

Alison*s Art, Inc.

MARKETING BYTES

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L.E.A.D. Part 8: Establishing a Conscious Workplace

What is consciousness in the workplace and how is it brought about? This Business Issue will explore the answers.

Everyone in a work situation can bring consciousness to his or her workplace and everyone needs to become involved. It may start with one individual and it can spread. One of the key elements to having a conscious approach to work is the entrepreneurial spirit.

Being an entrepreneur and thinking like an entrepreneur is a great motivator to business success. A conscious workplace is a place filled with the entrepreneurial spirit and individuals who think that way. How does this kind of thinking come about?

An employer can encourage entrepreneurial thinking and a worker can exhibit it. What are the qualities, tools and ethics?

- Striving for personal excellence
- Taking responsibility
- Working in teams doing projects rather than delegated tasks

- Expressing creativity in thought and action
- Working on a project from start to finish

Where does it all start? By asking these questions:

- As an employer, do I instill and elicit the above in my employees?
- As a staff person, organizational member or volunteer, does the above motivate me?

If you have answered yes, you are most likely well on the way to having and being part of a conscious workplace. If you have answered no, you may want to seek the support and guidance of a professional to help bring consciousness to your workplace.

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