



Most of us have tried hard to be good corporate citizens. We've dutifully absorbed the lessons we've been taught along the way, both in the course of doing our jobs as well as from the pages of each year's hot business books. The trouble is, not only is much of this wisdom just plain wrong, it may also be preventing you from being successful and could be ruining your health, to boot!

Some of the most cutting edge ideas in business today stem from 2500 years ago, in the time of the Buddha. Here are ten principles which, if practiced, can help you achieve greater focus, deeper satisfaction and, ultimately, better results in your work.

Buddha Talks Business: 10 Tips for Ensuring Your Success in 2004

- 1 Slowing Down** (versus Speeding Up). Forget about all that "fast company" hoohah. With a quiet mind and a curious, open heart you'll be able to act far more swiftly than your adrenaline-addled competitors.
- 2 Surrendering** (versus Taking Control). You don't have control anyway, so most of that energy is wasted. Use it instead to observe closely and act in concert with what is already happening.
- 3 Your Natural Rhythm** (versus Time Management). There is no such thing as time management---there is only how we choose to process our lives. Be aware of your own high and low energy cycles, and work with them. If you find yourself flagging, take a break.
- 4 Present Moment Focus** (versus Extensive Planning). We all know by now that the future, as we originally envision it, never arrives. Make your plans and then let go of them, at least on a daily basis. Instead, make the most of your present moments; they'll add up to much more in the long run.
- 5 Plateau and Rise** (versus Constant Rise). Learn to savor the daily tasks and treat them as a practice. One day you will find you've unexpectedly gotten better. Stop striving!
- 6 Hi-touch** (versus Hi-Tech). No matter how efficient we become, relationships still drive the world. Make sure all your communications are personal. And use English (or some other living language), not corporate jargon or computerese.
- 7 Non-judgment** (versus Constant Judgment). Who made you the judge, anyway? Stay open and keep learning for as long as possible before making judgments, and even then stop hanging on to them for dear life.
- 8 Beginner's Mind** (versus Being an Expert). If you're already the Top Gun, it's hard to grow and learn. Rekindle the fun of exploring instead of wearing your knowledge on your sleeve---you'll find you get much further.
- 9 Focus on "Being"** (versus Focus on "Having"). We in the West seem to have it backwards. What you ultimately receive is returned to you according to the way you express who you are. Easterners call it karma.
- 10 Intuition and Trust in the Process** (versus Strategy, Tactics and Technique). I've seen 30 years of strategic planning lead virtually nowhere in the companies I've been affiliated with in my career. The one company that grew and prospered did so because the founder followed his instincts and created an atmosphere of empowerment long before the word ever became a cliché. You already know most of what you need to know to be successful. Be quiet and listen to your own wisdom.

Copyright © 2004 Jim Schaffer. All rights reserved. Jim Schaffer spent 25 years selling and managing people in both the software and advertising media businesses. Since 1990, he has shown people how to employ principles of Eastern philosophy to stay focused, keep high morale and get better results at work --- regardless of what may be going on around them.