

PLACE OF SPIRITUAL CULTURE IN CORPORATE EXCELLENCE: AN OVERVIEW

BY

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Corporate excellence is needed today for survival and success. That is saying the obvious.

This means excellence on the part of every one in an organisation - in other words, Role Excellence on the part of every role holder. That also is saying the obvious.

What is not so obvious is the joy of role excellence. Clouded and crooked thinking so often robs us of this joy.

Role excellence brings joy to the player and the person or persons at the receiving end.

Currently, we do not have as much joy as we all can have because our idea of reality is partial, incomplete. We have been studying more and more a few realities like the economic reality and technological reality and less and less of other crucial realities.

A professional manager is a manager of realities. He concedes that when you understand and go with reality, every thing goes in your favour. When you are ignorant of or indifferent to reality, you pay for it.

We have been paying heavily for ignoring some of the realities.

One such reality is the stage reality. We are all on stage. Top performance is expected of us. It is a situational necessity.

A sense of reality leads to a culture. A sense of economic reality and technological reality leads to an economic culture and a technological culture.

A sense of stage reality leads to a stage culture.

For role excellence to obtain, a stage culture suggests that we have four disciplines respectively from the four components of role excellence, namely the audience, the fellow players, the organisation and the role holder himself. Even if one of the segments happens to be callous, it tells on the over all performance.

Nothing but the best for me, the customer has to say. Nothing but the best for the customer, the organisation has to say and mean. Nothing but the best from me, the role holder has to say.

The major player is the role holder. In his hands lies role excellence. He can even make up for inadequacies on the part of the other three segments.

The audience may insist, the fellow players may assist, the organisation may consistently facilitate. If the role holder does not persist, we cannot go very far.

The role holder does not go far because his idea of reality is partial.

When we study men and women who pursue excellence, we find they are informed of another reality and they are abiding by another culture.

This reality is the spiritual reality and this culture is the spiritual culture.

The excellence practitioners do not deny any aspect of reality. They do not suggest Earth or heaven. They maintain: Earth and heaven. This becomes possible when spiritual culture is made part of organisational culture.

Spiritual culture includes care and concern for "others" - spiritual reality maintains that we are all "sparks of the same divinity" (Sacred Vedas), we are all "one in Christ" (The Holy Bible), we are all "limbs of the same body" (The Holy Quran). Sages and seers, masters and mystics of all ages and climes have glimpsed and lived this reality and commended this reality. Our stages have gone one step further; they have given us "the know how" to experience that reality.

Once this culture prevails, without effort, ~~by~~ with enthusiasm, we will be glad to serve the internal and external customers, and gladly make "sacrifices" where necessary. The hesitancy aspect and the strain aspect of role excellence will cease to exist.

Work itself will be done for considerations other than monetary. People will see the need to become karma veers, karma sreshtas, if not karma yogis.

This is not science fiction. Workplace spiritually has been moved from the drawing board to the field by mavericks in management in many parts of the world. Pragmatic managerial leaders go for what works in a big way and if spiritual culture works, they do not allow their hang-ups to come in their way.

We in India have an advantage. We have a helpful heritage. To avail of this heritage, however, we have to make a paradigm shift. We can take a lead in this area and become path finders. We can also wait till the experimental west gives it to us as "the latest in management". We can hope that corporate India will make a wise choice and fairly fast.