

# Conference Report and Commentary on



presented by

**The Message Company**

[www.bizspirit.com](http://www.bizspirit.com)

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La Fonda Hotel, Santa Fe, NM

*This Praxis Report has been respectfully prepared by*

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*...and the numerous attendees with whom we networked.*

**The International Conference on Business and Consciousness was designed for the growing number of people searching for innovative and resourceful ideas about how we can live more “consciously” in ways that will inspire, transform and reconnect people, businesses, organizations and our world.** More than 30 top experts and leaders on this topic shared their insights at this lively four-day conference. This Praxis Report attempts to bring you some of the best information from the conference – both in the form of reporting and reflection.

Although we feel we have captured the essence and highlights of the Conference, we obviously cannot duplicate the actual experience of participating in this Conference. However, we hope this Report will inspire you to enrich your own experience by:

- Visiting the websites of the speakers and other leaders referenced in the Report.
- Reading and using the books of the speakers for more details and inspiration.
- Reflecting on how you might use this information to take action in your own life and/or workplace.
- Using some of the information in this report as a guide for discussions to implement transformation at work or home.
- Attending similar conferences about Business and Consciousness.

Dear Reader:

Not only did The International Conference on Business and Consciousness introduce me to the works of great thinkers and doers, but it also provided the wonderful gift of finding Pat Katisch, definitely a kindred soul. If you are a regular reader of Praxis Reports you know that I sometimes invite guest reporters. Pat is not a guest, she is my partner in the entire process of creating this report. Thank you, Pat, for your input, insights and reporting. I invite everyone to enjoy the report as much (or more!) as Pat and I enjoyed creating it for you.

If you are a first time reader of a Praxis Report, this report may be different from any other you have received. The Report begins with a summary of the proceedings followed by our personal reflections about the experience of attending the conference. This portion is meant to provide an overview and to help you decide whether this conference is one that you want to invest in, if it is held again.

The information provided in each of the Conference Information Session reports is presented in three different sections. The first section is objective – what we heard the presenter say sans opinion or comment. The second section is personal opinion about what we heard and the third section contains opinions from others who were asked to provide feedback.

The information in the report is prepared in bullet point format so that you get the flavor of the conference content, not the entire conference proceedings. By using this format, you can tell whether or not you are interested in pursuing any specific topic. If your interest is piqued, you are encouraged to reference [www.bizspirit.com](http://www.bizspirit.com) or use one of the links in this report that will lead you to additional information. Note that the Message Company offers DVD versions of many of the speakers' presentations.

If you choose to skim the report on your computer first, the links to the additional information should immediately take you to the appropriate website. Please note that the Table of Contents' entries are also hyperlinks for your immediate access to any exciting subject within the Report.

Thank you for your participation in this project! We hope this Report will provide you with helpful information and inspiration on your own journey to explore ways of incorporating greater consciousness in our world!

*Jean McClelland*



For additional information on Jean McClelland's background please reference [www.PraxisReports.com](http://www.PraxisReports.com).

Note: This report covers only a few of the fine presenters at the conference. I encourage you to check [The Message Company's website](http://The Message Company's website) and read about the other presentations that were not able to be covered.

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#### About the Report Authors

Pat Katisch  
Jean McClelland

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## Summary of Conference Proceedings (by Jean McClelland)

The consistent answer to the question was a resounding, “YES”! Oh. What was the question? The basic question of The Business and Consciousness conference was whether or not “business” is and/or can become based on the entire human being – mind, body and Spirit. Yes, that did include Spirit – not religion, just Spirit.

In the preface to presenter Lance Secretan’s latest book, *ONE: The Art and Practice of Conscious Leadership*, Secretan notes, “As I have spent more time in the world, I’ve come to realize that living an inspiring life and making the world a better place are not complex subjects. As a matter of fact, they are very simple and may be summarized this way: “We are one, and the world would be a better place if we loved each other and told the truth.”

Sounds good, but is it possible to actually live the way Secretan suggests? Both presenters and attendees echoed enthusiastic belief in the potential for business as we know it today to become more holistic, more humanistic and more respectful of the entire human being – mind, body and Spirit.

Another question was whether people would be willing to bring their entire beings to work; whether individuals would be (or could be) conscious in their commercial dealings with each other. This question was also answered with a resounding “yes”; however, the examples provided represented primarily individual choices, very few collective choices. Naturally, individual choice is where it all begins so the fact that individual choices were being made is really good news.

After the seemingly unanimous agreement that it was possible to succeed in the proposed positive transformation of business, and that people seemed ready to commit to the higher path, the burning question became, “Since we have the potential for increased consciousness within the world of business, how do we implement this transformation?” With this question as the major theme, the conference proceeded.

What is “Conscious Business” anyway? Two of my favorite answers were provided in two different sessions. Entertainer **Greg Tamblyn**, the Conference Weaver (Master of Ceremonies), provided the explanation that because “Business” deals with other people’s money and “Conscious” means being aware or awake then Business and Consciousness obviously means getting other people’s money while they are awake.



*Greg Tamblyn provided daily humor and appropriate songs like “Analog Brain in a Digital World”.*  
You can listen to his songs at [www.broadjam.com/gregtamblyn](http://www.broadjam.com/gregtamblyn)

Many people equate spirituality with consciousness. My personal definition is that consciousness is a portion of spirituality. In **Martin Rutte’s** presentation explaining how he has opened a center for spirituality within a business school, he provided the thought that we should not define spirituality in business for others but should ask them *their* definition. After all, the definition is personal, like the one I offered above. Rutte went on to suggest that we “live the question” vs. nailing down a tight definition. Wow. That really hit home for me. Living the question of what spirituality and/or consciousness in

business could possibly mean, provides the opportunity for the definition to evolve along with us and with our businesses.

**Lance Secretan** provided excellent principles that can be lived in order to create a conscious business through conscious leadership. Secretan is an excellent example of one who walks his talk. Plus, he uses his experiences and beliefs to help other high level executives follow his lead; i.e., he is an effective leader of leaders.

One of the stories of conscious business that was incredibly powerful to me was the story of Malden Mills as it was told by the mill's third generation owner, **Aaron Feuerstein**. The ethics lived and the dedication between the mill's owners and workers were so impressive that the TV show "60 Minutes" produced and aired a segment on that story. The moral of the story can be found in the Torah [obviously paraphrased]: "Do not oppress the worker to provide gains for the rich."

Feuerstein used his Malden Mills experience to evidence how the lowering of American workers' wages is increasing the divide between the "haves" and the "have nots". With the demise of the middle class in America, democracy itself may be compromised. I highly recommend exploring Feuerstein's ideas on how to protect American workers and their innovations.

America is still the most creative country on the planet. We create all sorts of things – from messes to wonderful ways, full of technology, to help clean up the messes we made! **Michael Gelb** has been one of my personal gurus since he wrote *Mind Mapping: How to Liberate Your Natural Genius*. (The concept of Mind Mapping was originated by Tony Buzan and wonderfully applied by Gelb.)

Gelb's presentation included thought streams from his two latest works: *How to Think Like Leonardo da Vinci: Seven Steps to Genius Every Day* and *Innovate like Edison*. Gelb confirmed that managing your mind – the thoughts you think and how you put them together – will empower you to bring forth the ideas that will propel you and your business to heights like da Vinci and Edison. Even how Gelb created these wonderful new bodies of knowledge was an interesting story of empowerment through his own mind management.

Each presenter had fascinating stories to tell. **Carol Pearson** told how "narrative intelligence" (finding the archetypal story behind the story being lived) provides the business leader with a transformational tool. We all tell stories. Some of them are even true (as my father would say)! Carol postulates that finding the origin and the truth within the story can help business leaders understand and communicate with their workers on a deeper, more conscious, level. The result she has achieved with her clients is more productivity leading to more profit because the deeper level of communication has garnered trust between management and the workforce.



Detail from LaFonda Hotel's ballroom ceiling.

The subject of trust came up quite often in the presentations. **Stephen M. R. Covey** addressed trust directly. Note: This is Stephen R. Covey's son, not the

author of *7 Habits of Highly Effective People*. However, a lot of the presentation contained what I remembered about trust and how to create it from reading his father's book. Covey was a good speaker and added new information to the old. The subject is obviously a large and important part of being a conscious business leader.

Trust is both very personal and an absolute necessity in community. Community can also be defined as *a business plus their suppliers plus the consumers of their product/service*. Naturally, trust on the individual and community basis brings us to Abraham Maslow's hierarchy of needs pyramid. Maslow's work was cited in at least three or four of the presentations I attended. **Chip Conley's** presentation was directly based on Maslow's work. Conley's boutique hotel business in California was designed to meet specific consumers' needs in Maslow's hierarchical order. Conley's hotels are a great success. He is another living example of bringing conscious awareness of the needs of all human beings involved in a business (a community) into play in order to realize the greatest profit most easily.

**Robert Zimmer** is another outstanding example of the hospitality industry understanding how important conscious business is in order to achieve profit. He did it with the Rosewood Hotels and is now about to begin creating whole communities of conscious businesses – from resorts to industries – all sharing geography and consciousness in order to prosper on our planet. Zimmer's presentation showed how a business structure based on a wheel formation vs the normal hierarchical form will help to maintain the motion of our consciousness and create profit / evolution on all levels.

The conference content laid out many paths to profit that include respect for individuals and the communities we naturally create through our gregarious natures. Most of the presenters had already achieved many of their goals of profit and personal growth by living their dreams, networking their ideas and now sharing their knowledge through conference presentations, books and other venues.

Another striking example of success based on treating people as total human beings was **Bill Strickland**. Bill's personal story of pulling himself up by his bootstraps (with the help of a pottery teacher) became the template for his life work. He is now attempting to build 200 world class training centers in the midst of the poorest neighborhoods on the planet so that the inhabitants of those neighborhoods can re-gain their hopes, re-discover their dreams and become contributing members of the greater society. Bill's centers achieve their goals by treating people like people – with respect, love and the right to be in beautiful surroundings.

The conference provided hard evidence that "conscious business" is not an oxymoron, but a way to evolve into peaceful and enlightened beings living fruitful and happy lives.

Let's all get on board!



Part of a mural in a stairwell of the LaFonda Hotel.

# The Conference Experience

## My Experience in General – Pat Katsch

We can sense it, feel it, smell it. What is it? The global and personal urgency for spiritual transformation in a world faced by so many challenges. This conference offered all of us a sense of hope, inspiration, insights, success stories and a reminder of the power of shared wisdom and collaboration. Most of the speakers were fabulously inspirational and the conference was very well-organized.

Personally, the greatest omission, however, was the lack of any structured opportunity for the networking that could have been implemented to help attendees seek out others with similar interests or to develop alliances for future collaboration. I would have loved to have my conference packet include contact info for all attendees willing to share their info so I could track down truly “kindred spirits” or others of special interest before leaving Santa Fe. So many of the speakers emphasized the importance of *collaboration*, but this conference lacked the insight of other conferences that included attendee directories, networking activities, lunches designed for interaction, discussion sessions, etc., to give attendees a chance to do just that. Though many of us could do (and did) our own personal networking, we could have greatly magnified the richness of our experiences with more attention paid to the incredible value of focused networking with one another. This would add great value to this conference and might be one more incentive for potential attendees if attempts are made to keep it alive.

## The Meeting Place

Who could argue with meeting in Santa Fe, New Mexico? Santa Fe is such a great combination of native cultures, beautiful arts and modern amenities.

The La Fonda hotel is one of the historic hotels just off the central plaza. “Historic” often also means “not very convenient.” The hotel offered a lot of exercise by having to navigate strange and improbably placed stairs and an obstacle course of buckets when it rained.



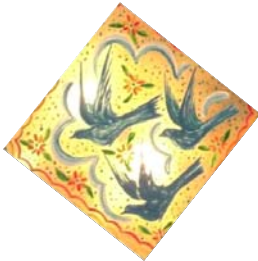
Drip buckets created an obstacle course

At the same time, the beauty of the hotel was anywhere you chose to rest your eyes.



A dragonfly on the ballroom wall

One of the many different ceiling fixtures in a breakout room



Small portions of a light near the entry door

## About the Report Authors

**Pat Katsch** is President of **Katalyst**, a Milwaukee-based holistic marketing company. Her vision is to help entrepreneurs build a holistic practice that creates abundance for themselves while serving the highest good for all. She also serves as a catalyst in connecting kindred spirits who share the same vision to raise the consciousness of our global culture. Pat has been a journalist, educator, associate dean in the College of Professional Studies at Marquette University, publisher of women's yellow pages directories, marketing director of two major Midwestern performing arts centers, and a marketing consultant for Fortune 200 companies like Rockwell Automation. She has a B.S. in Journalism and M.S. in Education, both from Northern Illinois University.

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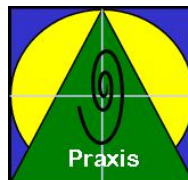
**Jean McClelland** is Founder and President of **Praxis Reports** and **Kinetic Change** – a company in the making to help people heal themselves through changing their energy. Jean's business experience includes numerous management positions, global project management for software implementations, strategic planning for start-ups to large corporations and change management on all levels of the corporation. While she was with PricewaterhouseCoopers, she helped author and plan the implementation of their global programme management method. Jean now lives in the Four Corners area of New Mexico. She

chooses the conferences on which Praxis Reports are written for the readership she has developed over five years of technical conference reports. This is the second report addressing how we as individuals interact with our chosen businesses. Reference the IONS Conference report for like information. Jean is a graduate of Villanova University and currently working toward a doctorate in naturopathy.

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