over everything.
- We give our divided and honest attention our fellow men.
- Competence with social and commercial responsibility is the basic of our hospitality.
- Help your business and you get forward.
- We work hand in hand. We are a team. Everyone knows the function as a individual person and in the whole team.
- We are looking forward to a new colleague in our team and respect the own personality in the same way. We devote with ambition and relief for his/her qualification and convey our values for the future. That’s the way our executives from tomorrow blossom.
- Those who work in the Seehotel Zeulenroda are prepared to share knowledge and experience with their colleagues.
- Deal with the belongings from the Seehotel Zeulenroda with a high appreciation like you do it with your own belongings.
- We work together with suppliers and partners who have the same way to think about sth. as we do.

- We are representatives of our business. The way sb. notice one of us that's the way he/she notices the whole team: Honest, self assurance and respect by oneself and the others.

- Development of an Integrated Quality-Consciousness

Composition:

By **INTEGRATION** we understand the human being with all his types of intelligence (mind, reason, intuition, creativity). Proceeding from the head of the company (Stephan Bode), this perception flows on to employees, customers, suppliers and partners as well as to the location, the buildings, the surrounding area, the region, the country and, ultimately, to the world with all its creatures and the entire universe.

At the Seehotel Zeulenroda, **QUALITY** means that emotions join hands with professional competence. We have room for cordiality, enjoyment, creativity and intuition alike. In the Seehotel's case, quality means love of life.

CONSCIOUSNESS means to be aware of something, to grasp it with all one's senses, to experience, to live and to be aware.

INTEGRATED QUALITY-CONSCIOUSNESS focuses on the awareness of entirety, of the relatedness of everything to everything, the collaboration of all elements for the creation of a special quality.

Objectives of Integrated Quality-Consciousness:

- sources of optimisation are expected to originate from employees, as they realise the benefit for both themselves and the company.
- economic success
- sense of responsibility, sustainability, personal growth of all employees and consciousness-raising in all dimensions.

The product

The following values, emotions and opportunities will be offered:

Appreciation, individuality, emotionality, creativity, support of learning, new incentives, enjoyment, recovery and recharging of one's batteries, distance from everyday life, well-being, support of health, introspection, holistic approach, sustainability, development, consciousness-expansion, etc.

The point is: It must be economically profitable and serve human beings and society and the environment at the same time.

b) How does your organization define "Spirituality". How do you talk about the "vertical" and "horizontal" dimensions of spirituality? (Minimum of 500 words)

At the Seehotel, all aspects of life and all activities are seen in productive interaction, as every human being is in immediate contact with society and with the universe. The thoughts and actions of each and every individual release energies which go beyond his or her own environment and have an impact on the entire world.

Individual religious freedom and freedom of opinion are essential components of our company atmosphere. Every human being has his or her own individuality with emotions and views that need to be respected and that deserve an appropriate response.

To act out of one's heart brings about personal happiness in life.

Respect for all living creatures and the creation of value through appreciation are the company's essential guidelines. The environment and sustainability are the focal points of all our actions.

vertical spirituality:

During a three-day seminar, devoted to the joint development of the corporate philosophy, Stephan Bode showed his employees how to look at the productive interaction of human beings, society and the universe. Since then, many employees have adopted this view of life for themselves.

As managing director, Stephan Bode has occupied himself comprehensively with his talents, longings, visions, weaknesses and fears. His core question is: How can I develop my full potential

both privately and professionally? For only if one grows as a person, can the company grow as well. And for him, this is a life-long task.

He is aware of the fact that, as chief executive, he does not know everything and is not capable of doing everything. That is why he seeks various forms of support such as books, seminars, consultants, trainers, therapists, colleagues and employees. As chief executive, Stephan Bode does not monopolise all areas of work, but trustingly lets loose and remains faithful to himself – which, in his view, constitutes the true greatness of a leadership personality. He thus serves as a model for employees.

Stephan Bode tries to meet his employees on their terms. This means he tries to identify and take into account their individual patterns. He sees human beings with their full potential. Each and everybody is important, unique and performs a specific task without which the entire process cannot work effectively. He tries to identify their qualities and then stimulate and challenge them. In this context, it is always the willingness and commitment of each and every individual that is crucial. All in all, this has a significant impact on the atmosphere within the company.

Employees can openly discuss any topic. At the Seehotel, you are always given an explanation. The management always tries to take an employee's motives into consideration. The corporate philosophy regards mistakes made by employees as the starting-points in their development. There is open atmosphere for criticism and for the resolution of conflicts, in particular when in confrontation with executives.

Each year, Stephan Bode holds intensive one-to-one interviews with department managers, focusing on what they consider to be their weaknesses and their strong points, what they want to achieve in their professional and private lives, where they need support and what they themselves can give to the company. The department managers hold the same kind of interviews with their employees.

At the beginning of this year, the administration and sales departments moved into new offices, which were then re-furnished. In this context, employees were given the opportunity to furnish the rooms and their own workplaces themselves, with colours, paintings, plants etc., according to their individual tastes. In addition, the employee canteen was re-modelled. Equipped with a fountain, paintings etc., it now provides an space for the emotions, for quietness and reflection.

Employees are given individual time for their spiritual development in various seminars offered. Throughout the development of his company, in which many spiritual factors play a role, Stephan Bode lays the foundation-stone for his employees to occupy themselves with their own spirituality. Stephan Bode does this with a cordiality and energy that casts a spell on everybody and inspires people to self-reflection.

Nature provides all employees with a source of quietness. The Seehotel is located in 10 hectares of natural surroundings, with meadows, a forest and a lake. The majority of employees use the power of nature to recharge their batteries and generate new ideas during breaks. Meetings, strategy seminars or team events often take place outdoors in order to open up to the new and be close to the universe so that new thoughts and ideas can be developed.

Stephan Bode is the head of the company. All his actions come from deep inside his heart and are conducted with great pleasure. He has found a way to visualise and pass on this feeling. Red and blue are the colours of the Seehotel's logo. Employees see these colours each day. Stephan Bode has visualised red-blue enthusiasm-generating blood corpuscles, which flow through his and his employees' veins. This heart's blood, energy and joy, has thus become palpable for all employees. Ever since, all employees have been infected with the red-blue enthusiasm-generating blood corpuscles and radiate a deep cordiality on the outside. When they leave the company, they take this cordiality back home. The enthusiasm-generating blood corpuscles have been turned into a visual reality with the help of smileys.

From the 5th floor (conference area) and the 6th floor (restaurant), employees and guests enjoy a magnificent panoramic view into nature. This panorama opens up the mind, activates love of life here and now and creates a deep relationship with nature.

All aspects of the facility (equipment, wellness area, restaurant, art, nature) are arranged in such a way as to unite the mind, the soul and the body and provide both employees and guests with sustainable wellbeing.

Spiritual rituals are integrated into the company's everyday life, e.g.

- Planting of a tree as a way of saying thanks to the piece of land for permission to be there.
- Inauguration of the herb garden with a geomantic ritual in the presence of press and the general public (the hotel-owned herb garden is arranged as a spiral with a bench made of sandstone in the centre). Pieces of mountain crystal and rose quartz crystal have been set into the sandstone.

Stephan Bode regards ethics as the driving force for his business, as employees who enjoy their job are more productive.

Business-damaging conduct of employees leads to clear-cut talks, warnings or dismissals for the benefit of the entire company.

The Seehotel distinguishes itself by authentic communication. It does what it says.

horizontal spirituality:

The earth with all its natural resources constitutes the basis of life. For that reason, active protection of the environment is a self-commitment of all employees of the Seehotel Zeulenroda in order to secure life for future generations. The corporation guidelines require one to "save, in a sustainable way, everything on which the company depends". The holistic corporate management with an integrated quality-consciousness at the Seehotel Zeulenroda stands for an integrated approach, sustainability, better quality of life on all levels and a new corporate consciousness that makes **SENSE**.

Since August 2006, Seehotel Zeulenroda has been a member of:

- B.A.U.M. e.V. (German Working Group for Environment-Conscious Management, a registered association)
- Sustainability Agreement Thüringen

Further activities for environmental protection at the Seehotel Zeulenroda:

- From October 2007 onwards, supply with hydroelectricity
- Use of biodegradable cleaning agents and detergents
- Use of office supplies and print products made of raw materials from sustainable production systems
- 100% of food, 80% of beverages in bio quality
- Separation of waste
- Protection of resources
- Avoidance of stress-provoking factors
- Teaching employees an environmentally friendly and energy-saving way of travelling through the use of public transport and the formation of carpools
- Supply of food and purchase of goods from local suppliers in order to avoid long-distance transport
- In the future, all construction measures will be carried out in consideration of ecological aspects

Support of fellow men and women: often, organic products are also fair-trade-products. Hence the purchase of organic products has an impact on people in faraway countries, enabling them to make a living by their own effort instead of being exploited.

The Seehotel is committed to the sustainable preservation of nature by preferential buying of organic products from local suppliers and by not polluting nature through transport. Ecological farming means healthier soils and plants, adequate animal husbandry and climate protection.

Another great objective is the implementation of low CO₂ emissions. Measures to achieve this goal are currently underway.

Project: Conversion to organic alimentation

About two years ago, Stephan Bode converted his personal diet to organic food. He has experienced how much more valuable, beneficial and healthy this has made eating for him. Thus the vision developed to make organic food available to employees and customers as well. Conducting market research, he also discovered that, in this area, there was still a gap in the market. Only by acting on his vision did he understand what steps were required from an integrated point of view and what repercussions this would have. In February 2006 the hotel converted 6,500 articles of food to 100% bio – from pineapples to cinnamon. With its provision of organic food, the Seehotel supports ecological farming and thus a more considerate way of dealing with the earth.

In October 2007, the Seehotel will host the 2nd International Bio Congress, organised together with three partners. Stephan Bode was able to engage Mrs Renate Künast (chairwoman of the parliamentary group Bündnis 90/Die Grünen) as patron of the event. The Congress is a bio event, aimed at making the hotel industry more familiar with professional education on ecological management and providing examples for practical implementation. The holistic approach of the bio idea will be the focus.

In February 2008, the Seehotel Zeulenroda will host the first "sustainability conference". Stephan Bode was able to engage Horst Köhler (German Federal President) as patron of this event.

It is Stephan Bode's vision to supply the Seehotel's location with self-generated renewable energy. For that purpose, he has made an appointment in September 2007 with Zeulenroda's public utility company, together with Maximilian Gege (B.A.U.M. e.V. executive board member), Hans B. Bauerfeind and the mayor of Zeulenroda, in order to discuss this project.

Chef Marco Lange has laid out a hotel-owned herb garden. To set seeds, look after them, protect them, watch them grow, and ultimately harvest them inspires an appreciation for the development and for the circle of life.

- c) How do you handle concerns about diversity of religions and what boundaries do you set around employees trying to convert each other, or in any way making others uncomfortable? To what degree do employees have a choice about participating in spirituality in the workplace activities? To what degree are employees able to express their own spirituality? Is there any form of spirituality that is excluded from the organization? (Minimum of 500 words)

The Seehotel Zeulenroda sets great store by its 100% openness and honesty. Spiritual topics can be discussed in an open atmosphere and meet with respect, esteem and appraisal. Room is given to any kind of spirituality.

The personal belief of every employee is respected and esteemed. Thereby Stephan Bode has broken a taboo in this region. In the former German Democratic Republic it was frowned upon to have different views or religions. By providing free choice of faith, he gives back freedom and individuality to the people of this region.

In the Seehotel, foreign employees are fully integrated into company life.

Employees can shape their workplaces, offices and desks in line with their wishes. Colours and furnishings can be chosen freely. In this way, every employee has opportunity to introduce his own personality into the company and really feel good at his workplace.

The corporate management provides employees with incentives and ideas to reflect on their personal life and actions and to develop further by showing them films (e.g. Al Gore's *An Inconvenient Truth*), giving tips on books (e.g. *Don't suffer - live. On the Love of Love without Object*, by Werner Ablass, *Business Can be so Fine and Pleasant*, by Karl Gamper, *Being Crazy is a Must*, by Anke Meyer-Grashorn) and by offering seminars (e.g. geomantics seminar, activation of self-healing capacities). These offers are optional for every employee. Everybody

chooses what he or she considers useful for his or her journey through life and on what he or she would like to learn more.

As managing director, Stephan Bode has an open ear for each and every employee at any time. Among employees there is a cordial atmosphere.

At the Seehotel no distinctions are drawn among living creatures. People, including handicapped people, animals etc. meet with respect and dignity.

4. Core Application:

a) Description of policies, programs or practices (minimum of 1000 words):

The corporate philosophy was developed together with 18 heads of department, 2 trainees and other partners in the company. The employees together gave shape to the philosophy after 3 days in natural surroundings in Lückendorf (approx. 100 km from Zeulenroda). This was based on a small booklet – *the Heart of the Matter*. All employees, beginning with Stephan Bode wear the heart every day (generally in the left breast pocket) and put the philosophy into practice. The trainees managed the hotel during the three-day seminar and gain confidence in their abilities, insight into the responsibilities and a greater identification with the company.

Stephan Bode had studied the issue of how the landscape, the history of the house, the building, its furnishings, the people in it, the product and the corporate philosophy would work together in a geomantic comprehensive analysis of the hotel. Energetic disturbance zones in the house were identified and harmonised. For example, a different atmosphere was created with plants or when untidy storerooms which had slipped from memory were cleaned up and sorted. By relocating the furniture, plants, colours and personal objects, offices were arranged to become places of strength. A geomancer draws attention to the energy links by means of maps of the region and of Germany. Without looking into the customers' master data she points out links to regions, where previous customers live. Afterwards, salesmen are sent selectively to the regions, which show energy-links where until now there have been no customers.

A ritual brought the corporate philosophy into contact with the building and the property. The employees who so desired buried everything they wanted to get rid of, with all the wishes for the future and the heart, on the site of the Seehotel and planted a large-leaf lime tree there.

The analysis processes and the implementation of the resulting measures led to a harmonising, health and development-promoting effect on the employees, customers and the environment in its entirety. A power was created, which in its resonance has a strong appealing effect and guarantees sustainable economic success. Everything works in harmony and continues to develop strongly.

The employees became very aware of the fact that the involvement with the subjects and the sensitive atmosphere itself had a considerably positive effect on the whole enterprise.

A meeting of the employees takes place every month, where all important economic data and other developments are disclosed. The subject of spirituality is discussed openly and the meetings are sometimes held in a circle.

A feeling of belonging is strengthened. Even presentation ceremonies with expressions of thanks are held, e.g. the employees are presented with individual photograph albums showing the most impressive corporate events, in appreciation of five years' service, accompanied by music, candlelight and applause.

Seminars and training courses are conducted for the employees for specialised, social and emotional competence, by external experts and life-experience advisors, e.g. a lecture by Jens Schmäusser on spirituality, geomancy seminars, Nordic walking courses and programmes of exercises for the back.

In addition, employees conduct seminars for employees.

There are additional meetings for the heads of department, e.g. a strategy meeting, during which the film *An Inconvenient Truth*, by Al Gore, is shown and thereafter a game of volleyball, or they drive to a monastery simply to provide a form of relaxation for the brain.

Twice a year (in summer and at Christmas) there are festivities for the employees, which serve to show our great appreciation of employees, customers, suppliers and to celebrate the most recent successes of the company. The employees participate in the success.

The newly-appointed trainees undergo a week of introduction during the year before the beginning of their training during which they become acquainted with the Seehotel and its corporate philosophy, and they are also able further to develop their personality. The management wishes to support the trainees in this new chapter in their lives.

Departmental manuals for technical standards are developed in collaboration. Everyone can understand the contents and everyone can make a contribution.

A so-called college will be started at the Seehotel from August 2007 onwards. Here life-oriented and practical-oriented seminars, lectures and courses on personal and professional subjects will be offered. The teaching is divided into four divisions:

- Preventive health care and nutrition
- Advice on life and inspiration
- Comprehensive corporate management
- Sustainable thought and action

The first seminar which takes place during the inauguration is to teach the Journey method, with which one can activate self-help powers.

- b) What has been the effect of policies, programs, or practices on stakeholders? Stakeholders include employees, owners, customers or clients, suppliers, communities in which business has a presence, etc. ***A separate attachment with verbatim testimonials is allowed.*** Please email this attachment separately and limit to 4 pages (in addition to the maximum of 12 pages on the Application) (minimum of 1000 words):

The measures taken at the Seehotel Zeulenroda, demand a high degree of motivation, high quality, more awareness of everything and a joy in working, for each individual is needed and will be honoured for his contribution. A natural sincerity is born, not coached friendliness. This characterizes the atmosphere in the workplace and infects our customers too. Enthusiasm is born.

The bio-conversion in February 2006 led the Hotel to achieve a unique position in the hospitality industry which promises economic success. Healthy nutrition serves the people (guests and employees). The Seehotel has become a model for society and a model of what can be done by speeding up the rethinking process. Healthy nutrition serves the people and leaves animals in their natural habitat and sustainable agriculture serves the environment.

The Hotel thus supports a branch of economics which makes us use more consideration when dealing with our world. The Seehotel had co-operated closely with regional partners even before the Bio-conversion and wants to do this after the conversion as well, in order to strengthen the regional economy. The Head Chef, Marco Lange, does pioneering work in discussions with the farmers and agriculturists of the region and serves as an inspiration for Bio. He has convinced many enterprises, as also farmers, bakers, butchers, vegetable dealers, to obtain a bio certificate, through conversation and regular purchases.

Bio-conversion has allowed the the cooks to return to their art, by using seasonal products and cooking without flavour enhancers. They have learnt to appreciate food, as the goods perish rapidly and as a rule are more expensive than conventional products.

The canteen serves the employees Bio-food. Healthier diet and new experiences in taste allow a new awareness to blossom.

Employees, guests and suppliers of groceries have been given a new awareness and an individual impetus for their personal nutrition through Bio-nutrition. This attracts increasing numbers of family, acquaintances and friends and thus is a major contribution to society. Many prejudices of the people in the region against Bio had to be faced. Many people understood Bio to mean vegetarian. We have convinced many guests since then, that Bio offers all foods, but with better quality.

The use of Bio foodstuffs ensures that the world is treated carefully. Approx. 100,000 guests visit Seehotel Zeulenroda every year. That is an immense part of society.

The example of biological foodstuffs shows that integrative awareness of quality goes far beyond economic success in one's own company. It is therefore important to serve humanity and life sustainably with the deepest inspired conviction. And this has more depth and is more practical for all participants than just pure economic success.

Competition:

The Seehotel distinguishes itself clearly from its competition as the first and still the only Bio-Congress Hotel in Europe with a 100% certified Bio-Kitchen. The Seehotel is one step ahead with its new thinking and is a trailblazer in the hospitality industry.

Society:

Sincerity, forthrightness, honesty and high qualitative working ethics are imparted as basic human values to employees, guests, partners and suppliers. All partners are highly esteemed and respected by the employees. With this, the Seehotel provides a major contribution to show that these essential basic values are important in society as also for the future and will continue to be important.

Employees:

The positive economic balance-sheet and the constant evolution of the company offers the employee good conditions for long-term co-operation. The Management recognises and promotes the potential of the employees and offers opportunities for further education and for promotion.

With Stephan Bode as a model, and the inspiration from suggested books and seminars, the employees deal independently with their life and their own wishes and objectives. As there is a high rate of unemployment in Thuringian Vogtland, the Seehotel is a ray of hope for the employees and the people in the region and a hope for a future with secured jobs. Even in the area of traineeships, there are currently 30 trainees in training 5 profession areas employed by the Seehotel.

Open dealing with spirituality and the integrative awareness of quality creates a positive fundamental morale for the employees. Thus there is a harmonic working atmosphere which is then transferred to family and friends. This promotes a peaceful interaction in society.

Environmentally conscious action and a respect for any living being is transferred by the employees to their personal life and provides a major contribution towards environmental protection.

City/Politics

The Seehotel ranks as a major employer in the region with 115 employees. Further growth is possible next year with development of the business in the following years. Thus the Seehotel plays an important role as an employer for employees and suppliers in the region.

Guest/Customer

The guest at the Seehotel is offered a comprehensively healthy way of life and many opportunities for improving the quality of his own life. Hence the hotel is very popular with its guests as a convention centre and also as a vacation spot.

Suppliers

The positive development in the hotel's business offers the suppliers in the region good conditions for a long-term co-operation. This in turn ensures further workplaces in the region.

Partners: Stephan Bode found valuable the support of like-minded people and common ground in the association of Bio-Hotels and in Bioland. The Seehotel opted out of commonly-used distribution-firms, which did not agree with the values of integrative quality awareness, with the knowledge that it would lose certain established customers before new customers were found. Ethical values in business transactions make a new kind of business possible.

- c) What has been the effect of policies, programs, or practices on nominee's business success? Please say how you feel these programs have helped you. For example: Has it contributed to growth? Has it improved employee retention? Please provide statistics whenever possible. (minimum of 1000 words)

A small anecdote by Stephan Bode: "Red and blue are the colours of our logo and they flow in this manner into the blood of our employees. Once I had the opportunity to speak before the Supervisory Board of Bauerfeind AG to ask for support. Men with top-class contacts in German economy would be sitting opposite me. I wanted them to hear my message and to understand the Seehotel in all its aspects and to remember me continuously in their heads and in their hearts. I wanted my message to come across as more than mere words. I wanted to present a picture to them. Now, with a red and blue poster and an highly enthusiastic injection of red and blue blood cells, which took a real effort of will, but I was equal to the occasion, I succeeded.

They still smile, when they see me. But the most important fact is that they send customers to me."

The Hotel buys foods every year worth approx. a half a million Euros. In the beginning the sales input increased massively during the trial period after the conversion. In May, however, it soon was at 30% of the planned outlay of goods when measured with the profits. The Bio conversion took place without an increase in price for the guests, as the team had consciously dealt with the problem of putting menus together. Thinking of regional and seasonal products, but also the high quality of the products makes Bio affordable.

A new guest potential has developed with the Bio-conversion. Demand has increased in the restaurant since the Bio-conversion.

Business success in recent years, with a two-digit annual growth, the selection for the second time as being the most successful convention hotel in Germany and many other certifications and awards as well as reports on radio, TV and in newspapers show that success can come in the age of globalisation and intense competition with thoughtful management and integrated awareness. The number of employees has doubled in 6 years. The majority of the employees who started work 6 years ago are employed even today at Seehotel.

Even in difficult economic times, the management does not resort to reduction in staff, but tries to retain jobs. Everybody works together but the hours become somewhat shorter.

Hans B. Bauerfeind provided 23 million Euro as an entrepreneur to set up Seehotel. Stephan Bode has made it his objective to repay this amount with positive development in business in deepest gratitude for the creation of the Seehotel. Give and take on both sides. The approach to this target has developed very positively after the introduction of integrated quality management.

- d) How has the organization been a model or inspiration for others companies in your industry or outside of it? For example, is your CEO often asked to speak at industry conferences and does he or she speak explicitly about spirituality? (minimum of 500 words)

Stephan Bode has become a registered speaker at Speakers Excellence (a selection of 100 top speakers in the German-speaking personnel development market) from 2007 onwards. He passes on his knowledge to the participants in the seminar with subjects covering "Economic Growth through Human Growth" and "Spirituality in Economics – the Path to Corporate Management through Harmony and Energy" in his lecture "Live Visions – with Courage, Love and Spirituality". He speaks opening with the practical example of the Seehotel and integrated quality awareness and spirituality in the company.

Hans B. Bauerfeind, owner of the Seehotel Zeulenroda and member of the Board of Management of Bauerfeind AG, is committed to social welfare in economic life. For this he was given the Award "Social Market Economy 2005" by the Konrad Adenauer Foundation. This award is made to people, who are courageous enough to tackle even the most difficult tasks decisively. The jury found it significant that Mr. Bauerfeind was not only a successful entrepreneur of a medium-sized business, but at the turn of the century tackled the problem and contributed to resurrecting the home of his fathers and to contribute in making successful economic and social history during German reunification.

Mr. Bauerfeind is invited to important industrial conferences and conventions as a successful entrepreneur to tell the story of his success in which humanity, spirituality and social commitment play a major role.

The Seehotel Zeulenroda is a model for other enterprises, for the hotel industry and for society:

- with the integration of integrated quality awareness and spirituality, a high degree of economic efficiency has been attained and several awards were received as the best Conference Hotel in Germany.

- that ethical action in economy is possible and successful
- to face spiritual views and cultures openly and to integrate them in daily working life.
- to maintain and promote human values.
- to respect the environment and life on earth and to integrate sustainability responsibly in all actions.
- to imbue a new spirit into industry, because it works comprehensively, promotes the quality of life on all levels and makes a more sensible world of employment and life possible.

Stephan Bode is writing his first book, which will bear the title "Buddha and the Fishes". The book follows the style of "Fish", with the addition, however, of the realm of spirituality. The book will appear in February 2008. Currently, he is trying to request the Dalai Lama Tenzin Gyatso to write the forward for the book.

The integration of spirituality and environmental awareness is clearly shown to the public in marketing communication media (e.g. Internet, Hotel brochure, advertisements).

5. Stakeholder References

A minimum of two references are recommended. Stakeholders may be owners, employees, suppliers, customers, strategic partners, community representatives, or environmental representatives, who are not leading your Spirit at Work initiative but can attest independently and genuinely to at least one of these:

- Vertical and horizontal dimensions of Spirituality demonstrated by the organization
- The explicitly spiritual project, policy or practice being acknowledged
- Any impact this person/group has observed resulting from the organization's Spirit at Work program, policies, practices, etc.

Please include name, contact information and the relationship to the applicant.

"Bode presents the deeper dimensions of quality and the connections of apparently separated matters convincingly and passionately. He makes the pulse of life audible and makes the heart beat faster".

Andrea Klepsch, Managing Partner of modern conclusa public relations GmbH, Munich, Partner for Public Relations

"Bode draws his audience into his spell with views rich in experience in the mega-subject "Quality". Irresistibly, he invites them to think and be a visionary, in being able to do something better every day in every way. Demanding, clear and inspirational – in every respect a prophet."

Prof. Dr. Franz-Theo Gottwald, Vorstand (Board of Management,) Schweisfurth-Stiftung, München, Partner for Conventions

"I have often heard good speeches. Bode electrified me instantly with his lecture. A company colleague has seldom represented his vision in such an authentic, exciting and thrilling manner. A

point of culmination for me. Bode and his team embody experienced vision.“ *Fritz Lietsch, Chefredakteur (Chief Editor,) FORUM Nachhaltig Wirtschaften (Sustainable Economies) und Herausgeber (Editor), ECO-World, Impulse Partner*

“The Seehotel Zeulenroda is an ideal place for strategy conventions, because a “jewel” has been designed out of “nothing” and it is impressively understandable how Change Projects can actually be crowned by success. Let yourself be inspired by an enterprise, which breathes intelligence from the heart and is also economically very successful!”

Siglinda Oppelt, Oppelt Management Consulting, Wetzlar, Unternehmensberaterin des Seehotel (Corporate Advisor to Seehotel)

Project: Conversion to become the first 100% certified BioCongress Hotel in Europe

“When cooking with bio-products one returns to the origin. What previously came out of jars e.g. sauces, is now made from scratch – from the beginning, as we had learnt it once. We were happy to develop a new range of dishes. Furthermore, we could cater for our guests with a clear conscience.“ *Stellvertretender Küchenleiter (Deputy Kitchen Manager), Jan Nürnberg, Employee*

“It has taken 6 months from conception to 100% Bio-Nutrition-conversion. That is a world record! Normally, restaurants allow several years to pass to integrate a small proportion of eco-products in their kitchens.“ *Ludwig Gruber, Verein Die Biohotel (the Biohotel Association), Partner during the conversion to Bio*

Miscellaneous

“There is a sincerity which emanates from the deepest inner being when dealing with the employees of Seehotel. The smile on their faces and the joy at work can be heard immediately on the telephone. In almost every telephone conversation, the personal wellbeing of the self is felt. That is a rare experience in this day and age. New ideas and inspirations of the team stimulate the further personal development of one’s self”. *Heiko Rittweger, Director RITTWEGER und TEAM Advertising Agency, Marketing Partner*

“A visit to Seehotel Zeulenroda makes you forget all feeling of time – for one day is much too short to experience this unique variety in detail of the best exemplary Biohotel of Europe. And so one thing is certain: I will be here again for the next vacation - with bag and baggage and all enthusiastic blood cells, which I will take home today indeed.“ *Marcus Licher, Guest at the Seehotel*