

Get spiritual at work, win all the way

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*Get spiritual at work, win all the way*

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NEW DELHI: What is that extra something that enables some individuals and organisations to succeed more than others? There seems to be an increasing realisation that spirituality could improve the performance of individuals and corporate bodies.

Anand David, founder of the Manford (Management Foundation for Organisational Research) Trust, and his colleagues train corporate executives to succeed. They would rather like to be known as behavioural scientists using tools validated by science to bring about transformation in attitudes and organisations. They do not dispute, however, that the changed individual's behaviour could be highly ethical and spiritual.

Manford Trust, a 'test tube model', launched with a capital of Rs 10,000 and a scooter in October 1993, today can boast of a capital of Rs two crore – an unflinching indication of the spiraling demand for human resource intervention in the functioning of corporate bodies.

There was a time when workshops for training for excellence were treated as nothing more

than a little fun or a "retreat" says Dr Poonam Nijhawan, industrial psychologist and cofounder of Manford. The situation has changed dramatically. Industrialists today are waking up to the fact that fantastic infrastructure, state-of-the-art equipment and vast resources would be of no avail if they do not invest in man, according to Nijhawan. It was again the realisation of the great potential in and the challenge of transforming ordinary men that prompted Sukhdeepak Malvai to leave a lucrative job in a multinational corporation and join the other two in founding Manford.

American Express, Airtel, Maruti Udyog, Reebok, the United Nations are among the organisations availing the services of the firm. "Last year, we conducted 102 workshops. We visit 12 countries every year all over the Asia-Pacific, Europe, CIS and Arab nations. We have just returned after a month-long training session from Israel," Anand explained. There are now a number of organisations doing good work in human resource development, he added.

The western nations have had such training programmes for quite some time now, while

they are relatively new here. Some of the prominent names in the US are Covey Leadership Centre, Wilson Learning, Antony Robins Workshops and Neuro Linguistic Programming Society. In the context of rapid technological changes, those who do not respond to the challenge of change would be left behind, even if they happen to be long standing, giant concerns like the Tatas or Birlas. "It is not the intelligent, not the strongest, but the one who is the most adaptable to change that will survive," noted Charles Darwin. We know that animals like dinosaurs did not survive despite their huge size.

Shiv Khera is another internationally renowned educator and motivator who teaches CEOs and corporate personnel to win; he takes an ethical stand on issues. Then there are spiritual organisations like the Art of Living Foundation of Sri Sri Ravi Shankar, Vedanta Life Institute run by Swami Parthasarathy, the *Adhyatma Sadhana Kendra* run by the Jains and a few other outfits manned by retired generals which seek to inculcate the "divine wisdom" in contrast with "worldly wisdom" to make it good even in this world.