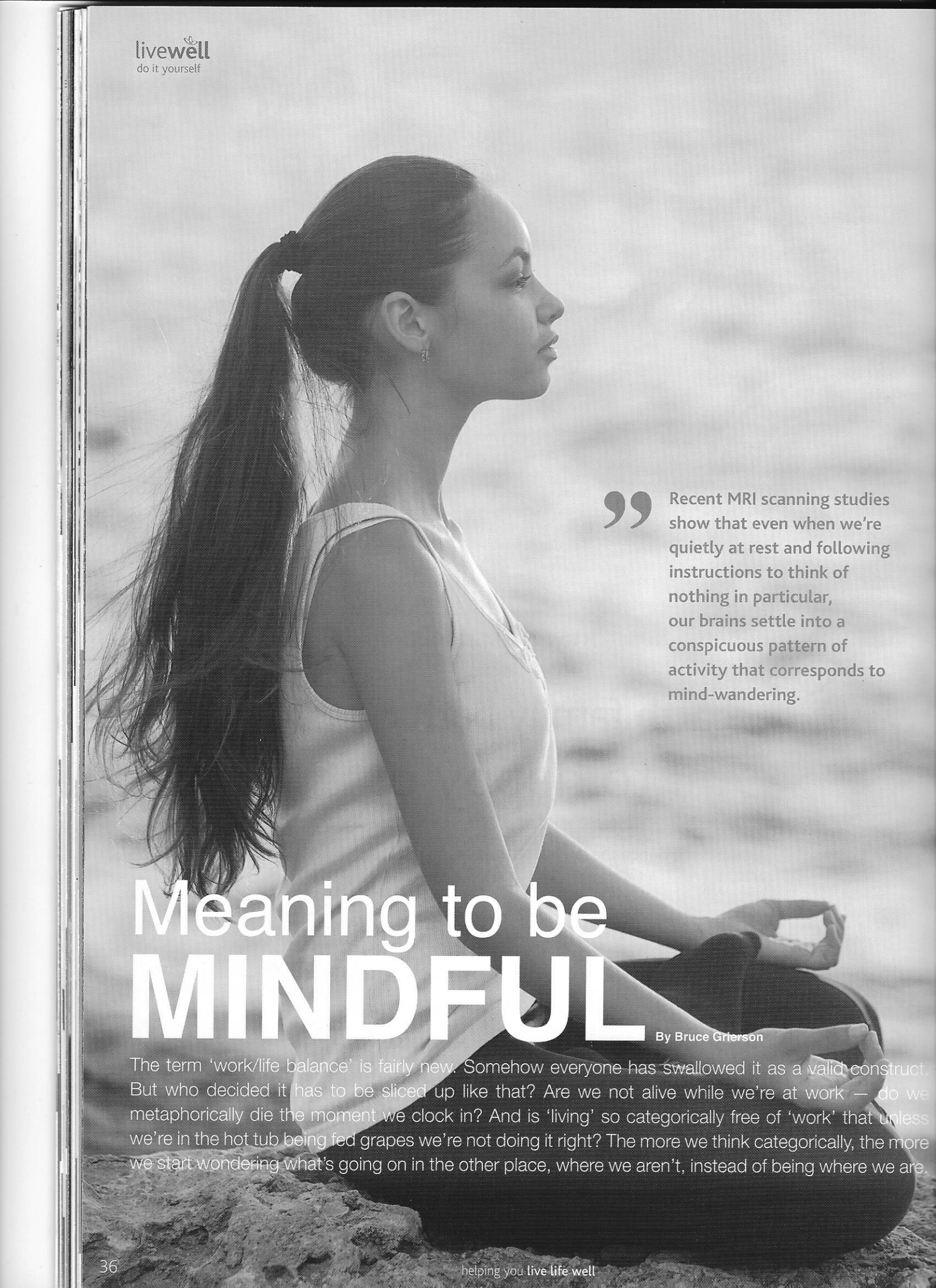


A black and white photograph of a woman with long dark hair in a ponytail, sitting in a meditative pose on a sandy beach. She is wearing a light-colored tank top and dark pants. Her hands are resting on her knees in a mudra. The background is a soft-focus view of the ocean and sky.

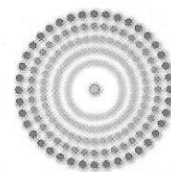
” Recent MRI scanning studies show that even when we’re quietly at rest and following instructions to think of nothing in particular, our brains settle into a conspicuous pattern of activity that corresponds to mind-wandering.

Meaning to be **MINDFUL**

By Bruce Grierson

The term ‘work/life balance’ is fairly new. Somehow everyone has swallowed it as a valid construct. But who decided it has to be sliced up like that? Are we not alive while we’re at work — do we metaphorically die the moment we clock in? And is ‘living’ so categorically free of ‘work’ that unless we’re in the hot tub being fed grapes we’re not doing it right? The more we think categorically, the more we start wondering what’s going on in the other place, where we aren’t, instead of being where we are.

THE VALUE OF MINDFULNESS IN BUSINESS



mindful revolution®

- We deliver mindfulness training to organisations globally, seeking to bring the scientifically proven benefits of the simple practice to individuals and organisations they serve.
- Mindful Revolution is partnered with Harvard University Professor Dr. Langer "Mother of Mindfulness".
- Productivity at **Google** has risen 37% as a result of investing more in employee support & satisfaction.



HARVARD
UNIVERSITY



BENEFITS OF MINDFULNESS

Mindfulness helps you fiercely face the corporate challenge of the new century

FOCUS
INNOVATION
EMPATHY
RESILIENCE
COMMUNICATION
ENGAGEMENT
LONGEVITY
YOUTHFUL OUTLOOK

WE WOULD LIKE TO PROPOSE THAT YOUR TEAM EXPERIENCE:

AN INTRODUCTION TO MINDFULNESS - (TIME: 90 MINUTE SESSION)

- Research proven benefits of Mindfulness.
- What is Mindfulness
- Neuroscience
- Practical ways to increase your level of mindfulness.
- How to integrate Mindfulness into your company, as Google and other companies have done.

WE LOOK FORWARD TO INTEGRATING MINDFULNESS INTO YOUR TEAMS.

Clearly, work/life balance, however we understand that, is going to be better than work/life imbalance. But is there a better way? We believe there is, and it's based on mindfulness. Data shows just how deep and how wide the power of mindfulness goes — well beyond its most celebrated and well-documented effect of making us happier moment-to-moment.

Mindfulness reduces burnout and fatigue. It sharpens the senses. It significantly reduces stress, which has an enormous effect on our physical health. And of course — these are some of the earliest findings we have — it increases longevity. We taught elderly adults in nursing homes to be more mindful, and they lived longer. More recent research has shown it decreases chronic pain, and symptoms of arthritis. (We've long known it reduces pain post-surgery and speeds recovery time). For those of us who are healthy, don't for a moment think that the concept doesn't apply.

Roswitha Becker, General Manager for Lufthansa German Airlines - Global Load Control, says that

'The times I regretted the most was when I didn't speak my truth, or live it.'

did you know?

According to the data from a Harvard group's study, the particular way you spend your day doesn't tell much about how happy you are. Mental presence — the matching of thought to action — is a much better predictor of happiness.



When we're mindful, we're more effective; we're more efficient, and more innovative. The products we create are superior. Mindfulness is visible in who we are and what we do. Mindfulness is the essence of charisma. People find us more attractive and funnier and more trustworthy. When we're mindful, we're less prejudiced, more authentic. Mindful people are the kind of people you want as your boss, your employee, your spouse, your cross-the-fence neighbor. Doors tend to slide open in the path of mindful people. How can this be? It's not so mystical. Mindfulness amplifies the traits that make us likeable. And people will go out of their way to help people they like. But it's more than that. That the deck seems stacked in favor of mindful people is a function of how mindful people view the world. A mindful person knows, like Shakespeare's Hamlet, that there is no good or bad but thinking makes it so. You hear people say, "Jim's really lucky!" Is Jim lucky? Or is he just mindful? Jim has learned that evaluations are in our heads, not in the things that are actually happening. Again, it's about challenging those mindless categories: good/bad, pass/fail, lucky/unlucky.

At work you may wonder, 'Why did that incompetent get promoted instead of you?' Scratch around a little and you find the ridiculousness of categories. Turns out you were passed over because you're 'too impulsive.' But wait a second: didn't your last performance appraisal laud your spontaneity? That's the same trait! People can always find a reason to reject you, and they can always find a reason to accept you, and sometimes it's the same reason. You have to soar above that kind of evaluative ground-fog. And the way to do that is through mindfulness.

So, getting back to the original question, balancing work and life. It doesn't really matter what context we find ourselves in — at the office, at the beach, between the sheets, giving a speech (hopefully not giving a speech between the sheets). We want to be the same person. We are the same person. Why assume there are different selves required in these different roles? Why give up your sense of humour while you're at work? Why give up your tenacity while you're at play? Once we stop worrying about which part of ourselves is appropriate to reveal, once we're no longer afraid, once we're feeling good brave and bulletproof, it's much easier to integrate who we are at

work with who we are at home. Life stops being a zero-sum game: one choice at the expense of another. There is no expense. Plus, we stop worrying about how we're being judged. The tension drains away. And life springs into high relief.

When people devote themselves to mindfulness something happens, something so profound I often call it a 'personal renaissance.' You enjoy the excitement as though everything is at stake. But you have the awareness that nothing is. That's a good deal, however you slice it.



Bruce Grierson is a five-time Canadian National Magazine Award-winning feature writer whose work has appeared in The New York Times Magazine, Popular Science, Psychology Today, Time Magazine and elsewhere. He is the author of U-Turn, and co-author (with Kalle Lasn) of Culture Jam. He lives in Vancouver with his wife and 2 daughters.
www.brucegrierson.com

For information on Mindful Revolution workshops log onto www.mindfulrevolution.co.za.