

# Improving Corporate Strategy through better Mind Management

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## **Harness that Passion to Success**

“ You must have passion for your venture” is the sage advice leaders always get from friends, family, business associates, and VCs and everyone else they talk to when they do a startup. But can passion alone carry the day?

Passion must be harnessed and directed into action, focus, implementation and execution. All of this really means that you need to make a long-term commitment. To live through highs and lows and not to lose heart and not to GIVE UP. In short, be persistent and show COMMITMENT. See it to the end and be a leader to get there.

Being a leader also means knowing when to lead and when to step aside for others who bring needed skills to the venture and to turn an innovative idea into a winning business.

Actually, passion carried too far and not balanced by reality and practicality can destroy a venture.

Too much passion results in lack focus which can hamper future growth. Business landscape is littered with failed idea, products and ventures with too much passion and not enough clarity, focus and action to implement and to execute.

Most of us are guilty of that. Guilty of not letting go at the right time and of not stepping aside at the right time.

Too much passion is boring as it boxes you in. Balance is good.

We must remember that success is a journey, not a destination. There are many aspects to success; material wealth is only one component. Success in life and business could be defined as the continued expansion of happiness and the progressive realization of worthy goals. Success is the ability to fulfill the desires with effortless ease, with enjoyment and does not have to be at the cost of others. A more balanced approach is needed to achieve success and affluence. With a

balanced approach, we can put ourselves in harmony with nature and can be creative with care, freeness, joy, and love.

Success also includes good health, energy, and enthusiasm for life, creative freedom, emotional and psychological stability, and a sense of well being and peace of mind. The source of all creation is the mind. Fitness – mental, emotional and physical - plays a very important role in our success.

How? Stay focused, let go and innovate.

### **Mysteries of Leadership**

Some of the most intricate knots of the mysteries of life are bound up in leadership. It is not easy to lead but lead one must. To lead one must create and innovate to come up with new approaches for new products, growth and strategy.

Leadership initiates innovation through strong team building. One of the most important things businesses are looking for is” **the next big thing**”.

This comes from team members working together in a very coherent and collaborative manner.

Everyone wants to turn their business into an Innovative Corporation and vision into action. But in many cases it just remains talk only.

**“ Talk does not cook Rice” – Old Proverb.**

**But INNOVATION does.**

Today’s environment not only demands, but rewards innovation and leadership.

Great ideas grow from clearer, fertile minds which **TURN THOUGHTS INTO INNOVATION**

But how do you get there. How do you succeed?

Leadership starts with innovation. All Leaders or corporations want to create and grow innovative businesses.

Prof. Clayton Christensen of HBS has written best selling books “Innovator’s Dilemma “and “Innovator’s Solution”.

Using the Art of Laughter we provide another aspect of innovator’s life “Innovator’s Delight.

What has laughter (meditation) got do with creativity and innovation?

A lot.

Laughter is the shortest form of meditation.

Using the age-old and proven techniques of Laughter, Yoga and Meditation, it is possible to get into the “**mindset**” where the ideas rush forth and answers to the difficult questions emerge from the sub-conscious.

### **Turning thoughts into Innovation and Creativity.**

Laughter is the art and science of “letting go”. And it is necessary to let go if one wants to be a good, creative, innovative leader.

Use of these techniques helps to:

1. Clear the mind and the rest just follows
2. Increase brain wave activity which can help and is better to create “**the next big thing**”
3. Develop sharper focus, smarter decisions, peak performance
4. Optimize concentration
5. Refocus the mind to eliminate the buzz
6. Give your psyche a “time-out”

Use of different forms of Laughter yoga and meditation create changes in central nervous system that produce calm and clarity

“Backing off” is the key- it heals our body and frees our mind to focus on what matters most.

Laughter, Yoga and Meditation are the tools for the art and science of letting go.

These methods begin “triggers” to help us quit thinking about our problems

They make juices flow to help improve intuitive decision making and focus on different parts of our mind because different muscles of the brain perform different functions.

Energy we put into improving our thinking always pays us back with improved creativity and productivity

As we understand how our mind works (and how it doesn't) we have a lot of fun and it leads to innovation, new products, new ventures, and new sources of revenue and to three most important outcomes: Concentration, Creativity and Cash.

The innovation could be a new product, new market, and new methods of approaching the market, new sources of revenue or innovative new ways of establishing relationships with customers, peers, employees (and family members). Either or all of these will result in a more profitable business while experiencing the high of new innovative approaches.

Use of these approaches helps us to get refreshed and more focused making everyone more relaxed, receptive and responsive to the tasks at hand.

In Innovation and leadership, paying attention to these following topics has proven to be very important for the success of any venture.

1. Seven emotions that can make you and your business a winner
  - Desire, Faith, Love, Sex, Enthusiasm, Romance, Hope
2. Watch out for these Seven Emotions that can ruin a business
  - Fear, Jealousy, Hatred, Greed, Superstition, Revenge and Anger
3. Success and the Role of fitness – Emotional, Physical, Spiritual and Mental
4. Creativity, Innovation and the art of Laughter (different forms of laughter); **THINK NEUTRAL: Be Happy**
5. Best ROI in the world: Invest: 20 minutes: Return: 4 hours (**Meditate and Innovate**)
6. New Products and New sources of Revenue
  - a. Reducing time to market by “letting go”
7. Networking: Relationships for Revenue
8. Key to innovation - The power of Knowledge
9. Don't have to be original to be innovative – Just look at it differently.

**Here is how these techniques work:**

### **Laughter, Meditation and Brain Waves**

When you drop a small stone in water, you see waves. Similarly our heart and our brain have wave patterns. The wave pattern of the heart is measured by ECG (electro cardiograph). The brain waves are measured by EEG (electro encephalograph).

Using the brain wave studies, scientists have discovered that our brain waves are of four types. The brain waves also have peaks that are similar to the peaks we see in water waves. The number of times the peak appears in one second is called "cycles per second".

#### **Beta (13 to 25 cycles per second)**

This brain wave indicates that your conscious mind is in control. It indicates a mental state of logical thought, analysis, and action. You are alert and awake talking, speaking, doing, solving problems, etc.

### **Alpha (8 to 12 cycles per second)**

This brain wave indicates relaxation and meditation. It is a state of relaxed alertness good for inspiration, learning facts fast.

### **Theta (4 to 8 cycles per second)**

Deep meditation. This is associated with life-like imagination. This is best for suggestibility and inspiration.

### **Delta (0.5 to 4 cycles per second)**

Deep dreamless sleep. Deep relaxation.

## **Left-brain and right brain working together**

Usually the left-brain and the right brain waves are independent. They reach peaks independent of each other. During meditation and deep relaxation, the left brain waves and the right brain waves happen together. For both, the peaks are reached together. This is called synchronization. Scientists now believe that synchronization makes much greater mind power available. This is associated with learning large amounts of information very quickly as well as with creativity.

Scientists had long believed that brain activity such as brain waves and secretion of brain chemicals were beyond conscious control. But experiments have now changed that belief. Now it is proven that some people can control their brain waves, etc.

We must remember that the subconscious mind functions voluntarily, whether we make any effort to influence it or not. The subconscious mind will not remain idle. If we fail to plant desires in it, it will feed upon the non-productive thoughts.

For the present, it is sufficient to remember that we are living daily in the midst of all manner of thought impulses which are reaching our subconscious mind, without our knowledge – some negative and some positive. We can influence the subconscious mind by positive impulses of desire.

Everything we create begins in the form of a thought impulse. We can create nothing, which is first not conceived in thought. Through the help of the imagination, thought impulses may be assembled into plans. The imagination when under control may be used for the creation of the plans and purposes that lead to success in one's chosen field.

## **Results of research on Laughter, Meditation, Innovation and Leadership**

# Meditation – Why Meditate?

## THINK HAPPY : THINK NEUTRAL

- Unlocks the mysteries of the mind and paves way to happiness
- Uncomplicates life
- Pays attention to the inner most feelings
- Easy to learn
- Helps break free of pain, misery resulting from frustration and stress
- Helps conserve our greatest resource- mental energy
- Practical procedure to get rid of stress
- Least excited state of mind
- Regular Practice – Tranquil mind, Happy, Healthy, creative, loving, satisfying and contented life - General well being
- Mind – Devoid of thoughts, calming effect, change of perspective
- Teaches you to “let go” – key to moving forward.

## THINK NEUTRAL????

Very often people will stop and ask. We understand THINK HAPPY but Why **THINK NEUTRAL?** Why not think **POSITIVE**. The answer is very simple. Think Positive is overrated. Do you imagine the pressure it puts on you when you have to constantly fight to keep you mind in a positive manner and fight even harder to keep from going towards negative thoughts. Then if you are in a negative frame of mind you have to work extra hard to bring it a think positive stage.

But if you could train your mind to “Think Neutral” it will be a lot easier to move it to a positive state and a lot easier to prevent it from going into think negative stage. Just like your car. When moving from reverse to drive there are many stages the gear stick has to travel through to move to drive. The same is true when you go from drive to reverse also. But is a lot easier to do these things if the car was in neutral. A couple of notches up and down and you are in the mode you want to be in.

Similarly it is true of the mind and the thinking process on both conscious level as well as subconscious level.

Same as the car cannot be in reverse and drive gear at the same time; similarly the positive and negative emotions cannot occupy the mind at the same time.

“**Art of laughter**” is the science and art of letting go and its use brings our mind to the state of neutrality where it is ready to accept new things, ideas and new ways of doing things all of which start from the subconscious level.

THINK NEUTRAL using these techniques help brings the mind to develop and maintain a state of tranquility. IN TRANQUILITY ALL SORROWS ARE DROWNED. A tranquil mind in a state of neutrality signifies happiness. HAPPINESS IS PEACE. PEACE IS HAPPINESS; The least agitated mind provides resistance against all sorrows, as sorrow is nothing but a stage of agitation in mind.

Unless the mind is quiet, the individual will not have the intellectual leisure for self-development nor the steadiness of intellectual application to the problems of life. And unless this is done our life shall be like a lost ship in an ocean without sails and radar going nowhere, reaching nowhere and ultimately foundering upon some treacherous rock.

Among many different techniques of laughter the following types of laughter have proven to be very effective:

1. Cocktail laughter
2. High five laughter
3. Rolling with Laughter
4. Quiet Laughter
5. Meek Laughter

**It is not difficult to laugh without a reason:** Self-induced, stimulated laughter can easily be converted into real laughter when you do it in a group. Laughter is infectious, and it spreads when you laugh in company. Still hesitant and wonder how to laugh without reason?

Best advice: **“FAKE IT TILL YOU MAKE IT”**

## Unfolding the potential of the mind

It has been accepted for some time by psychologists that most people use about 5-10% of their full creative potential. Our mind is our most under-utilized resource!

Meditation helps unfold the potential of the mind by gaining access to the quieter, deeper, more comprehensive and intuitive levels of thinking. Regular practice sustains this development.

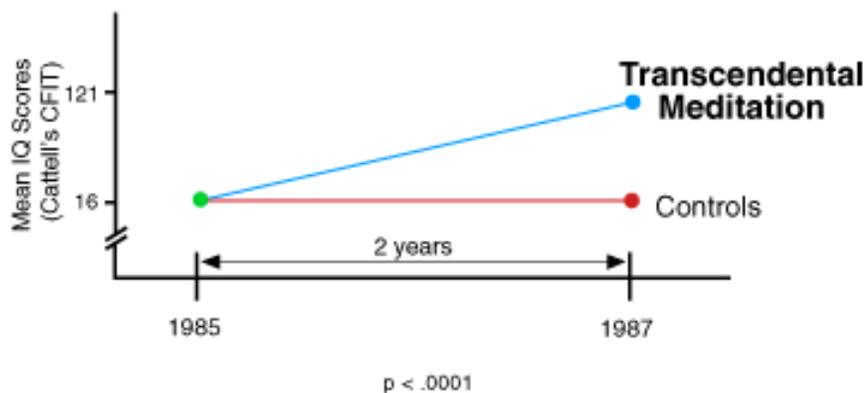
Throughout the day we experience the mind in its busy active state. Often it may seem as if the mind is constantly filled with thoughts.

During Meditation this activity settles down in a natural way, until the finest level of thought is "transcended" and the mind is left in a simple state of least excitation - a refreshing and deeply relaxing state of restful alertness.

After we have finished meditating, the mind is fresher, quieter, more alert, and happier. Any problems that there may have been prior to meditation are frequently seen in a better light

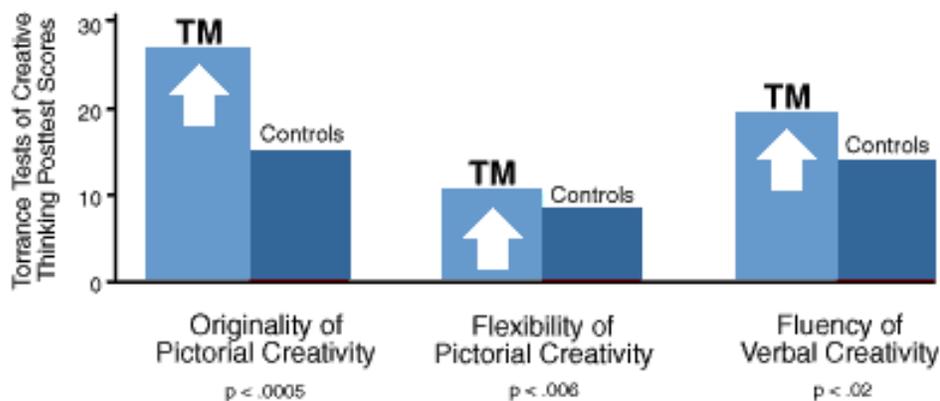
Research shows that regular practice of Meditation produces:

- Increased IQ – Development of intelligence
- Increased Creativity
- Broader comprehension and increased focus
- Improved perception and memory
- Greater orderliness of brain activity



Students at Maharishi International University in Fairfield, Iowa, who regularly practiced Transcendental Meditation, increased significantly in intelligence over a 2-year period, compared to control subjects from another Iowa university. This finding corroborates the results of two other studies showing increased IQ in Maharishi International University students. (Ref. TM institute study 1991)

This study used the Torrance Tests of Creative Thinking to measure figural and verbal creativity in a control group and in a group that subsequently learned the Transcendental Meditation technique. On the post test 5 months later, the Transcendental Meditation group scored significantly higher on figural originality and flexibility and on verbal fluency. ( ref. The TM technique & Creativity, Cornell, 1979)



## Conclusions

Use of these techniques have resulted in creation of :

- Many new Products,
- Several patents,
- Products launched in the market place and
- Winning of many global innovation awards/ recognitions.
- Stories appearing in publication like The Wall Street Journal, Mass High Tech, Associated Press and on CNN, NBC, Canada AM etc.

Introduction of new products is essential to the strategy of any enterprise. The above conclusion shows that it is possible to improve and better the strategy by managing the mind.

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