

Through the change in climate, increasing disparity, and violent acquisitions of an abundant, there exists some or no suspicion that contemporary business has been a winner-gets-everything, momentary endeavor. For corporate leaders, nothing other than easy profits, satisfied shareholders is important. Happy employees, or demolition of this world? No.

Certainly, that should not go on like this. Fortunately, a greater means to do business exists. The means initially concentrated on thousands of years ago is India currently. In the following, we will see the way a corporate leader may utilize ancient considerations for thinking in a long duration, and make our world greater than the way they found.

Throughout this summary, you will read about

- the way to pinpoint a valuable sage in corporate life;
- the reason for you to quit owning and doing, and begin being; and
- discovering the REAL means for being enlightened in corporate life.

Chapter 1 - Greater business is becoming linked to this world.

What is your job and what is your salary? Basic, daily conversations, however, these questions highlight a significant aspect: a big bulk of your professional life has been grounded on working and getting money. Therefore, what would happen if people concentrated on only existing - the condition that links every one of us?

This question would trace us thousands of annum previously to Upanishads. The reserve of the sagacity of India is based on Vedas, primeval writings of the 800 BC belief that structured the foundation of Hinduism.

There is a story regarding the 2 birds in the tree:

A bird was in a lower branch and another was on the top branch of the tree, watching the scenery. The bird on the lower branch means the concerned ego, this leaps from one thing to another and works on attracting other ones, however, could not see the whole picture. At the same time, the bird on the higher branch has been singing on the peak, appreciating the whole view of this world and linkages on it.

Regrettably, business is prone to behave similarly to the bird on the lower branch and it brought lots of pain. That is since businesses frequently consider themselves as different from further responsibilities such as the ones for nature and humanity. Rather, they concentrate on the individuals that are openly inside their realms, such as investors and stockholders. Not only this,

however, it has been that mentality that is the underlying reason for environmental and economic crises, similar to the financial crisis of 2008 and the change in the climate.

Fortunately, there has been a means to transform that and it is named being-concentrated business. That way has been involved in the intense linkage between the environment a company makes business in and itself. Each business leader must embrace this technique and Body Shop has been a business that does this gradually.

For example, the owner of this business, Anita Roddick, turned out renowned by saving the world and tribes in Amazon. That had been this intense linkage to this world and the individuals inside that assisted her in constructing this company that is worth billions of dollars.

Chapter 2 - A higher level of existence in which you may drive yourself into is “Being”.

Another tale regarding a guy who would like to grasp the quintessence of this world and every being, in other words, Ātman. Therefore, his dad directs him to put some salt inside a glass of water. This guy's dad, the next day, asked him whether the salt could be seen or not. At the time the guy told him he could not, his dad told him to drink that and explain what it tasted like. Needless to say, that was salty.

The thing is, similar to the salt unnoticeably pervades the whole glass, Ātman pervades every being. This means, because we are all living things, we are all pieces of Ātman. For example, consider back those 2 birds: the bird on the lower branch is concentrated on tangible experiences and objects, however, the other one on the peak is distinct. That is our all-inclusive self, Ātman.

Is there a way to welcome the bird on the top branch?

Utilizing the writer's REAL direction, a directory to be a leader who is concentrated on “Being”. This directory is comprised of 4 pieces, all of which demonstrate the way a bird on the lower branch could attain the peak of the tree.

The initial move is realizing that a higher and bigger thing than you exists, the bird on the peak.

Secondly, you need to link to that bird on the top.

Thirdly, you should anchor in a consistent sight of the bird on the peak at the time you are releasing your fear of the bird on the lower branch.

In the end, you should accept leadership to be the role model of others.

Through this procedure, that is significant to recall that the bird on the lower branch is guided by the bird on the top, however, both birds are needed. This is since being with no activity cannot bring output, however, activity with no benign possesses no better aim.

Chapter 3 - Businesses are pieces of, and are contingent on, a bigger system.

Have you ever heard that the vocabulary “right” comes from the “Rta” concept of Vedic? That is an idea regarding how everything is in the correct order in this world. For example, days are followed by nights, after spring comes summer, and their equilibrium is saved by people and god.

The appearance of that balance is named Dharma, or the equilibrium in and among systems.

Therefore, because businesses are subsystems of further, bigger systems, all of us require an environment these could be conducted. For example, the business has been the economy’s subsystem, the economy being the humanity’s subsystem, humanity is nature’s subsystem. And nature is the Being’s subsystem. All systems come one after another and they are dependent on them.

So, if we would not have nature, we cannot have humanity, with no humanity, we cannot have the economy, and therefore, we cannot have the business. Because these are interdependent, this is significant that we maintain them in our minds while we are on a business. This is since all subsystems could be seen as types of capitals.

For example, we have tangible capital, such as services and products, infrastructures, and the material that they are made of. Furthermore, there has been social and human capital such as HR and the assets built upon social activities. The assets of nature such as ecosystems that fulfill people’s requirements such as nutrition, water, and air. The last asset is Being, which is the basic value of the business.

However, higher structures are vulnerable and that is necessary for leaders concentrated on “Being for utilizing the principle of Dharma. This is because when assets of a system are consumed up, this system would be in danger of collapse. Therefore, when balance could not be kept inside and among subsystems, the greater systems would be worn away.

For example, considering the 2 birds, their tree could be thought of as the bigger systems. So, the aim of being a leader concentrated on “Being” is for saving the fruits of the tree and saving its roots grounded hard, no matter what the birds on the lower branches want.

Chapter 4 - Work and business may assist you in linking to the greater reality within yourself.

Therefore, being the birds on the lower branches, we realized that there exists a greater system that we are not in. However, the things we have been observing are only a little quick look. So, what is the way that we may see farther away?

By aiming to the greater self in anything we are doing. This is because what we do has been the area that we build abilities inside and the features of our tangible selves which are significant for ourselves. That is plentifully bright in new businesses, offices that individuals put anything they could in what they do, frequently putting more time compared to sleep or other activities, having the aim to transform this planet.

That is this willingness that leaders could grasp to intensify our link to that greater reality, and this is the way to do that:

Firstly, all tangible weaknesses discourage leadership, and this makes attaining the greater reality more difficult. The most frequently that happens when something is planned excessively for hiding the weaknesses. For example, at the time the writer's business, Gandiva, started encountering issues, the writer put so much time into figuring out other plans. However, what he did just demonstrated the writer's destroying weakness against failure.

Fortunately, he discovered a means to cope with those weaknesses. At the time he sense weakness, he would recall the causes he built his firm initially. To explain, he was connecting into the feeling of greater self which he had laid out to perceive.

In conclusion, he could escape from the situation of continuous planning, productivity controlled self to a greater self, while discovering the intenser feeling of purpose. Therefore, no matter how sensitive his marks to himself at that moment might look like to him currently, they symbolize the writer's way of linking to his bird at the peak, his deepest initiative to start his firm.

Chapter 5 - Firms constructed on the welfare of society and workers have been more victorious.

A further tale of Upanishads has been Bhrigu's tale. Bhrigu was a guy that would like to grasp the mystery of reality. He thought of what is the indispensable thing for humanity and recognizes that delight has been the basis of all people. This is valid for businesses as well.

This is because delight is equal to happy workers, which, in the long duration, means more profit. For example, a firm possesses various stakeholders including workers and clients,

however, in this feverish capitalist environment, a lot of firms assign their attention and energies to shareowners. The issue is, this technique could not be sustained, since it requires multi-dimensions.

Therefore, by concentrating further on the workers and clients, firms may raise profits and achievements in the longer term. A famous example of providing a fun workplace has been Southwest Airlines. Herb Kelleher, the CEO, is the leader of this attempt by making jokes, such as waiting inside overhead bins and surprising workers.

His behaviors motivate workers for enjoying while working with funny announcements during flights such as “don’t leave spouses or children while leaving the plane please”. Southwest is not only about enjoying, but they also earn the most profit among the airlines in the US and for 39 successive years, they turned out profitable, although their industry is not so convenient to attain such achievements.

Therefore, happy workers mean great business, however, they are not the only individuals a firm needs to search for. Considering the welfare of everybody has also been a means to be successful, no matter it is caring for education, environment, or social aspects.

For example, Natura Cosméticos, a Brazilian firm, incessantly becomes of the best 5 sustainable firms globally. This firm is intensely linked to the communities that live in Amazon forests from which they collect components, and thus, they are devoted to saving this ecosystem. This is not everything, the firm is also the leader of the cosmetics market, reaching international sales for more than three billion USD around 2011!

Chapter 6 - Moral business activities bring victorious firms.

Did you encounter a piece of writing in a big firm’s quarter report? Probably you did and this is because today’s businesses are worried about making shareholders happy. It is widespread for achieved leaders to grapple with the ideal.

For example, research on more than seventy thousand quarter calls for conferences regarding earnings discovered that chiefs were concentrated further on generating short-term gains for grabbing investors’ attention on getting quarter profit. But there is a different way and it traces back to the leadership concentrated on Being, and this makes workers main stakeholders.

Consider Costco, a firm having ethical rules that put workers before shareowners, giving them forty to seventy % further than rival businesses, such as Walmart, give their workers. The conclusion is lower turnover 1 year following: six % for Costco and forty-four % for Walmart. This demonstrates Costco is advantaged from having further knowledgeable and experienced labor.

This is great for their business. The return of Costco is x2 the Poor's indicator and x3.5 more than Walmart.

However, remember the customer. Customers could be taken as stakeholders too. A great example could be shown as the crisis of Tylenol in 1982. Let's listen to the story:

This pain medication's bottles had been put pills included lead. That led to 7 people's death around Chicago. The CEO of J&J, the producer of this pain medication, took action and pulled thirty-two million Tylenol bottles from the shelves of the US at the cost of one hundred million USD. He showed up in Sixty Minutes for telling the way his firm was making people's safety better, their strategy which comprised of a 3-month plan to advance to antitamper packaging.

What happened?

Everyone that watched Sixty Minutes was x5 further likely to select J&J goods compared to people who did not watch. Therefore, at the time Tylenol has rereleased it nearly instantly compensated its share in the market, which was 35%.

Chapter 7 - Keeping the world safe is imperative for a successful business in the long run.

Mahatma Gandhi, getting inspiration from the Upanishads, passed away having just 10 things, one of them was a bowl for eating, spectacles, and sandals. His devotion was founded on the purpose to own as little as unfavorable influence as it could be; which the planet isn't us to consume, but to keep safe. Regrettably, this view is seldomly had by firms currently.

Firms as a current trend do not consider the real prices of their behaviors. For example, firms wore out the natural environment, however, do not calculate the costs since our world does not give invoices. Therefore, currently, the economy globally gets seventy-two trillion USD in "free-of-charge products", such as resources nature provide them with, annually, and encounters yearly harm which costs nearly six-point-six trillion USD. Furthermore, starting with 2050, costs of the harm would probably be raised to twenty-eight trillion USD!

However, for being independent of this attempt and adopting stewardship, we will require to instruct our views regarding advancement in the long run, a notion that we take a hard time to grasp. This is because the multiplying accumulation of wealth, in which capital expands compound annually, is hard to understand and that is further challenging at the time of working on deciding the impacts something would show hundred years later.

Therefore, the leadership style of stewardship is just regarding society and nature not being free-of-charge facilities for firms to consume, however, resources every firm needs to save. Consider Eileen Fisher, the owner of a fashion brand, named after his name, and an excellent

steward. For example, her firm only buys organic strands and creates enduring clothes constructed to withstand, therefore, decreasing the influence on this planet. Furthermore, this company designs a lot of their products for washing cold, to consume less energy. This firm creates ninety % of the 2012 spring collection with this method.

Additionally, their business is great for workers too. All employees start each day doing yoga and get 1000 USD each year as their well-being allowance, so they can spend that for their well-being.

Chapter 8 - Chiefs may bring inspiration for change by placing examples.

Did you hear about a sage? A sage is fundamentally a knowledgeable individual having a bodily self (the bird on the lower branch), which is continuously linked to the bird on the peak. Consequently, they may be excessively heartening.

Some CEOs are sages too. Consider Paul Polman, the CEO of Unilever, a huge FMCG firm. For him, the financial decline of 2008 was an “ethics crisis” which made him reconsider how Unilever is run. He determined to quit reporting each quarter and concentrate on the firm’s advancement in the long run.

Consequently, the company’s shares possessed by the short-run, profit-focused risk funds decreased from fifteen % to five % in 2009-2013. Additionally, the firm’s plan for Living Sustainably aims to multiple sales figures by two while decreasing the firm’s influence on the environment by 50% and advancing the dietary worth of goods.

So, the firm has lots of stakeholders involving the planet. What about profits?

In the tenure of Polman, the share prices of Unilever raised 55%, its revenues increased by 25%, and its operating costs decreased. However, further than this, around 2012, the company owned the Deloitte Innovation ranking of the most sustainable firm in the world.

Therefore, CEOs may be sages, and investors too. Consider Omaha’s sage, a renowned investor from the US, Warren Buffet. Buffet’s investment company expanded by more than 587000% in 1965-2012. In other words, if you would have invested 200 USD in 1965 with Buffet, now, you would be rich by 2012. Contrast this with the 15000 USD the same investment could have brought with S&P 500.

Probably, you are not shocked by the confidentiality of Buffet is concentrating on growth in the long run. However, he is a deep humanist, devoted to giving away all of his fortunes after he is dead, and wanted other wealthy people to donate half of their fortune at a minimum. At the time

Buffet takes environmental issues at the core of his philosophy of investment, this will combine every perspective.

Two Birds in a Tree: Timeless Indian Wisdom for Business Leaders by Ram Nidumolu Book Review

There exists a distinct way to conduct business, by departing from existing conditions that help rather than damage humanity and nature. This named leadership concentrated on Being and this functions by connecting the aims of a firm with the needs and wants of this world in which all companies operate.

Utilize rituals for linking to the greater reality.

Society is linked by rituals around death, marriage, birth, and numerous further life milestones for generations. Rituals may assist corporate leaders in linking to their greater existence reality similarly. That is as basic as attaining the higher meaning incorporated inside rituals and utilizing that for constructing a further inclusive specification and sense for the business.

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