

Holistic Approach for Corporate productivity

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Abstract

Holistic approach in corporate executive development programmes for improving productivity is the convergence of various fields like Industrial psychology, behavioral therapies, food & nutrition, Human Resource Management, Architecture, Aesthetics, naturopathy, music, aromatherapy, Yoga and religion.

In modern technological societies, skills have improved leading to higher wage and better standards of living. In the corporate sector, the senior and middle level executives specifically face physical fatigue together with emotional exhaustion. The job may not specify specific working hours, yet the job-related tensions spread throughout the day and night at workplace and house.

The relationship between matter and mind is quintessential part of holistic approach in corporate management. For this purpose the lineage is drawn from the universe to micro matter *viz* man and associated matter, hierarchically.

Corporate objectives in improving personnel productivity, with Procedural Interface with holistic medicine, Attitudinal Engineering /Personal Counseling at Ambiance of Senior Executive Chamber and the core parameters in this study.

A customizable combination of these parameters will create an energizing chamber which will relax, elevate mood, refresh a person within minutes, thus improving productivity.

This is an exploratory study, prelude to a concept model for testing and ramification .

Full Paper

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In modern technological societies, skills have improved leading to higher wage and better standards of living. In the corporate sector, the senior and middle level executives specifically face physical fatigue together with emotional exhaustion. The job may not specify specific working hours, yet the job-related tensions spread throughout the day and night at workplace and house.

The work culture demands that the corporate achievements dominate the life space of the executive. Such a work culture and life style naturally imbibe certain deficiencies, which may ultimately affect efficiency and health of people.

Holistic approach in corporate training aims at restoring those essential components which are lost or neglected. Thus a person can lead a fuller life professionally as well as a household.

Annually industrial houses spend worth a fortune on providing several amenities at place of work like food, recreation and paid vacations. There are Personal counselors available to help manage emotional disturbances. However, these are discrete measures lacking coordination among themselves.

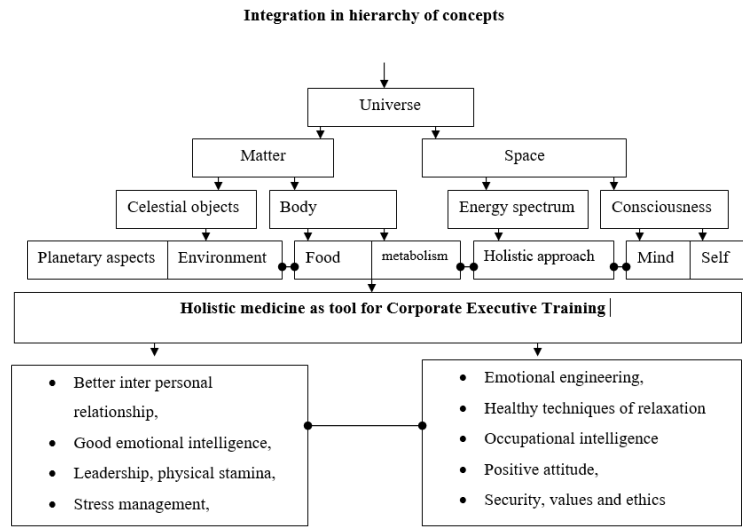
Likely dangers of dominant corporate objectives in a person's life are many. In the first place the personal self will be affected. The corporate achievements fail to satisfy the professional expectations. The incentives, rewards and recognition become routine. If at all, these incentives fail to induce person to stretch productivity further.

The holistic management of individual includes State of body and state of mind, each conditioned by nutrition and pranayama, respectively. Astral influences may not determine the course of events but definitely affect proximity variables connected with human beings. Home is an important unit; it is the link between micro and macro matter. A perfect home encourages positive features of individual traits. In true sense it becomes a home for all those who come into its fold.

The relationship between matter and mind is quintessential part of holistic approach in corporate management. For this purpose the lineage is drawn from the universe to micro matter viz man and associated matter, hierarchically.

1. Universe
2. Matter space
3. Celestial objects, Body, Energy spectrum, consciousness
4. Planetary aspects, food, environment and metabolism

5. Holistic medicine as tool for Corporate productivity



6. Corporate objectives in improving personnel productivity

- Better inter personal relationship,
- Good emotional intelligence,
- Leadership, physical stamina,
- Stress management,
- productivity, corporate culture,
- Emotional engineering,
- Healthy techniques of relaxation
- Occupational intelligence
- Positive attitude,
- Security, values and ethics

Tools of improving corporate productivity

- Proximity environment,
- Body, proper functioning of senses and better coordination
- Food designed according to personal traits or the expected traits or contingency
- Mind: at different levels of consciousness
- Emotions, inventory and regulated use for higher emotional intelligence
- Ayurveda as an anchor medicine for describing food characteristics
- Body management by food
- Mind conditioning by pranayama
- Mind management by counseling

The mind body management is confined to ground level consciousness, though the study takes cognizance of the causative factors, which are active in different

levels of consciousness. (Deeper levels will be explored for the purpose of finding unified solution to natural harmony in existence.)

The mind body management techniques can be applied with specific set of objectives. These objectives involve such programmes which involve training, orientation, experiences and exercises. Such methods are simple and result oriented. The holistic approach make these techniques comprehensive and effective.

Management with objectives can be professionally developed for different target groups like corporate executives, parents, students, performing artists and any other defined target group.

Emotional intelligence for better occupational intelligence :

There are four branches of Emotional Intelligence:

1. Perception Appraisal and Expression of Emotion Emotions prioritize thinking by directing attention to important information
2. Emotional Facilitation of Thinking : Emotions are sufficiently vivid and available so that they can be generated as aids to judgment and memory concerning feelings.
3. Understanding and Analyzing Emotions; Employing Emotional Knowledge : Emotional mood swings change the individual's perspective from optimistic to pessimistic, encouraging consideration of multiple points of view
4. Reflective Regulation of Emotions to Promote Emotional and Intellectual Growth : Emotional states differentially encourage specific problem-solving approaches such as when happiness facilitates inductive reasoning and creativity

Such qualities enhance proactive management. The problems can be systematically divided into such denominations which can be resolved depending on corporate resources.

Development Model

In corporate management different behavioral and physical traits are expected from each one of the corporate functions: marketing, finance, operations, public relations, administration, media, overseas business etc. Each one of these characteristics indicates a combination of body and mind character.

However, a holistic package of training corporate executives may have a common content which is versatile and also effective. A *cafeteria approach* in attitudinal development programme will provide greater choice as well as purpose.

Objectives: Better inter personal relationship, good emotional intelligence, leadership, physical stamina, stress management, emotional engineering, productivity, corporate culture, healthy techniques of relaxation, occupational intelligence, positive attitude, security, values and ethics

Environment: Corporate targets, transfer of responsibilities/accountability, quantification of efficiency, Segmented personal relationships, heterogeneous group, finances

Limitations: Rigid line management, sharing of objectives with a team, conflicting interests, hierarchy, semi permeable emotional transfer from household to corporate life, hierarchy of personal expectations,

Resources: Leadership, trainers, finance, corporate will, human resources

Procedural Interface with holistic medicine:

- Redesign of Canteen menu to suit corporate needs,
- training in relaxation techniques,
- Family interactions, corporate socialization,
- training in emotional management,
- redesign of interiors for natural ambiance : practicing three dimensional neo vedic Vastu in city architecture,
- counseling: either scientific behavioral techniques or religious cult practices; professional as well as personal

Specific model:

Food :

General Executive Lunch

Green salads, black salt, fresh curds(cows' milk) in lunch, hot low-cal soup as a starter, moong dal preparations, roti, rice (semi polished, can be spiced to cover up brown shade), Only Til oil, sparingly used, Ginger, turmeric, methi and zeera to be necessarily used. Warm water to end lunch.

Specific augmented menu depending on professional demands :

(Indicative, not exhaustive)

Finance, planning and administration: Sweets, green salads, dry fruits

Marketing and media: Cinnamon, Garlic, turmeric

Operations (working in shifts): Dates, radish, lemon grass

There are variation to general menu to specified professionals depending on their job requirements.

Attitudinal Engineering /Personal Counseling :

Objective : Emotional inventory, perception, prioritization, family: expectations, responsibilities, participation , compartmentalization of personal and professional issues, escape from value judgment,

Ambiance of Senior Executive Chamber :

Specifications

Enriched oxygen supply 25 %

Ionizer

Light (colour) : source of light, wall, drapery,

Music : instrumental, vocal, alaap, light classical, +rhythm, vedic recitations, clock >10 decibels

Aroma : Natural or customized synthetic fragrances : musk, sandal, rose,
kevada. Mogra, jasmine, ponda
Temperature control : 20°C to 26°C cutomisable

A customizable combination of these parameters will create an energizing chamber which will relax, elevate mood, refresh a person within 15 minutes. It will help in reducing pulse rate, blood pressure and reduce stiffness of muscles.

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