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*“What we all want is purpose and meaning in our lives and what we all fear is that we will not find that purpose and meaning in our life’s work.”*

RALEIGH NC: On Thursday, February 25th, the North Carolina State University Self Knowledge Symposium, College of Management and University Entrepreneurship Network will present *August Turak: Zentrepreneur, Making Meaning and Money*. The lecture will be held at 7:30 PM in the Nelson Auditorium on NC State University’s Campus. The event is free and the public is encouraged to attend.

August Turak is a successful businessman, entrepreneur, award winning author, and worldly monk. Using his fourteen years of experience with the monks of Mepkin Abbey, his time as the protégé to the founder of the IBM Executive School, years studying under West Virginian Zen master, Richard Rose, and the example of other Transformational Organizations, Turak teaches others how service and selflessness will not only build dramatically more successful individuals, families, and organizations but provide a sustainable solution to our current economic crisis as well.

Throughout his long business career Turak has listened as executives bemoan the shortage of talent in the work place and the difficulties involved in attracting and keeping talent. Talent is not in short supply. What is missing is the matrix of overarching values that inspire ordinary people to extraordinary results. And Turak has never seen it done better than at Mepkin Abbey.

August Turak’s article, *Business Secrets of the Trappists*, appeared on Forbes.com topping the charts as the most highly rated article for two weeks straight and will soon be a book. In this article, Turak set out to answer the following questions: How do the greatest organizations achieve such amazing business success? Why do these organizations thrive when modern corporate success is so fleeting? How do these organizations compete so successfully in the open market while maintaining only the highest ethical standards? And most importantly, how do we apply these answers to our corporations, non-profits, families, and even our personal lives with equally explosive results?

The short answer is that these organizations have discovered a secret: It is in our own self interest to forget our self interest. They are utterly committed to a high overarching mission and a management philosophy Mr. Turak calls *service and selflessness*.

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)

[www.augustturak.com](http://www.augustturak.com)

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

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The NC State Self Knowledge Symposium is a transformational community of peers dedicated to helping students achieve excellence and fulfillment in life. [www.selfknowledge.org](http://www.selfknowledge.org)