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## **“RULES FOR REVOLUTIONARIES”**

**by William C. Miller**

President, Global Creativity Corporation  
Co-Founder, The Global Dharma Center

The classical goals of life in Indian culture are dharma (responsibility), arta (wealth), kama (fulfilling desires), and moksha (union with God). In this era (“Kali Yuga”), we’re in a world that values arta (wealth) without regard to dharma (responsibility) and kama (fulfilling desires) without regard to the ultimate desire moksha (union with God). Business is engaged in an unsustainable level of competition for fulfilling people’s unlimited desires with limited resources, while helping weaken the moral fiber of cultures and harming the environment.

We DO have the power to reverse this trend – but that requires revolutionary leadership. **“Revolutionary” leadership** produces fundamental change. In today’s world, revolutionary leadership requires spiritually-based leadership...

**“Rules”**: a prescribed guide for conduct or action; from the French meaning to ‘direct’

**“Revolution”**: It will take a revolution in both meanings of the word:

- A FUNDAMENTAL CHANGE, as from darkness into light, in the context and culture, the innovations and impact, of work and business as we now know it.
- A COMPLETED ROTATION, as around an axis, coming back to a place visited before. The axis is the deep heritage of spiritual values found in India – India the spiritual heart of the planet, the Mother of the world’s great religions, such as Buddhism, Hinduism, and even Christianity. With the rotation, they again are in the light.

**SPIRITUALLY-BASED LEADERS – INDEED REVOLUTIONARY LEADERS – ARE NEEDED TO BRING ABOUT FUNDAMENTAL CHANGE IN FOUR AREAS:**

- A. Revolutionize the Context for Business
- B. Revolutionize Your Corporate Culture
- C. Revolutionize How Innovation Creates Your Prosperity
- D. Revolutionize the Society in Which You Operate

### **“THE RULES...”**

#### **A. Revolutionize the Context for Business**

A UNIVERSAL SPIRITUAL CONTEXT – found in spiritual traditions around the world – starts with...

- *There is a single God who is the omnipotent source of manifesting and vitalizing this creation.<sup>1</sup>*
- *There is a more permanent “reality” than the temporary phenomena of this material world.<sup>2</sup>*

- *There is an entity (some call it a soul) that exists separate from and beyond the death of the body.*<sup>3</sup>
- *Man's soul shares in the divine nature of God, as created in God's image.*<sup>4</sup>
- *The goal of life is to realize and experience this union with God, primarily through selfless love.*<sup>5</sup>

Work occupies more time than almost any other activity in our lives, it allows us to exercise and grow in our major spiritual values found in all spiritual paths just in the course of day-to-day business decisions and relationships. Therefore, work is one important means to grow towards the experience of union with God.

**Rule 1:** *Remember (to be mind-full of) that the goal of life is to experience union with God through Divine Love; ALL else takes its meaning in relation to this goal.*

**Rule 2:** *Grow your business from a spiritual context, a spiritual worldview; release the current attempt to fit spiritual values into a business context.*

## **B. Revolutionize Your Corporate Culture**

A UNIVERSAL SPIRITUAL CONTEXT – continues by saying that...

- *The evidence of spiritual growth is congruence of thought, word, and deed in expressing basic spiritual values.*<sup>6</sup>
- *The purpose of having a body is to have an instrument (a means) for realizing union with God and for serving others.*<sup>7</sup>

Five fundamental, human values are found in all the major spiritual paths -- love, inner peace, truthfulness, responsible action, and non-violence. Of these, love is the basis. Together, they directly support business success. For example:

- Truthfulness -- fosters trust and honest communications
- Responsible action -- fosters high quality work
- Inner peace -- fosters creative and wise decisions
- Love -- fosters great service based on caring for others' well-being
- Non violence -- fosters win-win collaboration

These five values are found in all spiritual traditions, and they are intrinsically bound in the nature of mankind (created in the image of Divinity). These spiritual values represent THE fundamental underpinnings to sustainable business success.

**Rule 3:** *Identify the spiritual values you already embody, and center your company mission AND culture around those core spiritual values.*

**Rule 4:** *Recognize that each person has their own spiritual purpose and expression in life (their individual dharma); identify and promote those expressions through work.*

## **C. Revolutionize How Innovation Creates Your Prosperity**

THE UNIVERSAL SPIRITUAL CONTEXT – found in spiritual traditions around the world says...

- *There is a single God who is the omnipotent source of manifesting and vitalizing this creation.*<sup>1</sup>
- *Man's soul shares in the divine nature of God, as created in God's image.*<sup>4</sup>
- *This union with God includes a sense of oneness with all people and all creation, through Love.*<sup>8</sup>
- *This sense of Love and oneness naturally expresses itself actively, as service to others.*<sup>9</sup>

We are all sparks from this Divine Creator, seeds from the Divine tree. Therefore, we share this creative power and naturally want to express it in service to Creation: nature as well as people. Expansion is life; contraction is death. Our soul's vitality naturally expands as we express our uniqueness while contributing to others. Therefore, creative innovation is a primary means to practice spiritual expansion while growing a prosperous enterprise that serves others.

***Rule 5:*** *Inspire EVERY person to exercise their natural creative powers from their hearts and bring it forth as wisdom in their minds.*

***Rule 6:*** *Have spiritual values -- such as serving people's well-being, and non-violence to the planet -- drive the goals and decisions for WHAT you innovate and HOW you innovate.*

#### **D. Revolutionize the Society in Which You Operate**

THE UNIVERSAL SPIRITUAL CONTEXT – found in spiritual traditions around the world says...

- *This union with God includes a sense of oneness with all people and all creation, through Love.*<sup>8</sup>
- *This sense of love and Oneness naturally expresses itself actively, as service to others.*<sup>9</sup>

Making a contribution to others, first of all, is an exercise in the spiritual/human values. Serving the Whole equates to serving God. Serving the Whole also promotes the highest possible exchange of value(s) in a customer-business relationship.

This extends beyond customers to serving society at the same time, since it's impossible to have a sustainable, healthy business in a society that isn't socially, morally, and economically well. Therefore, the spiritual purpose of work is to serve others and simultaneously make a contribution to society-at-large.

***Rule 7:*** *Equate your business health with your community's health; be aware that each depends on the other.*

***Rule 8:*** *Refine and EXPORT the spiritually-based practices of Indian management, while harvesting the wisdom of Western management practices within your spiritual context.*

#### **“WHAT YOU CAN DO RIGHT NOW...”**

- Start with YOUR own character, your spiritual foundations to unfold your business
- See growth and profits as a natural consequence of character plus skill

- Develop, practice and fine-tune the language and business models for creating your business within a spiritual context
- Identify role models of other successful leaders who practice spiritual values in their work
- Develop young talent who are driven by spiritual values in their day-to-day lives and bring them into business

***You are part of the vitality and the versatility of the Indian economy and society. There is no one in a better position than you to be revolutionary leaders, to the benefit of everyone. I wish you well in your revolution!***

## RESOURCES

### “A UNIVERSAL SPIRITUAL CONTEXT”

#### ***1. There is a single God who is the omnipotent source of manifesting and vitalizing this creation.***

... called God, Allah, Jehovah, Brahman, the Father, the Atman, etc.

John 1:1 says, "In the beginning was the Word, and the Word was with God, and the Word was God."

Hebrews pray: "Hear, O Israel: the Lord is our God, the Lord is One!"

Muhammad declared, "There is no god but God."

Ekam sath; vipraah bahudhaa vadanthi. One alone is; the wise speak of It by many names.

#### ***2. There is a more permanent “reality” than the temporary phenomena of this material world.***

Gautama Buddha said, "Impermanent are all compounded things. When one perceives this with true insight, then one becomes detached from suffering; this is the path of purification" (Dhammapada 20.5).

Katha-Upanishad: "The Self-existent created the senses out-going. Some wise man, desiring immortality, with eyes turned away (from the external) sees the Atman within."

#### ***3. There is an entity -- some call it a soul -- that exists separate from and beyond the death of the body.***

Hindu Katha-Upanishad 6:6 states, "Knowing that the senses (of the body) are distinct (from the Soul), and their rising and setting separate (from the Soul), a wise man grieves no more."

Jesus said, "What profits a man who gains the world and loses his soul?"

#### ***4. Man's soul shares in the divine nature of God, as created in God's image of unconditional, selfless, fearless love.***

Jesus spoke at the Last Supper: "*I am in my Father and you in me and I in you.*"

Meister Eckhart (1260-1327 A.D.) said, "The seed of God is in us. Given an intelligent and hardworking farmer, it will thrive and grow up to God, whose seed it is, and accordingly its fruits will be God-nature. Pear seeds grow into pear trees, nut seeds into nut trees, and God-seed into God."

Mundaka-Upanishad 2:7, "He who is all knowing and all-perceiving, to Whom belongs the glory of the universe, He dwells in the heavenly city of the heart."

#### ***5. The goal of life is to realize and experience this union with God, primarily through love.***

Jesus proclaimed this union as, *"I am in my Father and you in me and I in you."*  
Saint Catherine of Genoa (1447-1510) wrote: "I am so... submerged in God's immense love, that I seem as though immersed in the sea... My being is God, not by simple participation but by a true transformation of my being."  
St. John of the Cross (1542-1591 A.D.): "When the soul has reached this perfect union with God, all the appetites and faculties of the soul and their habits... are transformed into divine operations. The soul is as transformed and one in God, as the burning coal is with fire."  
Baghavat Gita, (6:30 "Seeing all life as My manifestation, they (individual souls) are never separated from Me."  
Muslims chant, "Ishk Allah Mabud Lallah -- The Lover and Beloved are One."

**6. The evidence of spiritual growth is congruence of thought, word, and deed in expressing basic spiritual values: love, truth, right action, peace, and non-violence.**

In Buddhism we find the Dukkappattadigatha saying, "Give charity (right action) out of devotion (love), always maintain the moral precepts (truth and non-violence), find delight in meditation (inner peace), and you will attain the celestial life."

Jesus and the Golden Rule: "Do to others what you would have them do to you."

Bhagavad Gita: "Discrimination, wisdom, understanding, forgiveness, truth, self-control, peace of mind, non-violence, charity, equanimity, contentment, and perseverance in spiritual disciplines – all the different qualities found in living creatures have their source in me."

**7. The purpose of the body is to be an instrument (a means) for realizing union with God and for serving others.**

Gautama Buddha, Dhammapada, 14:5, "Abstain from all unwholesome deeds, perform wholesome ones, purify your mind -- this is the teaching of the Buddhas."

**8. This union with God includes a sense of oneness with all people and all creation, through Love**

Ruysbroeck "We are all one, intimately united in our eternal image...the image of God and the source in us of all life."

Isa-Upanishad 1:6, sums it up: "He who sees all beings in God and God in all beings, he never turns away from God." John of the Cross "The soul is substantially in God, as is every creature. And this is the great delight of this memory: to know creatures through God, and not God through creatures."

**9. This sense of love and Oneness naturally expresses itself actively, as service to others**

Jesus spoke clearly: "Whatever you do for the least of your brethren you do as to Me."  
Baghavat Gita (6:32): "When a person responds to the joys and sorrows of others as if they were his own, he has attained the highest state of spiritual union."