

Corporate Culture & the Power of 3

Before I launch into exploring the world of corporate culture, core purpose, values and the 3 Principles; I would like to look at a similar dynamic that applies to human beings, and later show how this same force can be applied to the corporate world.

Philosophers, psychologists, theosophists and all forms of seeker talk about human beings being born with an inner purpose. This inner purpose or deeper calling is over and above work, raising families and the things and circumstances that involve our daily lives. You might say it is a gift, a vocation, a core purpose which is in evidence through a deep compelling desire to contribute something to life. This core purpose or conviction is often difficult to talk about, and if referred to is described as 'just a knowing' or 'a feeling I have to live by its guiding light'. In tandem, there are values that align with this inner core conviction, working together to guide our actions. Some say this inner world is only given to a few special people - I suggest that we all have this potential...

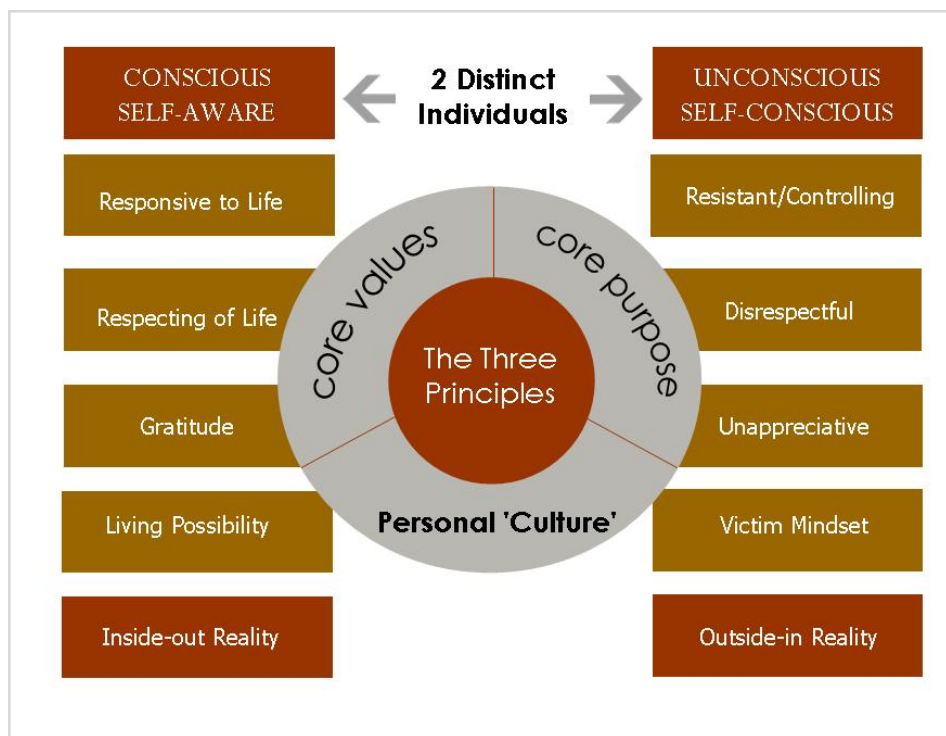
PiB states that we all have three powerful inner capacities as human beings.¹ Firstly, we have the capacity to create world views, judgments, opinions and all forms of thinking. That we think is The Principle of Thought. The second is the capacity to experience life – to be aware of and understand that we think - known as The Principle of Consciousness or Self awareness. The third is that all life has intelligence. We all have access to this universal life intelligence, through the Principle of Universal Mind. And as human beings, we see the 3 Principles working in partnership as one, enabling us to experience life.

¹ 1998 Sydney Banks, The Missing Link, International human relations Consultants inc.

Personal Mind versus Universal Mind

Our personal minds [as distinct from the Principle of Universal Mind] have the potential to be secure or insecure. When we have clarity of mind we are in the natural state of wisdom, experiencing sound judgment, and the possibility for insightfulness. Our minds are steady and secure, and our feelings reflect that. At other times our minds are frenetic, cluttered and thought-filled and we then commonly experience feelings of stress, anxiousness, and doubt. After such moments, we may appreciate that our state of mind was not in-service to us, and see our thinking for what it is - just a thought attack. We have then belatedly made a profound connection between *thought, and experience of life*.

Sadly, for some, the connection is not made. Their thinking **IS** life, and they miss the opportunity to see **that they think**. Innocently, they miss the point, the inner dynamics of the 3 Principles - the power of 3. Thus in [Figure 1](#) below, we see how two distinctly different people might experience life and therefore, what their personal culture becomes...



Summarised, CONSCIOUS OR SELF-AWARE people understand the inner dynamics of the 3 Principles working in their lives, while UNCONSCIOUS OR SELF-CONSCIOUS people have little, if any, understanding of them. Conscious individuals tend to have clarity around their core purpose or calling, and live out their core values much of the time.

A Moment in Time OR a Way of Life

Even while core purpose/calling/values are just thoughts that individuals create, they lend a richness to their moment-to-moment lives. Conversely, unconscious people tend to live lives of reaction and fear - fear of their own creation!

What is the difference between being self-aware and self-conscious?

Critically, it is the willingness to *see that we think*, along with the ability to suspend or put aside *how we see* life via judgments, opinions, etc. The more a person is able to suspend how they see life, the more opportunity is created to experience self-awareness and deepen their understanding *that they think*. With greater capacity to see the nature of the 3 Principles at work, we are free to see that life is what we make it, literally, in each and every moment. Trapped in the world of self-consciousness, life is static, rigid, determined [and therefore paradoxically comforting]. WHAT WE THINK and what we think we know with absolute certainty, has snared us in its trap.

Articulating Core Purpose & Values in the Corporate World

Over the last couple of decades or so many companies have attempted to articulate and develop core purpose and values. The obvious intention is that once stated and documented they will provide motivation and direction to everyone in the company, who will then march behind the stated ideology. In *Good to Great*, Jim Collins and his research team ² suggest that there is much to learn about core purpose and values in companies, and their role in motivation. He writes about what needs to be in place, and what might be the major focus of great companies, adding that while profitability is critical, it alone will not create a great business. ³

On Purpose he writes: 'An effective purpose reflects the importance people attach to the company's work - it taps their idealistic motivations - rather than just describing the organization's output or target customers. It captures the soul of the organization. Purpose gets at the deeper reasons for an organization's existence beyond just making money...' ⁴

And on Values: 'Core values are the organization's essential and enduring tenets - a small set of timeless guiding principles that require no external justification; they have intrinsic value and importance to those inside the organization.' ⁵

² *Good to Great: Why Some Companies Make the Leap . . . and Others Don't*
New York: Harper Business, 2001.

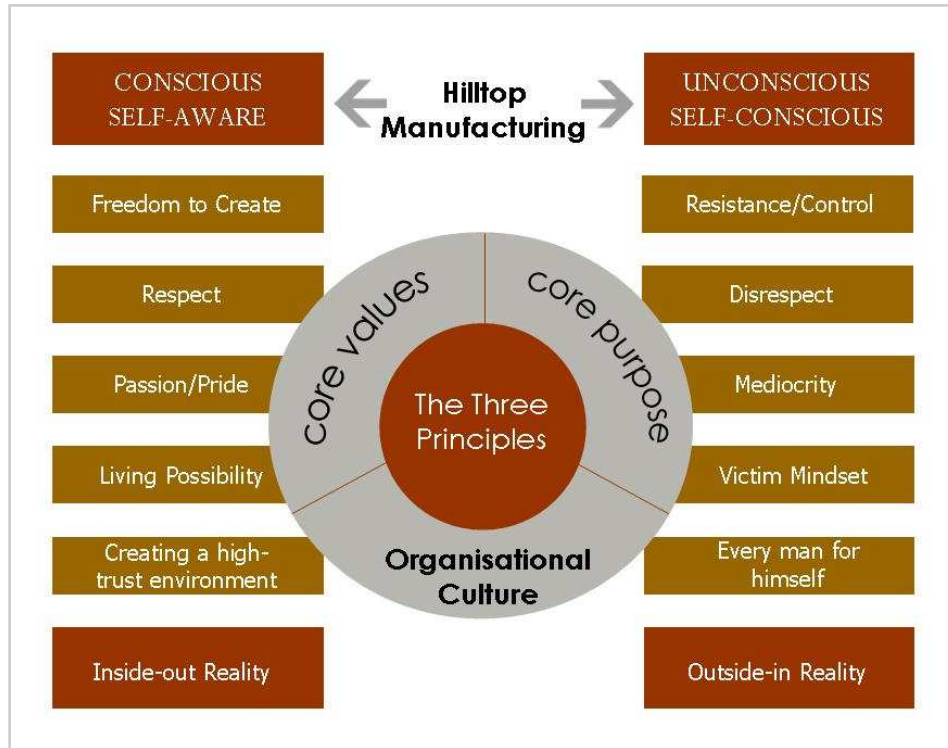
³ *Built to Last: Successful Habits of Visionary Companies*
New York: Harper Business, 1994 (with Jerry I. Porras).

⁴ *ibid* Chapter 11

⁵ *Ibid* Chapter 11

Core Values & Purpose: a Lived Reality through The Power of 3

In Figure 2 below, Hilltop Manufacturing has a Core Purpose: Freedom to Create - lived through Core Values of respect, passion/pride, living possibility and creating a high-trust environment...



A Final Word...

PiB suggests that at the heart of the culture [created via those core purpose and values] is the inter-connectedness, the central dynamic, of conscious awareness and understanding of the 3 Principles. And it will become A LIVED REALITY through Hilltop's board members, directors, management and employees. Or not - because the corporate culture of Hilltop will be as good as the self-awareness of its individuals. Only when there is a critical mass of self-ware [conscious] people in the culture, will the stated values and purpose be sustainable enough to create the company Hilltop, or any other company, wants to be. ■ ■