

# Social and Economic Development Conference

2002

Raising the Quality of Human Life



*To Build Anew*

Creating Bahá'í-inspired Enterprises

Principle~centered Self~sustaining



## *To Build Anew: The Inspiration*

He Who hath come to build anew the whole world...

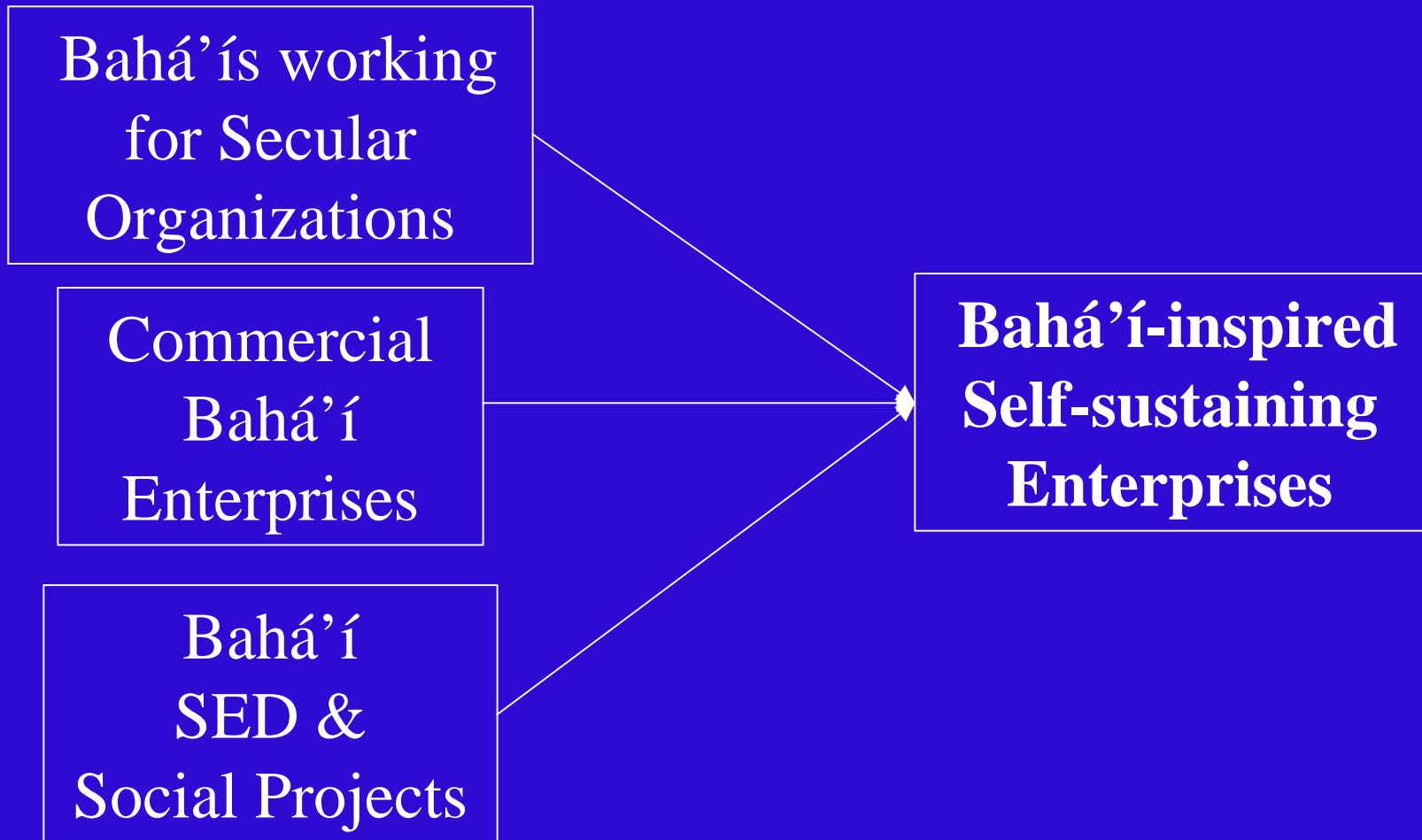
The world's equilibrium hath been upset through the vibrating influence of this most great, this new World Order.

Mankind's ordered life hath been revolutionized through the agency of this unique, this wondrous System - the like of which mortal eyes have never witnessed. Bahá'u'lláh

# A Fundamental Change of Consciousness

**From:**

**To:**



# Bahá'í-inspired Enterprises:

- Continually upraise the quality of human life
- Nurture the human spirit
- Create prosperity through service and virtue
- Instruments for attracting people to God's path
- Models for self-sustaining development
- Are economically viable, environmentally sustainable, and principle-centered
- Are a social force for the progress and prosperity of all of humanity

# A Fundamental Change of Consciousness

- Capitalism and the Nature of Reality
- The Spiritual Principle Paradigm
- Core Enterprise Principles
- Vision of the Future

# Contemporary Reality - Economics 2002

“A Crisis of Confidence”

Incidental  
Or  
Systemic?

# Contemporary Reality:

## Materialism-Universal Religion

**Reality** - material in nature

**Life Goal** - satisfy material needs & wants

**Society Goal** - to facilitate this quest

**Effect** - to leach out of human motivation -  
even interest - the spiritual impulses that  
distinguish the human soul

**Result** - rupture of the moral fabric - self-  
defeating approach to reality

# Contemporary Reality:

## **Western Civilization- 2 Systems as One**

Politically & Philosophically-Liberal Relativism

Economically & Socially-Capitalism

**“Morally & Intellectually Bankrupt”**

Impotent to deal the needs of today’s world

Effect: unbridled exploitation of the masses of humanity  
by greed that excuses itself as the operation of  
“impersonal market forces”

To Change: **Requires a fundamental change of moral  
consciousness and behaviour**

**Reality:**

## **The First Fundamental Premise**

**Capitalism:**

- **as it is currently defined and practised is inherently self-destructive**
- **and it is not a viable system for the prosperity of humanity.**

Reality:

## **Fundamental Change of Consciousness - First Step**

Recognize the ultimate issues are spiritual  
and let go:

“free oneself from attachment to inherited  
assumptions and preferences that are  
irreconcilable with the Will of God for  
humanity’s coming of age”

# **Reality: The Second Fundamental Premise**

## **Embrace the Spiritual Principle Paradigm:**

To build social and economic enterprises based on the spiritual nature of human reality as defined by Divinely revealed Religion

and on the pursuit of the spiritual and material development of humanity through the application of spiritual principles.

# Reality: The Second Step - Embrace the True Nature of Reality

**Our Reality:** Spiritual beings with a lower material nature

**Our Purpose:** To know and love God; to work for the betterment of the world; to acquire virtues

**Our Relationships:** To serve the common good; responsible to our Creator; dependent on God to develop latent virtues

**Our Conduct:** To adhere to virtues: truthfulness, honesty, trustworthiness, integrity, etc.

**Our Success/Worth:** Service and virtue

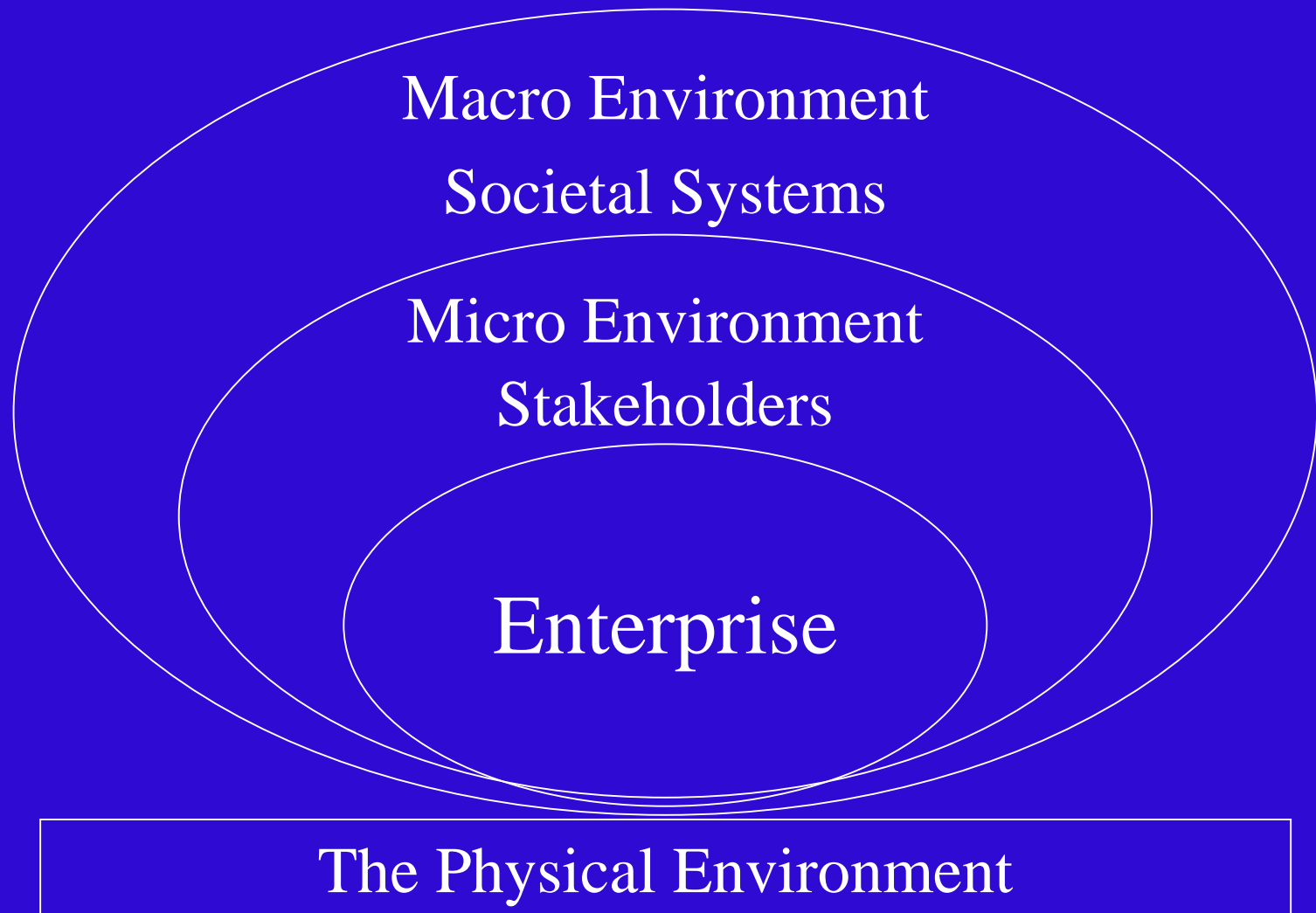
**Societal Progress:** The prosperity of all of humanity

# Spiritual Principle Paradigm:

## **Principles & This Wondrous System**

- Everything is part of a system - components working together for some purpose
- Principles: are the laws that define the relationships among the components of the system
- Every system is an interconnected, interdependent part of the whole
- An enterprise is a social and economic system operating within a micro-environment (stakeholders) and a macro-environment (societal systems)

# The Spiritual Principle Paradigm: Whole System Model



# The Spiritual Principle Paradigm: Whole System Premises

## Purpose/Supreme Goal

The Establishment of a Permanent and Universal Peace

## Pivotal Principle

The Oneness of the Entire Human Race

## Ruling Principle

Justice is the ruling principle in human society

**Unity:** the advantage of the part is best to be reached by the advantage of the whole and that no abiding benefit can be conferred upon the component parts if the general interests of the entity itself are ignored or neglected

# The Spiritual Principle Paradigm:

## The Unity Principle:

Nothing can be effected in the world, not even conceivably, without unity and agreement

## The Key to Success:

is unity in spirit and in action

## Unity is:

- not merely a condition resulting from a sense of mutual goodwill and common purpose
- is a phenomenon of creative power...
- is a force that is the primary influence driving the advancement of civilization ... material prosperity

# The Spiritual Principle Paradigm:

## Conditions of Unity

Those involved must:

1. Be in some agreement about the nature of reality as it affects their relationships with one another and with the phenomenal world
2. Give assent to some recognized and authoritative means by which decisions will be taken that affect their association with one another and that determine their collective goals

# Core Enterprise Principles

## **Purpose:**

Work for the betterment of the world

## **Relationship:**

Set the common good above private interest

## **Conduct:**

Consciously adhere to human virtues

## **Sustainability:**

Do what will profit you and others

## **Decision Support:**

Consult as the means of decision-making

# Core Enterprise Principles:

## **Purpose:**

**Work for the betterment of the world**

## **Fundamental Change of Consciousness -**

**drop the make money purpose and replace it with: “work for the betterment of the world”**

# Core Enterprise Principles:

## **Sustainability Principle:**

**Do what will profit you and others.**

### **4 Dimensions:**

- Economic
- Environmental
- Service
- Personal

Profit is a measure of value added, not an end in itself

**Drop “for-profit”, “not-for-profit” and become  
“sustainable”**

# Core Enterprise Principles:

**Sustainability:** Do what will profit you and others

## **Economic:**

1. Operational
2. Developmental - enterprise & social
3. Equity

**Equity Shareholders** receive a reasonable, moderate return on their investment

**The people working in the enterprise** receive a fourth or fifth share of the profits or in some other way share equitably the profits and advantages of the enterprise

# Core Enterprise Principles:

**Sustainability:** Do what will profit you and others

## **Environmental:**

“This span of earth is but one homeland and one habitation.” Bahá'u'lláh

## **Service:**

Continually upraise the quality of human life

# Core Enterprise Principles

**Sustainability:** Do what will profit you and others

## Personal:

- Enterprise needs to operate as an independent entity, without relying on any individual people or personalities for its success
- Needs scale for specialization of labour & redundancy of resources
- Needs systemization of processes to enable training and consistent delivery of services

**First: Work **on** the Enterprise**

**Second: Work **in** the Enterprise**

# The Spiritual Paradigm Shift

## Let go of:

Capitalist System

Individualistic  
Attitudes

For Profit/  
Not for Profit

Propping up the  
Old Order

## Move to:

Spiritual Principle Paradigm

Work Together in  
Teams

Self-sustaining

Build Anew

# Keys to Success

- Unity in Spirit and In Action
- Trust in and Follow the Principles
- Be Distinguished
- Strive
- Be Patient, Persevering, and Positive
- Trust in God

# **A Vision of the Future**

- From drops
- To rivers
- To seas

# A Vision of the Future:

## A world wide network of Bahá'í-inspired enterprises

- Working in co-operation
- Providing worthwhile employment to Bahá'ís throughout the world
- On a Spiritual Quest - building instruments to:
  - Upraise the quality of human life
  - Develop our spiritual natures
  - Attract people to God's path
- Are a social force for the progress and prosperity of all of humanity

# A Vision of the Future:

## **Shoghi Effendi, *World Order of Bahá'u'lláh***

- ... The enormous energy dissipated and wasted on war, whether economic or political, will be consecrated to such ends as will extend the range of human inventions and technical development,
- to the increase of the productivity of mankind,
  - to the extermination of disease,
  - to the extension of scientific research,
  - to the raising of the standard of physical health,

- to the sharpening and refinement of the human brain,
- to the exploitation of the unused and unsuspected resources of the planet,
- to the prolongation of human life,
- and to the furtherance of any other agency that can stimulate the intellectual, the moral, and spiritual life of the entire human race.

# Conclusion

May the blessings of the Creator and all His Prophets and Messengers be showered upon us as we work together in unity in spirit and in action to pursue this great adventure *“To Build Anew”*

# Reference for Presentation

The material for this presentation is based upon  
the book:

*“To Build Anew:  
Creating Bahá’í-inspired Enterprises”*

by the presenter, Don Brown

More information at:

[www.paragon-quest.com](http://www.paragon-quest.com)