

WHAT IS
**TRUE
WEALTH**



**HOW
DO WE
CREATE IT**

Edited by
**Verna Allee
&
Dinesh Chandra**

Excerpt from the book
ON THE QUESTION OF
TRUE WEALTH

WHAT IS TRUE
WEALTH
&
HOW DO WE
CREATE IT?

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Sometimes I think there are many people who always consume, consume and are never contented.

Therefore we need to say prayers for a different contentment, for those things which have no limitation—there contentment is strong. Yet that's where we should have discontent—with our inner wealth. It is possible to have that infinitely.

So we should not be content. In material ground, in any case there is limitation. In that case, it is better to have contentment

*His Holiness The Dalai Lama
of Tibet*

For more information about the book please check out:

www.fhed.org/truewealth/index.html
or www.indigopress.com/truewealth/index.html

HOW THIS BOOK EMERGED



Imagine a world where we welcome diversity in our midst. We see newspaper ads heralding the need for people from different cultures who can nourish and nurture our communities.

Imagine a world where dialogue is possible. Yes, even among the people of India and Pakistan, Ireland and Ireland, Palestine and Israel, and U.S. and Iraq. Like Indo-Pak People-to-People Dialogue organized by the Foundation for Human and Economic Development, or Mastery Foundation's organization efforts in Ireland.

Imagine a world that is filled with compassion and not revenge, even in the face of adversity. A fine example is set by H.H. Dalai Lama, living in exile yet filled with compassion for the people and Chinese Government, which has torn the fabric of the culture and forced many people from their homeland.

Imagine a world where each student has a teacher like Sadanand at Mount Madonna in California, who partners with Bill Moyer and leading thinkers to introduce challenging questions into the classroom. As students are exploring their purpose at a young age, they begin to choose professions and personal paths that resonate with their inner purpose and not only because of the outer monetary gain.

Imagine a world which is connected by the values of Joy, Peace, Love, Hope, Serenity, Humility, Kindness, Benevolence, Empathy, Generosity, Truth, Compassion, and Faith. A world which recognizes that the human darkness comes in many colors and forms: anger, greed, apathy, hate, and revenge. Yet people choose to overcome them with forgiveness and tough love, with regard for life and the balanced ecosystem.

There was an open space held in Dharamshala, a place in the foothills of Himalayas known to attract people from world over for its serenity, with the theme of True Wealth. At the end of these few days of questions and possibilities, renewed faith began to emerge. The belief that there is a larger field of awareness and consciousness that increasingly appreciates that the fabric of harmonious human society and a healthy, sustaining, and beautiful

natural environment are the deepest and purest forms of wealth. Collectively we began to experience the small opening of faith captured so beautifully in David Whyte's poem:

Faith

I want to write about faith about the
way the moon rises over cold snow,
night after night,
faithful even as it fades from fullness,
slowly becoming that last curving and
impossible sliver of light before the final
darkness.

But I have no faith myself
I refuse it the smallest entry.
Let this then, my small poem
like a new moon, slender and barely
open, be the first prayer that opens me
to faith.

By David Whyte, *The Heart Aroused: Poetry and the Preservation of the Soul in Corporate America*, Currency/Doubleday, 1996

Several of the essays collected here grew from those gatherings at Lonavala and Dharamshala. Others came from friends as we began to describe our efforts to gather and publish a few reflections on this theme of True Wealth. What has come together is a brief snapshot of what people are thinking about as we feel and learn our way into this new century. It is a glimpse of an emerging community of intelligent, thoughtful, and compassionate people who believe it is possible to examine and reshape our assumptions about wealth in the world. We invite you to contribute your own thoughts on our website for this activity at :

www.fhed.org/truewealth/index.html or
www.indigopress.com/truewealth/index.html

We believe the world needs messages of hope and faith. We need to share these stories and thoughts and find each other. We are glad you found us through this book and look forward to hearing from you.

Dinesh Chandra and Verna Allee

WHAT IS TRUE WEALTH & HOW DO WE CREATE IT?

Editors:
Verna Allee
Dinesh Chandra

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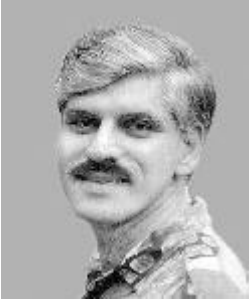
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Verna Allee	Brief biography

ABOUT THE EDITORS



Dinesh Chandra

Dinesh is considered to be a global citizen. He was born in India, moved to the U.S. in his twenties, and worked in the U.S. for another twenty years prior to his work in 15 different countries. He is an engineer by training with an extensive background in Total Quality, Six Sigma, and in creation of learning communities. In addition to supporting implementation of the ideas in “True Wealth” for all concerned, he actively supports peace initiatives and challenges of wealth and prosperity as a co-founder of FHED (www.FHED.org).

He is a contributing author to Learning Organizations: Developing Cultures for Tomorrow’s Workplace, and Community Building: Renewing Spirit and Learning in Business. You can visit his website at www.globalcitizenship.com.



Verna Allee

Verna (<http://www.vernaallee.com>) is an internationally recognized thought leader and author in value networks, knowledge management, intangibles, and new business models. She contributes to a variety of business journals, books, and prestigious reports. Verna is a frequent keynote presenter at conferences nationally and abroad, and creator of innovative methodologies. She and her own value network, Verna Allee Associates, consult with global corporations, entrepreneurial startups, government agencies, and public sector organizations. Verna acts as advisor for special projects with Stanford University, the Brookings Institution, The European Commission, and Digital4Sight. She is affiliated with the World Business Academy, the Asian Knowledge Management Association, Alliant International University, and KonvergeandKnow, which publishes the online Verna Allee Toolkit (<http://www.alleetoolkit.com>)

Her latest book, *The Future of Knowledge: Increasing Prosperity through Value Networks*, was released in 2003, while her first book, *The Knowledge Evolution*, (1997) is a continuing best seller in the knowledge management field. Verna lives in Northern California, surrounded by sisters, friends, pets, and wildlife.

TRUE WEALTH CONTRIBUTORS



THE QUESTION OF TRUE WEALTH

His Holiness the Dalai Lama is the spiritual and temporal leader of the Tibetan people. His tireless efforts on behalf of human rights and world peace have brought him international recognition. He is a recipient of the Wallenberg Award (conferred by the U.S. Congressional Human Rights Foundation), the Albert Schweitzer Award, and the Nobel Peace Prize.

TRUE WEALTH

JACOB AND TRUE WEALTH

John Adams, Ph.D. is Chair of the Organizational Systems PhD Program and Saybrook Graduate School & Research Center, on the Faculty for Organization and Management and the Graduate College of The Union Institute and Executive Director of Eartheart Enterprises.

TRUE WEALTH

Dr. Emeka Nchekwube is a Nigerian-born neurosurgeon who currently lives and practices in San Jose, California. He is a biotech entrepreneur who co-founded Paraquest, Inc, a company dedicated to development of affordable drugs for the third-world markets.

WITH EYES OF LOTUS

Mytrae Maganti is a student of Vedanta and a devotee of Swami Chinmayananda. She is currently Director of Component Insights, Inc., a software company based in California and Bangalore.

THE PANTANAL: A LETTER TO MY DAUGHTERS

Richard McDermott is a business consultant and travels extensively, designing large global organizations. He lives in Boulder Colorado with his two daughters where they spend as much time as they can riding their horses.

A NEW PROSPERITY

Verna Allee is an internationally recognized thought leader, author, speaker and consultant in new business models, value networks, intangibles and knowledge management. She consults to both large and small companies, government agencies, and special task forces advising public policy in the United States and Europe.

CREATING A NEW INDUSTRIAL CULTURE

Russi M. Lala is a noted best-selling author and publisher in India. He has been a director of the Sir Dorabji Tata Trust for over a decade and is co-founder and Chairman of the Centre for Advancement of Philanthropy.

CREATING A TOMORROW FOR OUR DREAMS

Satish Kumar Kaura is founder and CEO of the Samtel Group, India's largest integrated Cathode Ray Tube manufacturer. He is recipient of the Care for Nature Award of the World Wildlife Fund and Electronics Man of the Year awards from ELCIN in 1988 and CETMA in 1996.

CORPORATE CITIZENSHIP

Madhur Bajaj, Vice-Chairman of Bajaj Auto Limited, a leader in the 2 & 3 wheeler sector, has a passion and compassion for humanity. He feels greatness is knocking at the doors of India – he is seeking partners ' to open the door' !

CREATING VALUE OUT OF VALUES

Anne Stadler helps non-profit community groups and institutions of higher education, businesses, and government groups thrive in a changing environment, learn thorough conflicts, value diversity, and expand productive capacity. She mentors and teaches in the Graduate Management Program offered by Antioch University in Seattle, Washington, USA.

TRUE WEALTH: MAHATMA GANDHI AS A MODEL

Gopal Basisht is a practicing physician in Florida and for the last two decades has worked to improve relationships between India and the US and more recently in furthering the cause of peace between India and Pakistan. He has acted as a catalyst to found several path breaking organizations and has provided leadership in their early formative stages.

CREATING CORPORATE WEALTH

Dr. V Krishnamurthy, Chairman of Mascon Global Limited. Formerly Chairman of Steel Authority of India. A great visionary and creator of valuable Corporate wealth.

QUOTE

Dan Zuckerman is a mental health counselor and teaches T'ai Chi Chuan in Miami, Florida, where he lives with his wife, Susana Barciela. He grew up in an Air Force family and has lived in many different parts of the world.

REALIZING TRUE WEALTH

Améric Azevedo is a techno-philosopher and educator at U.C. Berkeley, Berkeley, CA.

UBUNTU: REFLECTIONS OF A SOUTH AFRICAN ON THE WEALTH OF OUR COMMON HUMANITY

Barbara Nussbaum is the liaison to South Africa for the World Business Academy.

THE WEALTH OF RELATIONSHIP

David Coleman is the Founder and Managing Director of Collaborative Strategies LLC. His firm works with electronic collaboration tools to foster productive relationships between a wide variety of organizations.

THE WEALTH OF RELATIONSHIP

Susana Barciela is an editorial writer for The Miami Herald. Her essay "Dharamsala Dreaming: A Traveler's Search for the Meaning of Work," is published in the book *Insights on Leadership*, edited by Larry C. Spears; John Wiley & Sons, Inc., 1998.

TRUE WEALTH: LEAVING A LEGACY OF SOCIAL RESPONSIBILITY

Dennis Jaffe, PhD. is a Professor of Organizational Systems at Saybrook Graduate School in San Francisco, and a founding member of the Aspen Family Business Group. He has written many books about his work with family wealth, and in creating collaborative organizational transformation. They include *Take This Work and Love It*, *Rekindling Commitment*, *Working with the Ones You Love*, and *Getting Your Organization to Change*.

WEALTH EXPERIENCED REQUIRES SPACE

Pamela Mayer is the Knowledge Manager for Granite Construction Inc., a large national civil constructor and materials producer; in this role she manages training and executive coaching. Pam's expertise consists of creating social processes and systems which maximize learning, development, and economic value.

THE QUEST FOR GOLD

Michael Lindfield is an author and former 14-year resident of the Findhorn Foundation in Scotland, who works to bring a deeper understanding of the creative rhythms and principles of the human spirit to everyday life. He is presently employed by the Boeing Company in Seattle as a senior consultant, tasked with supporting large-scale changes of both the business and people systems.

TRUE WEALTH—WHAT IT IS, AND HOW TO BE IT

Arun Wakhlu is True Wealth. You can contact him by meditating. Author of *Managing from your Heart*, Sage publications. Founder of Pragati Foundation and working towards Peace between nations.

FROM MOVEMENT INTO MAGIC

Aimee Bernstein is founder and Chief Officer of Open Mind Adventures, a leadership, organization and personal development company guiding individuals in transforming their lives, their workplace and their communities. Her book, *When Push Comes to Shove: 9 Timeless Principles for Turning Pressure into a Positive Force in Your Life*, will be published in 2004.

THE CHOICES OF A WEALTHY SOUL

Michael Norwood is a Doctor of Chiropractic and a board certified kinesiologist and nutritionist. He is an author of the *Wealthy Soul* series and leads workshops in transforming adversity into wealth.

WEALTH THROUGH CONVERSATION

Peter Block is a noted author, consultant and speaker, who helped initiate the interest in empowerment, especially as author of several best-selling books including *Flawless Consulting: A guide to Getting your Expertise Used*, second edition 1999, *Stewardship: Choosing Service Over Self-Interest* (1993), and *The Answer to How is Yes: Acting on What Matters*, 2001.

CREATING YOUR OWN TRUE WEALTH

Lt. Gen. S.S.Apte is a mechanical engineer who took up management and productivity consultancy after retirement in 1984. He developed the Creative Problem Solving Process, which apart from solving problems actually transforms people and the organization. The transformation began with him first.

FINDING THE ESSENCE

Prasad Kaipa, Ph.D., is the founder of SelfCorp, a CEO development company, and director of the TiE Institute for Entrepreneurship. He focuses on helping senior executives to take their next significant step.

Quotes from

Ralph Waldo Emerson
Eihei Dogen
President Bill Clinton
Barry Carter

Dan Zuckerman
David Henry Thoreau
Helen Keller
John Ruskin



ABOUT THE BOOK



There is a powerful shift of consciousness underway all over the world and at every level of personal, business and economic life. People everywhere are redefining wealth and making different choices about where we invest our time and resources.

This book holds compelling reflections and inspiring stories about creating true wealth from recognized leaders and compassionate citizens. For some true wealth can be the pursuit of personal happiness. In the east it may be focused on a quest for Nirvana. In some cultures wealth has always been communal in nature. The search for true wealth can have different names, but universally true wealth seemingly enables the fulfillment of eternal human longing.

People will draw courage and hope from each other through the stories told in this book. Here you will find personal experiences that help us see our ordinary lives as extraordinary. You will find personal essays from those who leading new ways of calculating business success in terms of intangibles and contributing to the common good. You will experience the passion and hope that drives those who have undertaken the difficult task of shaping a new world of economics based on human and environmental success.

Editors Verna Allee and Dinesh Chandra have dedicated their efforts in this project to the Foundation for Human and Economic Development. Royalties from sales of these books have been donated to FHED.

Our Vision for the Book

Our vision is that this book will not only capture the heart and spirit of this new thinking about wealth and value, but that they will act as a catalyst to speed the changes that are underway through conversations and study groups around the world. For it is through conversation that we learn together, dream together and make decisions for action. This universal question of wealth creation is one that cuts across cultures, across nations and across economic levels. It is truly a question for all of us, both at home and in business settings. In the last two decades people have begun to question traditional definitions of wealth on many levels. Businesses are beginning to consider intangible assets such as human competence and good relationships as the true foundation for success. At the economic level people are seeking ways that healthy ecosystems and quality of life can be factored into national accounts. At a personal level people are deeply appreciating that their true wealth lies in good health, quality relationships, safe communities and sustainable lifestyles. This book holds compelling reflections and inspiring stories about creating true wealth from recognized leaders and compassionate citizens.

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EXCERPTS



From the section- *CORPORATE CITIZENSHIP*

A New Prosperity, Verna Allee

It is time to move to a fresh perspective. Even as recently as five years ago we were not ready to think about value differently than the way we had for decades. But now we are reaching a critical level of understanding in the business community of key concerns – concepts, and ideas that will move us forward into a very different understanding of success. We are beginning to build a new vocabulary that allows a different kind of conversation to happen. We *are* ready to do this and we *can* find a better way.

On his visit to India in the Year 2000- President Bill Clinton

The whole enterprise cannot be just about higher profits; there must also be a higher purpose. The challenge is to turn the newest discoveries into the best weapons humanity has ever had to fight poverty. In all the years of recorded human history, we have never had these many opportunities to fight poverty. And it is good to do so.

Corporate vision must incorporate social issues. Companies are no longer asking whether or not they should be socially responsible, but how best they could meet their social obligations.”

Creating a new Individual Culture, Russi M Lala

Throughout history there have been two categories of people—those who create wealth and those who consume it. The twentieth century has given rise to a new category of people whose passion is to control the wealth that others take the trouble to create. To consume or control wealth needs little qualification. To create wealth is a different proposition.



From the section- *CREATING TRUE WEALTH*

Wealth Through Conversation, Peter Block

If you want to change the world—or the culture—all you have to do is change the conversation. In the beginning was the word—that was how the Bible started. Asking this question of what is true wealth invites people to have a conversation they may never had before. That itself is a measure a wealth! The value of our coming together can be measured by whether or not we are able to have a conversation we have not had before. A conversation is an action.

The Quest for Gold, Michael Lindfield

It is our nature to search for the pot of gold at the end of the rainbow. Perhaps the gold we seek is already within us, and like Solomon’s gold, is not an earthly metal or medal, but a state of higher consciousness. Maybe we have been looking in the wrong places for our mythical Eldorado.

The signs of this “quest for gold” show up in the lives of people everywhere today. The eternal journey takes on different forms in different ages. The images screaming out at us from billboards and television screens – that purport to tell us how to fill our empty lives – are possibly distorted and garbled versions of those ancient messages that have pulsed from the depth of our soul to the struggling and bewildered personality, throughout the long pageant of our human journey. The soul is ever waging a campaign – urging us onwards and upwards along the path of self-fulfillment.

For some, the quest today has taken on a desperate search for fame and fortune, where money and position are seen as the only indicators of success. As a bumper-sticker on a car in front of me once exclaimed, “Who ever dies with the most toys, wins”. This is an unfortunate but somewhat accurate articulation of our present predicament and problem as a society.

However, thankfully more people each day are seeing through the hollow message of materialism and are beginning to discover that no amount of money or fame can satiate the deep inner hunger felt by the human soul. In the biblical sense, “We cannot live by bread alone”. We are beginning to change the conversation and there are hopeful signs of a switch occurring in our society. The search for success is slowly changing to the search for significance – where living a meaningful life is valued over material and emotional possessions.

I firmly believe that the nature of the soul is to give of itself. The soul is an inner place of great bounty and spiritual wealth that does not need to acquire anything from the outside to prove its worth to anyone. The soul is like the sun – its role is to shine upon the world as a blessing. Maybe we need to stop, reflect and redefine what we mean by, “the pursuit of happiness” and how we measure and evaluate wealth. It could be that the real measure of our true wealth is in how much we are able to give instead of how much we can take.

I invite each of us to pause and re-imagine what we want out of life. This is not only an individual assignment: it is also a collective calling. Do we as a society have the courage and insight to stop the “gold rush” that is depleting our global resources and to sit down together in dialogue and discover what it will take to create a “commonwealth of nations”? Do we dare let go of the fear that says that, “I must possess in order to feel secure.”?

In many spiritual disciplines, real daring is an act of surrender – the giving of one’s total wealth (both inner and outer) for the good of others. This is the true noble quest that brings happiness. Maybe the elusive secret to attaining inner happiness – the quest for gold – lies in the notion that true wealth is the result of giving from our hearts.



From Section- *SPIRITUAL WEALTH*

True Wealth- What it is and how to Be it? Arun Wakhlu

We Are True Wealth

True Wealth is limitless and Eternal. It is a mysterious field of infinite creative potential. It is like a huge bubble of infinite radius which has within it all that was, all that is, and all that will be—both manifest and un-manifest. And our essence (our innermost Self) is that boundless bubble.



From Section- *DEFINING TRUE WEALTH*

The Meaning of True Wealth, John Adams

One of the common themes in just about every aspect of my career has been the “self-fulfilling prophecy”—*that whatever we hold in our consciousness tends to show up or expand in our lives*. This theme has shown up in my work in several areas: health and work-life balance; individual adjustment to changes; implementing large-scale organizational change; and sustainable future explorations. For many years, I have used three quotes to highlight the self-fulfilling nature of both individual and collectively shared mental models.

*If I continue to believe as I have always believed,
I will continue to act as I have always acted.
If I continue to act as I have always acted,
I will continue to get what I have always gotten.*
– Marilyn Ferguson

*One cannot expect to solve a complex problem
using the same level of consciousness that
created that problem.*
– Albert Einstein

*The range of what we think and do
is limited by what we fail to notice.
And because we fail to notice that we fail to notice,
there is little we can do to change;
until we notice how failing to notice shapes our thoughts and deeds.*
– R.D. Laing



From Section-LESSONS FROM THE EARTH

With Eyes of Lotus, Mytrae Maganti

Nature teaches us that true wealth is about her abundance as well as our own, which we must discover and become. Her interconnectedness reminds us of our ego's frailty and inadequacy: although we think of our accomplishments as our own, there is an intricate net of variables that comes together to help us. We must learn to look for the myriad strands of grace, some visible, some invisible, in all the events of our lives. Like the food on our table, nourished by the earth, water, air and sun, and so many unseen hands. True wealth is learning not to complain about or blame the pollution that exists around and within us, but to see it for what it is, and seek that which is pure and true within us. And finally, true wealth is in understanding that wealth is not in transactions, barter or commerce and the arrogance that comes with it; but in natural simplicity, friendship, truth and beauty. And in learning to become that flower, that white fragrant blossom, which in opening wide and offering itself to the elements, is the purest offering to its Source, its Self.



From Section-OTHER FORMS OF TRUE WEALTH

Dan Zuckerman

In school a few years ago, I was asked what advice I would have for young people today, and it is "Think big and be kind." In New Delhi I added, "And listen to your wife." During yesterday's Open Space, "Think big, be kind, and listen to your wife" evolved to: Think big and act with courage; Be kind, and by so doing, create real wealth; and, Listen more, because we all learn from each other, and the whole is greater than the sum of the parts.



From Section-*DEFINING TRUE WEALTH*

Creating your own True Wealth, Gen. S. S. Apte

“It seems that the environment is an amplifier. It amplifies whatever you feed into it. You feed gifts into it and you get abundance. You create problems for it and these very problems get amplified many times and come back to you. Possibly a very large part of our problems, indeed all of them, is merely our own creation coming back to us, amplified, disguised and unrecognizable. We blame the environment for creating them, little realizing that they were our own creation”. A participant blurted out, “Man creates his own destiny.” How true, indeed! Now, all the pieces of the jigsaw puzzle were in place.



Back Page:

Top Picture:HH The Dalai Lama in conversation with the editors and some of the contributors of this book in Dharamsala in May,2000

Bottom Picture:A group photograph of the Open Space True Wealth workshop.

Photo Credits: Vimal Mahendru

