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## **WorkWise**

by Mildred Culp

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**Make a nomination for the 1999 WorkWise Award.**

### **SPIRITUALITY BRINGS CONNECTEDNESS, PROFIT IN THE WORKPLACE**

Do the terms "profit" and "spiritual connectedness" seem incongruent to you in today's workplace? Consider Mikki Young, president of the privately held MarketShift Inc., a sales development business in Bala Cynwyd, Pa. Her company grossed approximately \$1 million in 1998, its first full year of operation. But producing results for clients is only part of her focus.

"I reach out to others in every situation I find myself in, because I am very clear that I am connected to a much higher spirit," she explains. "But there are several caveats. I do not want to show this off as a gift I possess and others do not. I do not want to create a sense of loss for anyone, only a sense of hope and possibility." Young is currently developing workshops and lectures integrating spirituality and capitalism.

Young believes that the business community offers the best environment for making an impact on American culture. "As everyperson, I represent a connection that seems more attainable to others," she reflects.

### **SPIRITUALITY VS. RELIGION**

They aren't the same, especially in the workplace. William Byron is an economist, author of "Answers From Within: Spiritual Guidelines for Managing Setbacks in Work and Life" (Macmillan Spectrum, \$16.95), distinguished professor of management at Georgetown University, and a Jesuit priest. He approaches spirituality as "the focus on ultimate origins, ultimate destinations, and the ultimate source of power and virtue." Within the workplace, it is "prayer elevated to lifestyle ... your invisible means of support, your ever-reliable resource in keeping yourself and your career on track when the going gets tough." Moreover, all work "has inherent dignity."

How do Americans in the workplace differentiate between spirituality and religion? Augie Turak, president of Raleigh International Inc. in Raleigh, N.C., which owns four software companies, defines spirituality as "first an open-ended inquiry into matters of ultimate meaning. Spiritual people don't compartmentalize their lives, because spirituality permeates every aspect of their lives." His companies generated several million dollars in revenue in

businesses fail."

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Next week, Part II will discuss more about connectedness, spirituality and profitability.

(Dr. Mildred Culp is the author of "Be WorkWise: Retooling Your Work for the 21st Century." See details for The WorkWise Award at [www.work-wise.com](http://www.work-wise.com).)

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