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Spirituality & Business

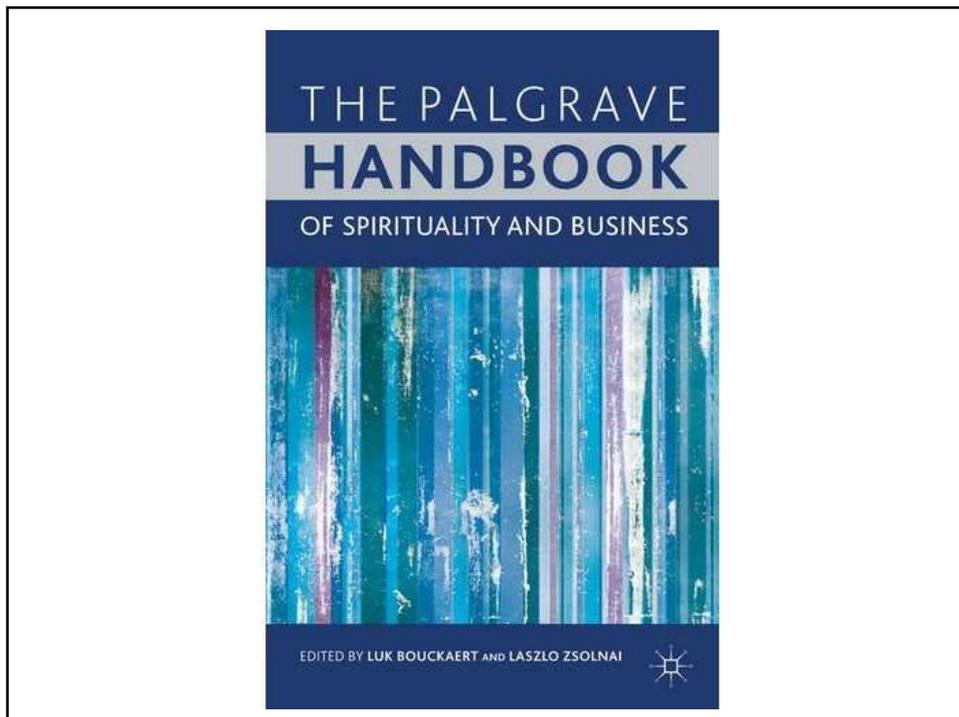
**May 14, 2012
Lord Ashcroft International Business School,
Cambridge**

European SPES Forum, Leuven



[http://www.eurospes
.be/](http://www.eurospes.be/)

**The Forum defines
spirituality as people's
multiform search for
meaning which
connects them with
all living beings and to
God or Ultimate
Reality.**



Part I: The Nature of Spirituality

religion and spirituality, spirituality and rationality, neuroscience of spirituality, transpersonal psychology, spiritual intelligence, gender and spirituality

Part II: Spiritually Inspired Economics

Aristotle and economics, Indian management philosophy, Buddhist economics, Confucianism and Taoism, Budo philosophy, Jewish perspective on economics, Catholic Social Teaching, Protestant economic principles, Islamic economics, Quakers spirituality, Personalism, Liberation theology, Schumacher's economics, Bahai perspective on business, Teaching of the Elders

Part III: Socio-Economic Problems in Spiritual Perspective

Spiritual Meaning of the Economic Crisis, Materialistic Value-orientation, Avarice, Globalization, Deep Ecology, Climate Change and Spirituality, Ecological Sustainability and Organizational Functioning , Responsibility for Future Generations, Authenticity, Frugality, Civil Economy

Part IV: Business Spirituality

Spiritually-based Leadership, Spirit-driven Business Organizations, Transformation Management, Mindfulness in Business, Voicing Meaningfulness at Work, Multinational Companies and the Common Good

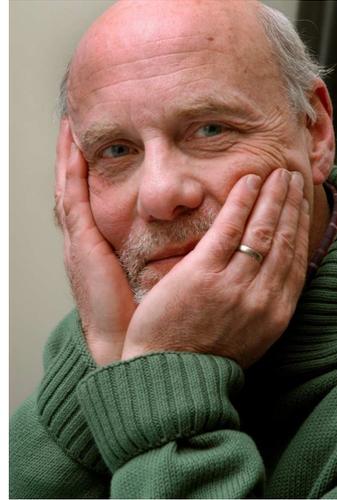
Part V: Good Practices and Working Models

Business in Society, Corporate Conscience, Self-assessment and Improvement Process, Edgewalker Organizations, The Economy of Communion, Ethical Branding, Fair Trade, and Ethical Banking

Luk Bouckaert: **Spirituality and Rationality**

Racionalism produced **ambiguous results** in the Western economy and society.

Increasing **material welfare** on the one hand, but **social disintegration** and large-scale **ecological destruction** on the other hand.



Spirituality activates **meta-scientific sources** (wisdom, traditions, introspection, meditation) and employs **meta-utilitarian means** (intrinsic motivation, emotions, intuition, enlightenment).

Spiritually based rationality is needed.

Tim Kasser: **Materialistic Value-orientation**

Numerous psychological studies document that the more people **prioritize materialistic goals**, the **lower their personal well-being** and the more likely they are to engage in **manipulative, competitive, and ecologically degrading behaviors**.



Luk Bouckaert, Hendrick Opdebeeck and Laszlo Zsolnai: Frugality

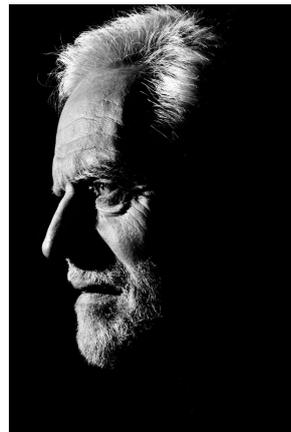
Frugality induces low material consumption and simple lifestyle. It opens up the person for **spiritual goods** such as **inner freedom, peace, justice and the search for the final truth.**



Authentic frugality means self-detachment and orientation toward others but is not inconsistent with **economic rationality**. A spiritually based frugality can result in rational outcome such as **preservation of nature, social reintegration** and **care for future generations**.

Peter Pruzan: Spiritually-based Leadership

Spiritually based leadership is emerging as an **inclusive and holistic approach** to business that integrates the leaders inner perspectives on **identity, purpose, responsibility** and **success** with their decisions and actions in the outer world of business.



Traditional management aims at **optimal economic performance** that mandate attention to the **well-being of the organization's stakeholders**.

In spiritual perspective the “**why**” of **organizational existence** is no longer economic growth but **material and spiritual fulfillment** of all those affected by the organization.

Spiritually oriented enterprizes



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Conclusion

Materialistic management models are based on **egoistic motivation** and measure **success in money terms only**.

Spiritually oriented enterprises are intrinsically motivated to **serve the common good** and measure **success in multi-dimensional terms**.

Thank you!

