

ETHICS IN MANAGEMENT

Chapter 4: VALUE ORIENTED HOLISTIC MANAGEMENT

Summary

In this Chapter you have been introduced to value oriented holistic management. The importance of not working for name, fame, money, power and status but for cultivating values, for building up strong character for wisdom so that our intrinsic value enhances. True greatness is not measured by tangible or extrinsic value such as name, fame, etc but always greatness in life to be pure, kind, true, self less. Health is more important than wealth. Character is more important than money.

The chapter talks in great length about values, integrity, goodness, courage, self-discipline, living by inner truth and the terrific significance of Dharma and spirit. Golden rules in ethics debates between skills and values. People constitute the greatest dynamic inputs in any organization. Every individual is the representation of a divine essence. Hence the importance of Human Response and value drove Management. The ethical and spiritual values are the driving force for achieving excellence. How simple traditional methods of purification of mind/ heart are Karma yoga, Bhakti Yoga, Jnana Yoga and Raj yoga make a difference in management.

“Some say, knowledge is power. This is not true. Character is power.”
– Satya Saibaba. The most valuable human possessions are health, happiness, wisdom, and above all character reflecting ethical and human values. Character is more important than money.

Values express dharma or divine nature as understood in the East. Human and ethical values constitute the wealth of character. Integrity is wholeness, goodness, courage and self-discipline to live by your inner truth.

Each organization and management is considered by Indian ethos as a living entity, having a heart and soul and dharma. As per Indian ethos, we are called upon to have strong character, human and ethical values and we remain constantly aware of our soul in life and work life. The present role in life of one affects one's dharma.

The three golden rules in ethics are based on our knowledge that the divine resides in the chamber of heart of all human beings - everything you want others to do to you, you shall do to others, Do not do to others that which you do not wish them to do to you and Do not do any thing to others that if done to you, would cause harm to you.

To 'become' we need values. To 'do' we need skills. Value act as base of skills. Values are the means of perfection. Skills must have a sound system of values as the base. Skills only make a person proficient. Values are the means of perfection of personality. The field of values is governed by union, holism, and relatedness. The area rules by skills are division, fragmentation and separation.

Values bring about excellence and universal goods. Skills see us through mechanics of management. Skills are not enduring due to fatigue. Values are enduring. Skills change with the passage of time. Principles and values are not. Values being the function of the right brain and skills that of the left-brain.

Levels of Human Consciousness: Lower consciousness (It operates through our five senses in contact with the external world, It is called lower mind also, It is extrovert) and Higher consciousness (It is the door to get the vision of the spirit, This is also called the inner mind and It can hear the small voice in the form of inspiration in intuitive pure and quite mind).

Traditional methods of purification of mind/heart are - Karma yoga, Bhakti yoga, Jnana yoga and Raj yoga.

We cannot disown the use of modern science and technology to improve the human life in India. We must evolve sound patterns of economic and social organizations and human behaviour, which do not breed social and economic isolation. Through appropriate

organizational restructuring and reforms and the cultivation of mind and spirit, we have to evolve a design and style of living, which do not breed loneliness, boredom, depression, and social isolation characteristics of the technology driven societies of the west.

There is no contradiction between matter and spirit, or between science and spirit. Science gives us new vision of the unknown. In our management and organization, in the 21st century, we must have whole man approach to assure success and happiness simultaneously in the inner and outer world. Spirituality is a higher or refined state of mind. We have to combine the use of modern science and technology with a new spiritual awakening so that increased material welfare and leisure are not wasted in costly experiments catering to the needs of the body but become important means to rekindle the higher impulses and noble thoughts both for self-perfection and social cohesion based on the dignity of the individual human being, compassion, tolerance, gentleness, truthfulness and non-violence. At the level of pure matter, the expanding universe has its beginning only as a single holistic approach.

In bringing about a new synthesis of science and spirituality in the world of business and building a new universal empire of the spirit, the role of the management education is of critical importance. We need entrepreneurs as trustees of society and who pursue the goal of creating more wealth, more as a social obligation to fulfill the national commitment for the removal of poverty, and not mere for the sake of personal enjoyment. Our saints are giving emphasis on Dharma, right moral conduct and the fundamental unity of human relationship.