

FOR IMMEDIATE RELEASE

Contact: Melissa Carter (919) 810-7926

BUSINESS SECRETS OF SILENT MONKS COME TO DUKE.

DURHAM NC: On Tuesday, September 29th, Business North Carolina Magazine, Leadership North Carolina, and the Duke Self Knowledge Symposium will present *Business Secrets of the Trappists: How the Power of the Monastic Tradition Will Transform Your Business and Your Life*. The lecture, by August Turak, will be held at 7:00 PM in the Sanford Building of Public Policy on Duke University's West Campus. The event is free and the public is encouraged to attend. Reservations are available at AugustTurak.com or by calling 919-810-7926.

August Turak is a successful corporate and not-for-profit executive, entrepreneur, and the Templeton Prize winning author of *Brother John*. This lecture expands on his recent four part series, Business Secrets of the Trappists, which topped the charts on Forbes.com for almost two weeks and which will soon be a book.

"I've been going to Mepkin Abbey for over thirteen years working side by side with the monks," says Turak, "and as a businessman I often wondered how a couple dozen elderly men, working in silence only four hours a day, could run a multimillion dollar enterprise with such frictionless efficiency and amazing results. My answer is *Business Secrets of the Trappists*."

Mepkin Abbey, just outside Charleston, SC, is a Trappist monastery and the exacting Rule of St. Benedict requires the monks to be self sufficient. Besides producing a variety of agricultural products like eggs, mushrooms, fertilizer, and timber, the monks manage a complex of gardens, guest houses, a library, and a state-of-the-art conference center spread out over thousands of acres.

The business secret of monks the world over is a management philosophy Turak calls "Service and Selflessness." This lecture shows how this monastic secret can be applied to individuals and organizations, whether corporate or non-profit, with equally explosive results. In these trying economic times brought on by greed and unethical behavior Turak's message is quickly finding a following.

"It was Turak's track record with major corporations and his own company that we initially bought into," said Ed Cheely, division president for New York City's Yext Corporation, "but when Service and Selflessness turned into a ten percent boost in revenue we became true believers."

Turak adds that it is time to move beyond our traditional socio-economic categories.

"We've been trapped in a model that assumes a painful trade-off between the 'hard' bottom line mentality associated with capitalism and a 'soft' approach that puts higher purpose, ethical considerations, and people first. It's a false dichotomy. People like the monks and Warren Buffet are super successful business people not *despite* their fanatical commitment to high ideals but *because* of them."

(MORE)

Turak promises that this talk will be full of case studies and concrete examples from his own business career, and that the attendees will walk away with practical tips they can use right away.

“Adam Smith’s argument that we all work in our own selfish interest was not wrong just incomplete.” Turak says, “Sure every child starts out selfish. But the trend in individuals, history, and economic organizations is from selfishness to selflessness. And the sooner we get there, the better off we’ll be both personally and economically.”

Seating is limited. For reservations and more information go to www.AugustTurak.com, email contact@augusturak.com, or call 919-810-7926.

* * *

Business North Carolina Magazine provides commentary and news on regional businesses and industries. www.businessnc.com

Leadership North Carolina informs, develops, and engages committed leaders by broadening their understanding of and involvement in issues and opportunities facing our state. www.leadershipnc.org

The Duke Self Knowledge Symposium is a spiritual community of peers dedicated to helping students achieve excellence and fulfillment in life. www.selfknowledge.org