



## Corporate Spirit

An unseen energy field exists around virtually every object including the human body, plants, mountains, rivers, and around corporations. Within the confines of a business, it's called the corporate spirit. That energy attaches itself to human energy fields. When favorable energy exists, the corporate spirit serves as an underlining motivator.

The creation and sustainability of the corporate spirit stands firmly behind the commitment of the business owner or principals of the organization. Without that, corporate spirit doesn't have a chance. In fact, when the excitement of a thriving enterprise is being radiated from the top executives, all levels of the subordinates take hold and favorable respond. Similarly, when a father and mother decide to take their children to the amusement park, good vibes immediately are generated.

To generate a workable corporate spirit, a show of enthusiasm about the goodness and potential of the business must emanate from the owners. Best then to select a committee to take charge of the public relations involved, as corporate spirit also involves the community and clientele. The energy of corporate spirit must be grounded, that is, to be able to sense the realness of the movement. Have the staff and employees offer suggestions, get them involved. Listen to their ideas and give it a try. Sustain the sensation of corporate spirit as a unifying field of consciousness grounded into the Soul of the company.

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