

Life everlasting and infinite business opportunities

C S Sharma
Author¹

Abstract: The need of self-control and the knowledge of thee while living and at the time of death. You have a healthy body which you are controlling with your mind and your soul as the supreme driver.

You are able to find your route and the destination with the obstacles. You need will power to overcome the obstacles to reach your objectives.

You would like to use your conscience to take suitable decisions and know the deviation from the best alternative. The article talks about designs, Human Life Cycle and the Product Life Cycle and the Resonance of performance.

As you get along, you will find obstacles and when you overcome them you are at a higher level of quality at a lower cost. You also find enormous opportunities in your way to avail and work on them.

The article defines the qualities of good managers and recommends ways to achieve them.

There are many questions emerge in the mind of manager about Supreme Spirit, Spiritual Nature and the Law of Nature. He asks the lord inside him about the matter, divinity, spirituality and the nature.

There are questions about who rules the spirit sacrifice in many of us. The need of self-control and the knowledge of thee while living and at the time of death. The knowledge of the supreme lord will help in self-control to manage life in a correct manner. Self-Control leads to self-example and therefore leadership by example.

INTRODUCTION

The Lord Shri Krishna replied that the Supreme Spirit is the Highest Imperishable self and Its Nature is

spiritual consciousness. The worlds have been created and are supported by an emanation from the Spirit which is called the Law. The supreme spirit is imperishable, the soul that does not die with the body. The soul can-not be cut to pieces by any weapon nor burnt by fire nor moistened by water nor withered by the wind. The true manager takes decisions within the soul to measure any deviation particularly in designing a system or engineering and management or while practicing them.

Living matter consists of the forms that perish as per their life cycle. Divinity is the Supreme Self gets the manager in to practice. The matter also does not die but remains in the form of elements and the energy that binds them is never lost and is the divine spirit.

The manager, therefore, meditate always on Me, and fight with the evil within. He whose mind does not wander, and who is engaged in constant meditation, attains the Supreme Spirit. The modern manager calls this focus on the job or a project or the work practice and attain the highest quality. The best quality produced falls right on the spiritual path but usually has a cost on human investment by an entrepreneur or a professional manager. The best quality follows spirit and spirit follows quality since the improvement is continuous.

The best of quality means best of hard-work in a given direction to maintain its level of quality and volume standards. The manager has to work in co-ordination with other managers, peers and superiors to peruse policy in divinity. The policy in spirit shifts from himself to the best team member. He is linked yet he is separate as the spirit has no relationship.

The corporate manager is in the journey of his life as any other living being. He also leaves the body with mind unmoved and filled with devotion, by the power

of his meditation gathering between his eyebrows his whole vital energy, attains the Supreme. The body has a life cycle and then the business has a product life cycle.

He retires while he leaves a legacy of spirit and the performance in the business world.

Now I will speak briefly of the imperishable goal, proclaimed by those versed in the scriptures, which the mystic attains when free from passion, and for which he is content to undergo the vow of continence. The imperishable goals are of permanent nature during a business life cycle.

Closing the gates of the body, drawing the forces of his mind into the heart and by the power of meditation concentrating his vital energy in the brain. The concentration in the work of a manager is needed to attain the best. He needs to know his environment both internal and external to attain the highest level of concentration on his objectives.

The manager knows as how to connect through yoga in the ocean of spirits and concentrate on his objectives and thus he knows how to reach there. This yog helps a man to manifest the earth to the level he wants to. He draws even the concentration from Shiva, the supreme meditator to become absolute. To him who thinks constantly of Me, and of nothing else, to such an ever-faithful devotee, I am ever accessible for solutions. The manager is able to align with the lord and performs his duty. He fails and then tries again with bigger force till goal is achieved. The achievements are attained out of opportunities availed by the concentration drawn from the lord as the manager gains perfection.

When the karma and the concentration exceeds the level of misery the manager progresses. If there is no business the manager chants and recycles his concentration at a level which is different from others.

The worlds, with the whole realm of creation, comes and goes but the manager whoso comes to lord with devotion and for him there is no re-birth. The corporate

life is a part of biological life of a manager. The manager becomes a part of the cosmic energy or divya jyoti which is the store of the dyan energy of lord shiva. The shiva and the maya in the manager lives in lord ram to win good over evil. The evil is the hindrance to a better level of quality. We are all Ram when we perform in righteous actions in any form or religion. There is always a demon called the evil in our mind and the attitude which holds us back.

This is the time to perform and do the best in the first time. There is no escapism since every action of the manager of life has a cost. There is nothing free in this physical world but the meta-physical world takes and links you with god who fills the gap between the real and virtual. There is no speed breakers or inhibitors between you and your god. Your Ram could be bigger than My Ram. There are differences in the consciousness level and what do you is out of that consciousness. The manager does good business and the criminal does the best crime for their credits and debits. Every manager has a separate account and no other individual can bear or replace your loss or gain.

At an organization level, the balance sheets of assets and liabilities cannot be shared and we term the accounting as separate centres of cost and profit.

At the dawn of that day all objects in manifestation stream forth from the un-manifest and by the evening, they dissolve again. The manifestations and the un-manifestations fall in to the earth since the manager who worked all his life departs and he carries with him the net spiritual value as his net asset value.

The same multitude of beings, which have lived on earth so often, all are dissolved as the night of the universe approaches, to issue forth anew when morning breaks. Thus is it ordained. The manager wakes up to find new ideas for his manifestations and starts his day again.

In truth, therefore, there is the Eternal Un-manifest, which is beyond and above the Un-manifest Spirit of Creation, which is never destroyed when all these being

perish. This separates the spirit and the body of the manager and the management. We use EUM and use the SOC.

The wise say that the un-manifest and indestructible is the highest goal of all. When once that stage is reached, there is no return. That is My Blessed Home. The home where the lord lives. The ideal organization. The lord says in Whom all beings abide and Who pervades the entire universe, is reached only by wholehearted devotion. The devotion lies in the dedication of work, the Karma Yoga.

It is not the sage but the manager is a man who performs and takes responsibility of both his success and failures. The managers are Chandra-vanshies and the Surya-vanshies, the moon managers and sun managers. They design their work and destiny to achieve their goals.

These bright and dark paths out of the world have always existed. The manager who takes the former, returns not. The manager who chooses the latter, returns. The return of the manager parlance will be non-performance and non-return is performance on the path of spirituality.

The saint knowing these paths is not confused. The good managers always focus on a very well-defined job content and are not confused. Therefore, they meditate perpetually for alignment. An automobile which is rightly assembled and better aligned performs better than rightly assembled but not properly aligned.

The sage who knows this passes beyond all merit that comes from the study of the scriptures, from sacrifice, from austerities and charity, and reaches the Supreme Primeval Abode." This sage is a true manager and could be a part of the management assembly or the head of business.

TESTAMENTS OF GOOD MANAGEMENT

1. In this endeavour there is no loss or diminution and a little advancement on this path can protect one from the most dangerous type of fear.

2. Those who are on this path are resolute in purpose and their aim is one.

3. Men of small knowledge are very much attached to the flowery words of the Vedas which recommend various result-oriented activities for elevation to heavenly planets.

4. In the minds of those who are attached to sense enjoyment and material opulence and who are bewildered by such things, the resolute determination for devolution service to the supreme lord does not take place.

5. The vedas deal mainly with the subject of the three modes of material nature. The manager becomes transcendental to these three modes. Be free from all dualities and from all anxieties for gain and safety and be established in the self.

6. All the purposes served by a small well can at once be served by a great reservoir of water. Similarly all the purposes of the vedas can be served to one who knows the purposes behind them.

7. You have a right to perform your prescribed duty but you are not entitled to the fruit of action. Never consider yourself the cause of the result of your activities and never be attached to not doing your duty.

8. The manager must perform his duty equipped by abandoning all attachment to success or failure. Such equanimity is called Yoga.

9. The great manager keeps all abominable activities far distant by devotional service and in that consciousness surrenders unto the Lord. Those who want to enjoy the fruits of their work are misers.

10. A good manager engaged in devotional service rids himself of both good and bad reactions even in this life. Therefore, strive for yoga which is the art of the work.

THE BEHAVIORS OF EFFECTIVE MANAGERS IN THE CRISIS SITUATIONS

1. Assume and Demonstrate Responsibility.
2. Influence and motivate others to navigate complex, interrelated systems
3. Take public responsibility
4. Facilitate shared goals and define outcomes across diverse stakeholders
5. Build adaptive strategies that evolve with the crisis or difficult times.
6. Balance Expertise and Intuition to Act Decisively under Uncertainty.
7. Acknowledge imperfect information and create frameworks that result in action
8. Articulate principles to balance expertise, analysis and intuition
9. Leverage diverse experiences, including outside traditional leadership roles
10. Possess a bias for action
11. Adapt style to engage effectively with spontaneous networks or actors
12. Build Resilience to Cope with Prolonged High-Stress Situations.
13. Embrace the challenge through focus on values and community support
14. Acknowledge the extent of the crisis and focus on the next best decision
15. Build relationships and rely upon peers to share the burden together
16. Balancing Expertise with Analysis and Intuition
17. The managers who have led through crisis, we observe how these leaders apply diverse types of experiences to cope with the situations they face—leveraging both traditional and indirect experience as a starting point for action, and then adapting lessons from their experience to current conditions. The Gita gives us an insight to remain un-attached to implement your

own experience and learn from the experience of others. We need to listen.

18. Appreciating Urgency and Acting Decisively
19. The good managers need to take decisions and if they are indecisive then they will invite to have a lot of problems.
20. The same behavior is common among emergent leaders in a crisis. Such leaders may be willing to work with official organizational structures, but will not typically wait for permission or direction to act. We need only look to the recent volunteers who took to their own boats to rescue individuals from the flood waters in Houston.

The following are the personal attributes the good managers have to develop for effectiveness.

1. **Avoid taking a Narrow View:**
The human brain is programmed to narrow its focus in the face of a threat. It's an evolutionary survival mechanism designed for self-protection. The trap is that your field of vision becomes restricted to the immediate foreground.
2. Leaders need to intentionally pull back, opening mental aperture to take in fore ground and background. This is meta-leadership — taking a broad, holistic view of both challenges and opportunities. Properly focused meta-leadership fosters well-directed management. The manager has to dis-engage and take a view to re-engage to empathise to come above the situation.
3. Great leaders care about their employees as people first and workers second. That distinction may not be noticed during a typical workday, but it becomes critical during a crisis.
4. Crises bring out the good in people as well as the bad. Companies must remember their role. It's not to turn a profit but to get the whole community rowing in the right direction. Great leaders know what an enormous responsibility that is. The scriptures in Bhagwat Gita teaches you to take a spiritual view to get a bigger view rather than a narrow view.

Crisis Leadership include the awareness, the super consciousness, the agility and the dispassionate action with no self interest. The managers on their spiritual path adopt the following ways to skilfully manage crisis. The life is just not a crises or panic but also a path of blissful solitude. The managers remain unperturbed in bad situations and face bad news. They are confident that due to their presence the things will not get worse. They ensure that there is no breakdown in communication. The good managers know when to make sacrifices. They are able to mobilize their team by inspiring them. They know how to adapt their management style. They know how to build trust. They know how to communicate with the masses in media.

“There cannot be a crisis next week. My schedule is already full.” – Henry A. Kissinger

The good managers have to plan and aim for clarity. They have to be confident and speak to the opposite factors with strong eye contact. Most important that they do not hide the information to be divulged at the right time.

5. They are not afraid to try new strategies. Gita advises to “Lead the crisis- or the crisis will lead you!” as said by Alfred J. Lichte. (Retired US Air Force General)

6. Intelligent leaders know that desperate situations call for bold new strategies. They do not let fear distract them. This may involve improved systems or innovation. They know that speed will be key and are not afraid to be move decisively.

7. They are confident and optimistic:

If a successful leader is emotionally intelligent, he or she will be able to lead the team with great empathy. He will be able to radiate energy with an upbeat attitude.

8. **Successful Crisis Leadership:** Meeting the Challenge. We live in a world of crisis and come up.

9. The managers know how to genuinely apologize.

10. The good managers admit fault to take ownership of the problem to re-solve.

11. They take action and fix the problem at all cost. They will perish if they do not take action.

12. Real Leaders Are Forged in Crisis. They acknowledge people’s fears, then encourage them to resolve.

13. Good managers inspire their followers. Reverend William Sloane Coffin said : “Courage is a crucial virtue. Will we be scared to death, or scared to life?”

14. The good managers give people a role and purpose so that they do not lose sight of organizational goals.

15. They emphasize experimentation and inculcate and encourage learning.

16. They have to mix up energy and emotion both for themselves and others.

17. The life is about taking a breath. The good manager pause and take a breath—literally. Giving yourself a moment to step back, take stock, anticipate and prioritize.

18. They involve people for people and make the critical small choices for the most Popular Insights

19. They set up a nerve center for empowerment of leaders with judgment and character.

20. Gita teaches that the change is permanent and constant. The manager recognizes that a company is facing a crisis and they wait for the right moment to intervene. Allow others to act unwarranted. It is a difficult step, especially during the onset of crises that do not arrive suddenly but grow out of familiar circumstances that mask their nature. Read your company and its people. Understand the extent of crises, its impact and the response time.

21. They might span a wide range of actions not just temporary moves but also adjustments to on-going business practices which can be beneficial to maintain even after the crisis has passed.

22. Above all they have to mind their behaviors and mindsets that will prevent them from overreacting or under-reacting.

Thus, in the Holy Book the Bhagavad Gita, one of the Upanishads, in the Science of the Supreme Spirit, in the Art of Self-Knowledge, in the Colloquy between the Divine Lord Shri Krishna and the Prince Arjuna, stand the article entitled: The Life Everlasting and Infinite Business Opportunities.

Keywords: Divinity, Design, Meditation, Eternal, Endeavor, Infinite

REFERENCES

[1] Writings of Shree Purohit Swami(1882-1946).

[2] Bhagwat Gita, As It Is-2nd Edition, by His Divine Grace, A.C. Bhaktivedanta Swami Prabhupad, Founder Acharya of the International Society For Krishna Conciousness-The Bhakti Vedanta Book Trust.

[3] The Gospel Of The Life Sublime-Volume-I, Swami Jagadatmananda.

[4] Human Resource Management-8E: Raymond J. Stone. Published by John Wiley and Sons Australia Limited, Date of Publication: 18/07/2013.

[5] Marketing Management by Philip Kotler: Date of Publication 2nd November, 2016.

[6] Strategic Management and Business Policy by C Appa Rao, B Parvathiswara Rao, K Shivramakrishna-2009.

[7] Operations Management: Theory and Practice by B. Mahadevan, published on 22/06/2010.

[8] Books on General Management by Betty Jane Punnett, Lemayon and Lemilia Melyoki

¹Shri Chandra Shekhar Sharma, author, belongs to Jaipur, Rajasthan and holds a bachelor's degree in Chemical Engineering (Honors) from NIT, Srinagar, Kashmir University and MBA in MSME from FMS, Delhi University with an experience of 40 years in the corporate world of Indian and Multinational Companies. He has also authored a book with Dr. SP Garg of IIM, Ahmedabad with the name "Visionary Leadership In Crises" in 2021 to meet challenges of on-going pandemic.