

The left side of the slide features a decorative vertical bar with a grid pattern, a solid orange vertical line, and a series of five orange circles of varying sizes arranged in a descending staircase pattern. The main title is in large, bold, blue capital letters.

THE SPIRITUAL DIMENSION IN BUSINESS

A presentation by Saurabh Mishra to the
“Conversations that Matter” forum of the Caux
Initiatives for Change

IT STARTED WELL ENOUGH...

- Born in India in 1974, as one of two children (twins!) in an upper-middle class family
- Grew up in India, Japan (Kobe), Australia (Perth)
- Graduated from University of Western Australia in 1996 with First Class Honours in B.Eng and B.Com
- Straight A's student with plenty of Awards including scholarship from Clough Engineering
- Was one of very few selected to work in the business strategy group of Andersen Consulting (now Accenture)
- Met and married the girl of my dreams in 1997
- In 1999, moved to IBM to specialise in e-business strategy consulting, with a salary package unheard of for a 25 year old
- Was blessed with two wonderful, bright children (and a third equally good one that came later!)



IT STARTED WELL ENOUGH...

- In 2000, co-founded a business (eClinic Pty Ltd.)
 - Raised \$3m as equity investment
 - Great concept
 - Great strategy – differentiated service, unique competitive advantages
 - Able people – some of the best brains and talents around
 - Great start – secured long-term contract with a solid and large customer (who is still with us and accounts for >\$1m in revenue)



... AND THEN IT STALLED (FOR YEARS & YEARS)

- For over six years, the business just limped along
 - Most new projects didn't work as expected
 - We were always “just unlucky” in getting the good breaks
 - Sluggish revenue growth - missed original revenue growth targets by YEARS!!
 - Kept posting losses year after year
- Went backwards in personal income
- Got into some bad business and personal relationships that drained money, time and energy



... LEADING TO CONSIDERABLE INTROSPECTION

- Is our life-story pre-destined?
 - If it is, then why should I bother to make an effort?
 - If it isn't, then **why do things happen the way they do?**
- It seems that every successful business person got a “lucky break” – how do I get one of those?!
- How do I reconcile between “doing what it takes” in business vs “doing the right thing” at all other times?
- What should I be doing with myself in the time and resources that I have been given?

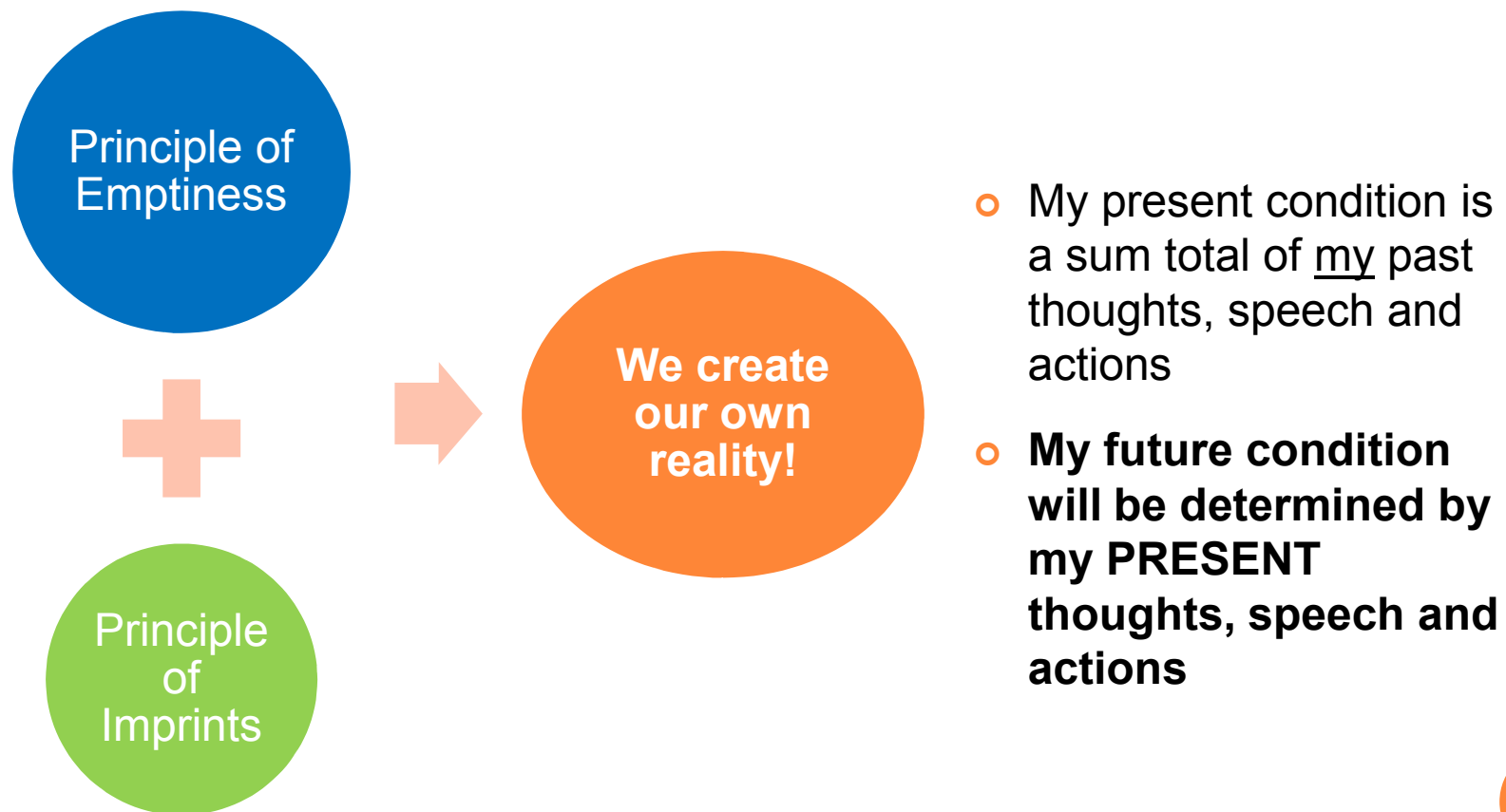


AND DEVELOPMENT OF KEY PRACTICES...



... AND SLOW DAWNING OF SOME ANSWERS

#1 . The Laws of Cause & Effect



Primary Source: "The Diamond Cutter", by Geshe Michael Roach

... AND SLOW DAWNING OF SOME ANSWERS

#2 . The Nature of Mind & Matter

- The only constant is change - all things that have arisen, will pass away
- The root cause of our misery is **unconscious** attachment or aversion to events which are ephemeral
- The mind can be trained to break the habit of attachment and aversion through practice of meditation



When the
mind stops
reacting, it
can start
ACTING in
wisdom



Source: Summary of the teachings in Vipassana Meditation

... WITH PROFOUND IMPLICATIONS FOR BUSINESS

- Principles of Enlightened Business:
 - To “reap” a future of getting wealth, I have to “sow” in the present by **giving wealth**
 - To “reap” a future of living in an ethical, just world, I have to “sow” in the present by practicing **ethics** (i.e. speak no lies, keep my commitments)
 - To “reap” a future of being respected and trusted by staff, customers, shareholders, suppliers and partners, I have to “sow” in the present by **giving respect and trust** to them
- Intuition, creativity, coolness-under-pressure and single-pointedness are key assets in business, and all these attributes can be developed and enhanced through practice of meditation
- Accept that all things will come to an end, and design all endeavours from the point of view of their end

WHERE I STAND TODAY

- I understand that **I create my own reality**
- Business is doing better
 - Spike in revenue growth and profit
 - At least 5 further significant growth opportunities for the business in FY09, with impact of each opportunity on current revenue ranging from 30%-100% improvement
- I am busier than ever, but yet able to find time to do the things I want to do
- I am coming to terms with what I have to do with the resources and time I have

