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**Spiritually-Inspired Creativity
in Business**

**“Spirituality and Creativity in Management:
Challenges for the Future”**

Barcelona April 23-25, 2015

Overview

- (1) The relation between **creativity** and **spirituality**
- (2) Why **spirituality** is needed in **business?**
- (3) Working models of **spiritually inspired businesses**

Creativity changes perception and
requires new thinking/feeling.

The role of **phenomenology**

Spirituality appears as a precondition of true creativity in business because spirituality – as a **transcending ego-centeredness** and **experiencing inter-connectedness** and **wholeness** – opens a space of **distance** from the **routines** of **business as usual**.

Materialistic management

The dominant management model of modern business is based on a materialistic conception of man. In this view people are material beings having only materialistic desires and motivations .

Materialistic management uses money-driven extrinsic motivation and measures success by profit or cash-flow.



Homo Spiritualis

People are **spiritual beings** having both **materialistic** and **non-materialistic desires** and **motivations.**

Spiritual-based management

- gives **priority to intrinsic motivation over extrinsic one**
- is orientated toward the **common good**
- measures **success in multi-dimensional, holistic terms**

Organic India



**Bhavani Lev and
Bharat Mitra,
co-founders**

Focolare Enterprises



Chiara Lubich
(1920-2008)
Founder



Triodos Bank



Peter Blom
Founder and CEO



Triodos  **Bank**
Make your money make a difference

Conclusion

In spiritual-based management profit and growth are not final ends but elements of a broader set of goals. Similarly, cost-benefit calculations are integrated into a more comprehensive scheme of measurement.

Thank you!

