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Conscious Business: Transforming Your Workplace (and Yourself) by Changing the Way You Think Act and Communicate

Fred Kofman
Sounds True (January 2002)
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Embarrassed by his naivete and lack of awareness, the author has found a way to teach consciousness as a “basic human or life skill” in the business world. Opting to teach “product thinking as process thinking” (what cynics might call a “lovey-dovey” exercise), he asserts, “It’s not enough for machines to work together, people must work together too. Respect can solve the process.”

As a young man growing up in Argentina, Kofman, like many of his fellow Argentineans, was unaware of what was happening around him. Trusting his government, Kofman knew nothing about the disappeared. Learning of the Holocaust in his own country forced him to rethink what it means to be a conscious person. Despite the realization, he still found himself caught up in the propaganda of the Falklands War. Determining never to be “unawares” again, Kofman decided to apply what he had learned in his own country in the hopes of educating the international business community.

Kofman, who came to America in 1992, has worked with Chrysler, Shell Oil, General Motors, Xerox, Intel, Phillips, and Microsoft. He’s the author of Metamanagement. After earning his Ph.D. from the University of California at Berkeley, and teaching at M.I.T., he founded Leading Learning Communities, with the intention of integrating current and emerging insights from the fields of economics, strategy, philosophy, cognitive science, systems thinking, and organizational learning.

Conscious Business is the culmination of ten years of teaching both at academic institutions and in the corporate world. The resulting sessions are useful tools for the corporate world and for individual growth. Kofman blends personal narrative, spirituality, and consciousness exercises with the expectation of helping everyone within an organization reach his or her “real purpose.”

His manner is pleasant, acknowledges the individual, never condescends, and offers some genuinely helpful reminders about human nature.

PAM KINGSBURY (November / December 2002)

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