



By Dawna Jones

*We shall require a substantially new manner of thinking if  
mankind is to survive.-Albert Einstein*

### 1. Make the Connection between Depression and Expression

Depression is repression of expression. “Depression is a coping strategy to block growth.” (Bill Harris – Centerpointe Research: Management of Evolutionary Change). Release the repression and you release the depression. Much of what is labeled as mental illness are unconscious coping strategies designed by the body to protect the individuals from being crushed between externally set expectations for performance confined by external restrictions held in belief, behavior and outlook, which repress the creativity necessary to meet the expectations.

How safe is it for individuals to express their creative talent in your company? How secure is your executive team within themselves? What is their relationship with power tools like authority and control?

### 2. Change the Environment and You Change the Cellular Information Driving Behavior

Epigenetic research establishes that our cells are informed by environmental signals. Studies have found epigenetic mechanisms to be a factor in a variety of diseases, including cancer, cardiovascular disease and diabetes. (Bruce Lipton: [www.bruce-lipton.com](http://www.bruce-lipton.com) ) This means that if you change the environment you change the information going to your cells - you reprogram them.

**The subconscious belief's of employees directly parallels the  
subconscious state of the company. It shows up as unstated belief  
expressing what can or can not be achieved.**

Since 95-99% of behavior is driven by the sub-conscious, being aware of the messages your cultural environment is sending to the cellular structure of the company tells you what is working for or against high performance, innovation, attracting and retaining skilled staff, developing employees to

capable leaders and other top of mind executive issues. (Executive Issues: 2005 Accenture).

Removing limiting beliefs, isolating and removing fear-based patterns releases the individual and the company from operating at a state of biological alert 24/7. When the body is in a state of biological alert, it is open to stress related illnesses and energy normally going into productivity is sidetracked into basic body maintenance.

### **3. Recognize that entire shift in values has taken place. The workplace needs to match.**

Cultural Creatives are an entire lifestyle, a coherent subculture identified and documented by Paul Ray and Sherry Ruth Anderson in *The Cultural Creatives*. The research behind *The Cultural Creatives* also mirrors the work of Professor Florida in his book *'Rise of the Creative Class'*. Cultural Creatives represent the more educated and leading edge thinkers whose values center on the environment, relationship and social issues.

Out of the 50 million or so in the U.S. 24 million are considered 'core' with the distinguishing feature that they hold strong values of personal growth and spirituality. Utilizing a 'radar' of authenticity' they sniff out any areas of incongruence between the image and the truth. Holistic thinkers, 89% want to develop more self-awareness, 89% believe that every person has a unique gift to offer and 91% consider helping other people to be very or extremely important. 60% are women.

### **Chances are you either are a Cultural Creative or you have more than one working for you.**

Combine an inherent lens searching for authenticity, with increased transparency means increasing self-accountability and self-discipline. If ethical leadership is an expression of the way leaders perceive and conceptualize the world around them, then to perform that role leaders at all levels must develop their self-knowledge, self-management and self-discipline to core levels.

### **4. Engage the Science of Sound to Accelerate Learning and How you are Heard**

Superlearning®, Holosync, Psych-K™ and other neuro-technology and energy-psychology tools all utilize the science of energy combined with cellular biology to accelerate learning and achieve a balanced state within the human body. The effect is to surface and replace negative and destructive

programming with thoughts that support the self in achieving optimum states of well being. Each step of heightened awareness shifts the cellular frequency to a higher level. Expand that thinking to include the corporate belief system and then ask yourself, “Would my company resonate on a high note or a low note? Would we be preoccupied with surviving? Or would we be creating and contributing?”

The difference is the gap between existing and thriving in this radical world.

### **You achieve what you believe. Do you know what you believe?**

From music we know that when two violins are tuned to the same note there is a natural resonance between the two instruments. This holds true for physical environments as well. When the surrounding physical environment is attuned to one frequency and the thoughts, words and actions of people in that space are functioning at different frequencies there is a natural tendency direction to entrain or get into a harmonic resonance rhythm. This means that when we raise the frequency of thought, word and action to resonate with a higher level we also must re-calibrate the space to that higher level.

### **5. Recognize that people are more than their heads and it shows in their bodies. Similarly companies are more than their minds and it shows in their health.**

There is also growing recognition of the role of psycho-neuro-immunology, ‘the science of the interactions of mind and body, the indissoluble unity of emotions and physiology’ articulated Gabor Mate. In his book ‘*When the Body Says No*’ he demonstrates that “an intimate relationship exists between the brain and the immune system.” Stress is a major source of chronic illness. Coping behaviors, when ingrained, become predictors of specific chronic diseases. Gabor Mate has made the link between what behaviors are linked to specific illnesses. Remove the need to cope and allow people to be who they are and you restore health and set them free.

What does that mean? The emotional health of a company dictates its physical health just the same as it does for an individual. Provide a place where the individual can flourish and so will the company.

### **6. Remove blocks to innovation and creativity caused by the built environment.**

Neuroscience tells us that there is a connection between brainwave frequency, health and creative thinking. Unless individuals can move from beta frequency, where most cognitive activity takes place, to alpha or even lower theta and delta, illnesses may result. Alpha frequency is the zone where

creativity and innovation takes place. Many individuals are becoming increasingly sensitive to electro-magnetic frequencies in the working environment caused by lighting, wireless devices and other sources of electrical discharge. Working spaces need to create an environment encouraging collective work, balanced with individual work. The importance of paying attention to all aspects of the working environment becomes a key ingredient to setting the conditions for employee health, happiness and productivity, especially with respect to innovation.

Color psychology explores the effect of color on human behavior. Color practitioners notice specific psychological reactions to specific colors and which also manifest a corresponding physiological response. In other words, each color evokes a different emotion and physical response. Color can be used to strategic advantage to support the nature of the thinking required along with the energy that sustains it.

**Calibrating the light, color, electromagnetics and spatial alignment of the work environment, is part of creating a workplace that supports employee health and performance.**

**7. Recognition is not about pay or recognition programs. It is about recognizing the desire to contribute. It is about opportunity to grow and give to the company, to family, the community, and to the planet.**

‘The leading factor in employees’ commitment and loyalty to their employer is whether they believe that management recognizes the importance of their personal and family lives.’ – Aon Consulting’s America@Work 2000 Study

Investing in employees is good business:

The L.A. Department of Water and Power found that its work and family program reduced turnover and improved recruitment estimates that the program yields a return of \$10 for each dollar invested.

Thinking big pays off. When Interface invested \$25 million in waste reduction it saved \$122 million.

Spiritual Cinema started about a year and a half ago to bring inspiring and enlightening entertainment into people’s lives while positively influencing the lives of others. While no statistics are available on the number of clients, their email list had grown to 65,000 approximately one year after launch. ‘What the Bleep’ attracted 13 million viewers at the theatres. This tells you something. The call to step forward is getting stronger; the message is getting louder.

There is a shift in corporate thinking taking place and a growing recognition that the issues of this world are beyond the ability of government to deal with. This was boldly demonstrated by Katrina, and the December 2004 tsunami. This shift is exemplified by the vision held by the Corporate Service Council, a

coalition of 29 CEOs and civic leaders who hold the desire to utilize the strengths of the corporate world and to lift corporate contribution to a whole new level. [www.handsonnetwork.org](http://www.handsonnetwork.org)

## **8. Widen the Lens - Use Conflict and Difference as Opportunity**

With increased global mobility and connectivity, transparency is the result and adaptation is the imperative. When the focus is on the conflict between cultures or between individuals the opportunity to utilize difference the difference to ramp up creative solutions that fit a global context is missed. “We now know that all human diversity is the product of one tenth of one percent of the human genome. The other 99.9% percent of the genome is identical in all humans.” J. Craig Ventner quoted from Massive Change exhibit, [www.massivechange.org](http://www.massivechange.org).

### **Why is it that we focus on the 1% looking for something to fear?**

Inside companies differences of opinion, perspective, thinking, or culture can become the field for learning new ways of seeing and adapting more flexibly to massive change. We are all one yet each person is uniquely different. Those differences can be utilized to understand how to benefit the human condition rather than destroy it. Ordinary people can do extraordinary things with positive and negative impacts. Without conscious awareness merged with compassion you can unknowingly have a negative impact.

### **Expand the mindset and see...**

- Difference can be use to optimize rather than divide.
- That when personal security is centered within a person means there is no need to rely on external structures for identify, status, or safety.
- The value of re-wiring people’s passion, desire for growth and values into company drivers.
- That the pressures being felt are being passed on unknowingly. It is about a re-design, a re-think and a re-fueling of corporate presence.
- Unless we will ourselves together we will pull ourselves apart.
- There is more to business than surviving. When creatively contributing, we are sustaining.

**There are forces bigger than any of us at work globally. You can be a victim of circumstance or a master. Which one will you choose?**

## Call to Action

### **Working for companies needs to be a mutually beneficial deal, otherwise why stay and why work?**

Enabling employees to perform, to make a valued contribution, to be and stay engaged in their own and the company's growth is a systematic and intentional leadership development process that wires self-, group- to high performance leadership resulting in an elevated and expanded capacity to innovate and achieve naturally.

- Actualize the talent that lies within each individual and within the whole network.
- Attract the talent you want, keep the talent you have, expand performance.
- Calibrate the work space to receive the innovative, problem solving kind of thinking that sustains, engages and keeps contribution flowing.
- Collectively 'Discover what you were made to do and make a commitment to do it with excellence.' (Maslow)

**Self actualized individuals freely express their ideas and are inspired from a powerful connection to their innate talent. This, in turn, powers the goal driven social network which produces, innovates without constraint. The culture, systems and processes support rather than limit.**

For information on Mastering the Invisible, a deep learning experiential program designed to reveal, release and expand creativity and self-actualized leadership into the workplace contact Dawna H. Jones at 1.866.605.0880 or 604.605.0589  
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