

The 25 Best
MANAGEMENT
GURUS

Chirag Saiya

Introduction

The moment we refer to the words ‘Best Management Gurus’ the first thing which comes to our mind is that it might be related to some famous personalities. In-fact some of us might have already thought of a few names known to us. The reason for this is our assumptions and understanding based on the preconceived notions present in our brain. This is an outcome of the things we have learnt throughout our life, impact of the environment on our thinking process and our past experiences. However this book is an attempt to learn management from various elements of nature i.e. Plants, Animals, Birds and other creatures. It is rightly said and also believed by all of us that ‘Learning is a continuous and never ending process, if we try to learn with an open mind’. So let’s stick to our words!

The most important aspect about all living creatures apart from human beings is that they do not have any formal education like we do and they still manage their lives so well!

Today’s age is full of manmade developments. It can be termed as transformation from ‘Natural Age’ to ‘Artificial Age’. The nonhuman living creatures are still in their ‘Natural Age’ because they are not materially developed like us. This has proved to be a more effective base to study management principles from them because they represent the nature in its original form.

I have chosen the most relevant aspects of the lives of such 25 Management Gurus who are very close to the Nature which can be linked to the Personal, Professional, Social and Spiritual dimensions of every human’s life. We will learn from these Gurus to manage all areas of our lives, at every stage; in a much better way to add value and meaning to our existence.

I have written this book with a focus on SPIRITUAL INTELLIGENCE that can help us to perform, grow and succeed in the various dimensions of our life Viz. Personal, Professional, Social and above all the Spiritual dimension.

It’s a small contribution from my end as compared to the entire galaxy of knowledge that can be explored by us. It is an honest and sincere attempt to discuss the most relevant aspects in brief that can add true value, at a minimum possible investment of our time!

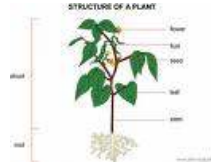
Before we start, please note that all management gurus which are discussed in this book are just to represent and discuss the management principles and it is not intended to comment on them directly, in any manner.

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Please do not to pick up chapters based on the preferences of the animal / bird or creatures, to maintain the essence of management learning represented by referring to them. The learning is designed in the flow as per the given order. Hence breaking the order may affect the effectiveness of learning.



Plant

Let's discuss a scientific experiment related to plants. Majority of us must have learnt this during our school days but never saw it from a management lesson point of view:

Purpose: To prove that plants need sun rays to live.

Things required: A Plant, a Box.

Process: Place the plant inside the box and make a hole in one of the standing walls of the box. Place the box in an open place with ample of sunlight.

Observation: The plant will start growing in the direction of the hole and it will try to come out of the box through that hole.

Learning: Plants need sun rays to live and so it takes the route towards the hole in the box to get the same by coming out from the box.

Let's try to link above scientific experiment to our life:

Plant: It represents our Soul. It is the real / actual life. It is an invisible living energy which has no shape and it can not be touched, tasted, smelt, seen or heard.

Box: The box represents one of the material planets on which we all live i.e. Earth. Here 'we' represents our soul that is currently living life as a human being which is one of the temporary material forms of lives. The box has six walls; four standing, one at the base and one on the top. The four standing walls represent our Personal, Professional, Social and Spiritual aspects of the life. The bottom represents the 'knowledge' which is given by the outside world from which we learn our various lessons in life. The cover at the top represents our mind / brain which help us to learn, think, analyze and develop ourselves.

The wall with the hole is our Spiritual dimension of life. It has hole which means that its scope is not restricted to material world represented by the box. We can lead towards spiritual growth which can finally make us, the souls independent from birth-death cycle by learning, understanding and following the true spiritual knowledge, which is represented by the sun rays. It can be termed as a state of life where the soul is free from the trap of temporary material body. Soul can achieve permanent freedom from all pleasures, pains and formalities like birth - diseases - old age - death etc. attached to material form of life. This is known as Salvation / Moksha / Nirvana.

We are living in a box i.e. our body on this material world. Life is the art of balancing between our Personal, Professional, Social and Spiritual goals. The combination of knowledge and our analytical mind helps us to understand and manage the same. When the plant tries to come out of the box through the hole it represents the fact that even we should lead life towards spiritual goals while managing commitments related to our material life. We all are here to serve others in various capacities. We have to ensure that we serve to others in a selfless state of mind. We should try to live life in a detached way from its material aspects. 'Meditation' helps in self-realization because the soul is linked to body through Mind. Try to win control over mind.

The actual 'We' i.e. the souls should be devoted to the spiritual values to achieve our freedom. It is represented by the thought called 'God'. God is a value system which represents spreading of love, peace and good health across the globe to ensure happiness for all. To worship God means to practice Godliness.

We have to ensure that we meet our worldly commitments in a detached way by leading life in a devotional way following the spiritual management principles. This will help us to win over our mind to manage our thoughts, speech and actions in a constructive way which will help us to be successful in all dimensions of life Viz. Personal, Professional, Social and Spiritual.

Let us prove that the soul exists and it is eternal. 'The Theory of Soul':

On death the body still exists but stops functioning. Thus it was the soul which was running the body. It was the soul which experienced all material pleasures and pains through that body while it was alive. On death of a body the soul leaves that body to take another birth. This continues until soul achieves salvation. The body parts can be replaced however the individuality of that person does not change. There can be joint twins who are physically attached to each other, but have separate individualities i.e. souls.

The way fire is 'hot', ice is 'cold', salt is 'sour' etc.; in the same way soul is also eternal. It is its nature. Nature represents eternal 'Facts'. It is one of the laws of life governed by nature i.e. it is one of the facts of life. It exists as per the 'Law of Infinity' which is also applicable to 'Time' and 'Open Space i.e. Sky'. Such facts can neither have a start nor an end but they only have an 'existence' at any given point of time.

Thus the soul is eternal. Each soul is a living energy which has neither any beginning nor any end. When we discovered fire, it was a fact that was already into existence, thus it can not be said that the fire came into existence because we discovered it. The same way it can never end.

The soul is an eternal fact which is an invisible energy, say like electricity. The soul runs the life within a given form of body and experiences the pleasures and pains attached to that form of temporary life.

Let us take one more example of water. By laboratory experiments we found out that Water = H₂O. But, why 2'H' (+) 1'O' = Water? It is simply one of the laws of life by nature. Thus the laws of life by nature have no start or no end. They are automated natural infinite processes. They always existed in past, they still exist and they will always exist. In case of water, it has no shape and it can just change the form like liquid, gas, solid. Thus each form has its own features but the fact remains the same i.e. the soul.

Thus the theory of soul is scientific and logical and is applicable to each material form of life including very micro and even invisible forms of material life. The laws of nature are applicable to each soul irrespective of various material differences on the basis of religion, caste, location, gender, form like human/animal/birds/vegetables etc. e.g. the sun rays are same for all.

The important thing to learn over here is that the living creatures include various elements like earth (sand/minerals), fire, water, air and elements that originate the sound. They are the collection of numerous micro form of respective life which is run by individual souls. The electricity is an invisible form of fire only and thus has life. Similarly anything that is living based on birth-death principles is a form of temporary material life run by eternal soul. The 'Time' and 'Open Space i.e. Sky' are nonliving.

The 'Theory of God':

As per the theory of soul we discussed that there can not be any starting point for existence of 'Material Temporary Lives' on earth run by individual eternal souls. Whereas according to one more view the world was first created by God. But then how God came into existence at first? What is the rational thought behind starting the temporary material lives along-with material pleasures and pains? [Let's discuss it:](#)

The laws of life by nature are same for all and they are eternal. However we feel that "My religion is the best one amongst all", "The God I believe in is the real one", "My religious beliefs and principles are the final one". We all have closed minds, which hinders the true spiritual growth and we keep troubling ourselves and others, in this cycle of birth-death on the material planets. Just ask your self one simple question "Why do I belong to a specific caste / religion etc.?" The answer is simple "We all have caste / religion etc. by birth and not by choice". The birth and death cycle is not through any application form submitted to God. So the thing which is more relevant to our spiritual growth is the principles of nature. [One may like to believe in God but why to link it to a particular name, person, idol, temple, religious book, religious festivals etc.? Any value system that spreads non-violence, peace and happiness including good health across globe for all forms of lives is God. Knowledge is God.](#)

The true spiritual principles behind the thought of God are represented by few humans. They are God's representatives. They spend their life in spreading the secrets of true success, peace and happiness. Thus each soul deserves to be God if that soul follows true spiritual development principles i.e. Godliness. However rather than learning it's essence we misinterpret them and start fighting with others in the name of that person or any other name, religious book, idol, temple etc. as a God. By doing this we lose the true learning and waste their and our efforts. Life is ruled by laws of nature, an automated infinite system and the final authority, which we term as God. God is a thought which defines values, morals, principles, ethics and right practices. No God wants us to cause violence by way of wars, terrorism including killing of animals / birds and other creatures. Even no God wants us to promote racism. We humans worship God, the thought that spreads love, non-violence, peace, equality and happiness and on the contrary we cause fear and unhappiness for other lives. So are we truly fulfilling our responsibilities, which the Godhead wants us to do? [To worship God is to be God. To be God is to be Good. To be Good is to follow Godliness!](#)

[Thus the 'Spiritual Management', in all areas and at each stage of life, can add real value to our existence. It can spread true Happiness and Success across the globe for all forms of lives forever. It can help us to build a healthy family, society, organization, nation and world. It can ensure protection to organizational goals, social cause and humanity along-with personal growth which can bring positive impact on everyone. Finally, it can help us, the souls, to achieve spiritual growth as well.](#)



Flower

Everyone likes flowers. Isn't it? Let's discuss the reasons for the same. They are soft in touch and have various pleasant colors. Is that all? What's more? Ok, let us answer one question "What is the first thing that majority of us will do on holding a flower?" Obviously, we all will smell it because it has a lovely fragrance. Don't we agree to this?

Let's answer few more questions:

- Can we see its color? Yes.
- Can we feel it's softness by touching it? Yes.
- Can we see and touch its fragrance also? Never.

So then what is this fragrance? It is the nature of flower. Say, if you see a flower from far with vibrant colors you will immediately feel like touching it. Then you will feel its softness. Finally you would like to inhale its sweet fragrance. Suppose the flower has very bad odor. Will you continue to like it? I do not think so. Would you like to place it in your home, office or anywhere else? Obviously Not. So what matters the most is its fragrance. Thus Fragrance is not dependent on looks or color.

Let us discuss this in a reverse way. Say there is a flower, it does not look that good to attract attention, but it has the best fragrance in the entire world. So now what will be your reaction? Obviously you will love that flower because it satisfies your desire of enjoying its fragrance.

We all are like flowers. We all have different colors, looks etc. i.e. our skin color, physical looks, age, financial status, social status, caste, religion, nationality etc. We humans have attached huge importance to all this bodily and material aspects of life under the terminologies of Society, Economy, Government, Law etc. We have forgotten that we are not this body; we are the soul which is currently living its one more temporary journey of life as a human being.

Thus we can be successful in our life only if we know how to spread love, non-violence, peace, happiness, selfless mutual help, co-operation and good health across globe. We have to share happiness with all forms of lives on this earth. Every living creature has equal right to live, be independent, maintain good health, enjoy peace and feel happy. Success does not only mean achieving material pleasures for ourselves but also means serving others and helping them in their success and happiness whenever, wherever and in the way we can contribute for the same. It means transformation from a selfish attitude to a helpful attitude. It means having a long term vision even beyond this life i.e. vision for our spiritual development.

The one who is honest, sincere, loving, caring and believes in sharing is the true representative of Godhead. Such humans are like those flowers that may or may not have good looks etc. as per the human definition but have a wonderful fragrance that

is a pure soul. Such human beings are not only liked by their family members but also by the society and at their work place as well. They become natural leaders. They are effective team players. They are long term visionaries. They are spiritually developed people who spread power of ethics, principles, values, truth, simplicity, team work, mutual help and co-operation by setting an example through their own good conduct. They have clarity in their thoughts, speech and actions. They own their psychology and emotions because they have control over their mind. They understand and analyze their desires and do not surrender to material pleasures at the cost of peace and happiness of others.

The way fragrance can be felt by using one of the senses gifted to us i.e. to smell, similarly the true universal spiritual principles can be learnt with an open mind by each soul irrespective of any kind of material differentiations.

The flower is taken as a management guru just to represent the relationship between the soul and the body. Currently we, the souls, are not independent. We are living in a material form of life. Thus the soul is just represented through fragrance and the body by flower. However, for flower its soul is not the fragrance itself. All living creatures have similar invisible soul which has no shape and it can not be touched, tasted, smelt, seen or heard. Thus the fragrance is just used here to represent the qualities of an enlightened soul. However the fragrance itself is one of the material aspects of life.

We should try to become a flower with the best fragrance i.e. a self-realized person who leads the material life in a balanced and detached way by devoting soul to Godliness i.e. spiritual values. It will help us for spiritual growth in our coming lives.

Let us prove the ‘Theory of Rebirth’ by keeping each individual soul as a constant:

We know that not only we humans but also other forms of lives Viz. animals, birds, plants etc. are living. Why the soul takes birth in a particular form of life? Even within a form of life why someone takes birth with physical disabilities and someone does not? etc. So by that sense every soul is supposed to visit all permutations and combinations otherwise it will be justice to few and huge injustice to others. The soul takes birth in a form of life and then takes rebirth in some other form of life on death of the former one, which has no beginning as per the ‘Theory of Karma’.

The form and characteristics of our each next birth depends on our own actions till previous lives and so on. It is managed by an automated system of nature. Nature evaluates our actions during a life and accordingly decides the material pleasures and pains to be experienced by us in the next birth as per the ‘Theory of Karma’ which is based on ‘Theory of Action-Reaction’.

This theory of karma is governed by the laws of life by nature. The soul can achieve freedom from birth–death–birth...cycle on achieving salvation by separating itself from the pleasures and pains attached to the material forms of lives. It can be termed as ‘Spiritual Space’ just like open space around us, where there is no concept of birth-death cycle. Thus the soul can win freedom and can protect itself from the pleasures, pains and formalities attached with material forms of lives, forever and ever, which again has no end. On all material planets including the earth, hell and heaven, the life runs from birth till death.

Now once we have discussed the 'Theory of Rebirth' let us get into further details to understand, Why we cause our rebirth into various material forms?

We have been causing our rebirth till date. Being a human currently proves that we have not been successful in achieving salvation as yet. The soul and body are different. When the soul will try to concentrate on its higher development by reducing its involvement with material body i.e. complete self-realization then it will be able to detach its existence from material aspects completely. The 'use of material form of life' includes enjoying material pleasures and also causing material pains, both for our life and also of others. The bodily involvement can be through thoughts, speech or actions. Such material involvement can be direct or indirect. Our material desires for senses gratification creates either material pleasure or pain for us including others.

This process of engagement with material form of life for anything and everything we think, speak or act; directly or indirectly; also invites future material pleasures or pains for us i.e. the soul. This adds to our positive or negative karmas balance based on our actions and intentions behind them. The positive karmas represent our balance for material pleasures. The negative karmas represent our balance for material pains. This process gets spread across our various births, into various forms, with different attributes, on different material planets. It is managed by the theory of karma, based on our own actions. It is 'Material Reactions' for all our 'Material Actions'.

Many misunderstand that we have to pay back to nature only for the net of positive and negative karmas. It is illogical and unscientific. We have to pay back to nature for all our positive and negative karmas separately. Both are independent of each other. The detachment of soul with material form of life is a complex process. Hence gradually the developing soul, again at one of the halt as a human being, reaches the final stage of its development which is known as complete soul enlightenment when no karmas balance remain to be paid for. Such soul frees itself from rebirth thereafter and finally enters the spiritual space. Thus to learn, understand and practice this material detachment process, the form of human being is most effective because this cycle can stop only at the end of human life, though not necessarily this one itself.

Let us take one example to explain the same: (The Theory of Karma is a much complex theory and this example does not represent even a drop from the ocean)

Say a soul is currently a human being as Mr. X. Out of the various bodily activities done by Mr. X one is killing animals / birds etc. This action helped Mr. X for material pleasures but at the same time it caused material pains for other lives. Thus this is direct pleasure and pain caused by Mr. X. Now due to such actions of Mr. X other lives always feel worried for their own life. Thus it also created indirect material pain for other lives. Hence this entire process voluntarily invited suffering from future material pains by that soul. However he made some money in this process, say by selling them. Out of that money he donated some amount for helping poor people. Donation is one of the best ways to worship Godliness. But he did it with the intention of generating positive karmas and not in a selfless state of mind then he voluntarily invited future material pleasures for him in various forms of lives to be lived by that soul. However if he donates money in a selfless state of mind then it will protect the soul from enjoyment of additional material pleasures which are finally paid by suffering pains, but it can not reduce the negative karmas caused by him.



Oyster

Think of Oyster and the first thing which comes to our mind is 'Pearl'.

We all know that the Oyster lives in a shell. When any irritation gets into its shell, the oyster first tries to take it out. But when it can't, it uses the same irritations to create one of the most beautiful things in the world. It uses the irritations to do the best thing it can if given a chance. Yes it makes a Pearl.

So here we have the most important and wonderful message:

“Create a pearl every time you face adversities”

When faced with problems majority of us tend to complain, crib, disagree, blame and hold others responsible. We avoid facing problems and doubt our ability to create a Pearl.

Sometimes when things get really bad we say “God, Why me? What have I done?” We feel dejected and feel that God has not been fair to us.

If we look at the Theory of Karma, it's only we who are responsible for anything and everything happening to us and no one else, including 'God'. What we lack is the sense of owning responsibility for whatever is happening to us. The term God represents the laws of nature which is based on the theory of 'Action-Reaction'.

Nature plays the 'Zero Sum Game' with all lives. This game is played with each soul and it is not restricted to our current form of life. It means if we do bad things we are made to suffer equally and the sum has to be zero. We all have to pay back for everything we have done and also for things which we will continue to do. This continues till we do not have any balance left in our karma account with the nature.

If we succeed in closing our karma account then we achieve salvation i.e. freedom of the soul from dependence on material form of life and entry into spiritual space. This cycle can finally reach to its end only during the life as a human being i.e. the soul can win freedom and thus can protect itself from the pleasures and pains attached with material forms of lives, forever and ever.

When we succeed in dealing with our stress, issues, troubles, problems then do what the oyster does i.e. share happiness with others which is represented by the pearl. Do not think of taking revenge. Revenge is an invitation to repetition of the problems which we face. Forgiveness is putting an end to the cyclical law of karma of '.....Suffer – Revenge – Re-Suffer – Re-Revenge.....' so on and on!

Try to close your karma account. Always be at peace. It will put a permanent end to all your cyclical chain of worries attached to life. When you will learn to deal with your stress, issues, problems and worries positively and to give back peace, happiness to out side world in return; you, the soul will get enlightened with the power of spiritual growth i.e. you will learn to live life in a detached way by devoting your soul to spiritual developments.

Let us prove the ‘Theory of Salvation’:

The soul has to run through ‘...birth-death-rebirth...’ cycle. We have already discussed about the ‘Theory of Soul’ and ‘Theory of Rebirth’. During our life we feel both pleasures and pains. So it proves that the life is not just about pleasures alone. As discussed in the theory of karma i.e. principle of Action–Reaction, the soul has to experience reactions for all actions carried out by it during various lives.

If we can understand this simple logic then it will be easy for us to understand that to reduce our karmas, both for pleasures and pains, we will have to follow non-reaction principle. We have to follow golden principles of Sacrifice, Tolerance and Forgiveness. We have to live life in a detached way i.e. by devoting our inner self to spiritual values while managing worldly material commitments. However all these does not stand for non-action. It represents the response which is solution oriented and not revenge oriented. It will help us to get positive results more effectively and will also lead us towards the spiritual growth.

Sacrifice of material pleasures and Forgiveness for material pains help us to reduce self-invitation of future material pains. We all have charge of defining our own fate i.e. our future based on our past and current behavior. Thus, when we start experiencing self-realization, our soul gets more and more enlightened. Then slowly and gradually the balance of both pleasures and pains start reducing. Thus our balance of karmas which lead either to material pleasures or pains to be experienced by us, the souls, into various forms of material lives starts reducing.

When our karma account with nature becomes zero, the soul achieves state of ‘Omniscience’. Finally the door to freedom opens. It ends with that human life where the soul achieves peak of self-realization and complete enlightenment. On completion of such human life, where the karmas are cleared and no more pleasures or pains are invited by that soul, it takes itself to the state of salvation i.e. The soul is then supposed to be freed as per laws of life by nature.

However to reach to the state of salvation, the soul may require numerous cycles of birth-death into various forms, with various attributes, on various material planets as per principle of ‘Action-Reaction’. But the entrance to spiritual space is only at the end of life as a human being, which we all are currently living on this planet earth, based on the laws of life by nature which empowers human mind to learn and practice spiritual growth principles with a vision for the freedom of true inner self i.e. the soul.

Thus the human life is very precious and we have to be very careful about the way we are spending it or else we will have to wait for the next chance to speedup our spiritual growth, which may again take a very long time if we start walking on the wrong path. We took birth as a human being which itself proves that our soul has achieved a lot in its spiritual growth. So let us not waste all our past efforts in various past births which helped us to again reach to this stage of human life. We have got limited memory, so we do not remember our past lives. Also we can not foresee our coming lives. The best proof is that we all do not know that why did we take birth with specific characteristics / circumstances and why do we die? This process is quite complex so let us at-least start building a strong foundation from this life to attain omniscience. Let’s invest our life to achieve true success out of our spiritual growth.

Let's also prove the 'Theory of KARMA' based on 'Action – Reaction' principle, which helped us to prove the theories of Rebirth and Salvation:

Let's take an example where one murderer had killed a 100 people. We can't go by the argument that if a person killed one person or 100 people, in both cases the murderer can be punished with death only once and the score is equal. Obviously killing hundred is a much bigger sin than killing one person though punishment can be given only once to the murderer because death can't be repeated hundred times by human court. Does it sound scientific and logical? Obviously Not. Hence as per the laws of life by nature that soul is punishable for hundred times separately in various forms. But we humans have limited power so we can't see and remember the same. However we can at-least see and understand the world around us consisting of so many various forms and characteristics of lives which is the proof of nature's laws of life on its own! This is the 'Theory of Karma'.

Let us also note that few have misunderstanding that after our death we all go to Heaven which means that we, the souls, get separated from life-death cycle on earth and achieve liberation. This is completely absurd. Achieving salvation is different from taking birth in heaven. The soul may take birth in various forms at different material planets Viz. Earth, Hell, Heaven etc. based on the theory of karma till salvation. The hell represents a planet full of material pains to pay for balance of sin i.e. negative karmas. Heaven represents a planet full of material pleasures to get paid for balance of good actions i.e. positive karmas.

At Heaven and Hell we have living creatures which look similar to human form i.e. with five senses but without reproduction ability. Earth has various forms of lives starting with creatures having one sense up-to five senses. The senses are in the order of touch, taste, smell, sight and hearing. In addition to that there may be powers to think, speak, walk and hold things etc. All these are managed by the automated system of nature as per the theory of karma. The soul suffers from pains and enjoys pleasures into various material forms of temporary lives, having various attributes, on different material planets. However we are not equipped with such high memory to remember the same.

The earth, heaven and hell; all are material planets having respective temporary material forms of lives. However for each soul, the door to salvation can open only at the end of human life on planet earth, on completion of karmas and thus having no balance of material pleasures or pains to be experienced. The both needs to be paid separately i.e. the one who causes material pains to other lives does not have any netting off facility against them by doing positive karmas e.g. A piece of worthless stone can not be exchanged against precious diamond just based on weight.

Thus, till salvation, we are the only owner of our acts and responsible for everything happening to us. It's we, who have invited our problems by causing the same for others, in various lives lived by us. Learn from the past, live in the present and plan for the future in a way which can benefit all and take us ahead into our spiritual growth path. Though we may not be able to achieve salvation at the end of this human life itself, due to the impact of current 'Kali' age; but lets at-least try to reach near to it and continue our journey on the right path in search of the final destination of ultimate peace and happiness out of our FREEDOM.



Eagle

Eagle is one of the best Management Gurus to represent Change.

The ability to deal with change is a must quality for today's global, fast moving and ever changing environment.

We all must be aware of the wonderful qualities of eagle related to speed, patience and sharp vision etc. However here we will focus just on one of its best qualities of change management.

Let's understand the same in brief.

As per studies, eagle has an average life expectancy of around 60 years. However when it reaches around 30 years of age, its beak and wings get weaker not allowing eagle to fly and catch food efficiently.

So the eagle breaks its own beak, which then takes around a month to grow it again. Then with the new healthier beak the eagle takes off all its wings, which again takes a time period of another month to grow them again. Thus the eagle voluntarily invites temporary pain and sacrifices for a better tomorrow! The eagle is ready again to fly and catch food with the same energy and speed.

What a great learning!

I feel no example can be better than this one to represent the 'Change Management'.

Like eagle we should also be alert and ready to accept the fact that to adjust with ever changing environment; our knowledge, skills and abilities need to be upgraded and enhanced continuously.

It can be addition of diverse skills or even replacement / addition into our area of specialization. As far as addition of diverse skills is concerned, by referring to the concept of 'Specialization' we may be able to deal with it to some extent. In-fact in today's competitive world it's also essential to specialize or else we will be best suited example for the saying 'Jack of all trades but Master of none'.

However when it's a replacement case or additions for our own area of specialization and if we still ignore / delay it then be sure that we will be thrown out of the scene and our survival will be at stake.

Age should not be an excuse to avoid change. Age should never stop us from learning. When we say "I am old", it's the body and not we. We are the independent souls, who are currently living a human life. It's our responsibility to ensure that we take care of all the required aspects to manage the existence of our soul within a form of temporary material life.

It may require registering for some new learning process. To deal with change along-with our other day to day commitments, we may need to take a short break from our routine e.g. we may have to put-in few extra hours for a few days, attend training courses on few weekends etc. Also keep habit of reading newspapers and other meaningful knowledge oriented magazines, books, TV shows etc.

In addition to our personal and professional life, we should also try to be active in social life. We should also never forget to concentrate on our spiritual development. It will help us to explore the strengths of our subconscious mind. It will also help us to learn from our instincts and gut feelings. Finally it will take us ahead into our spiritual growth which will truly benefit us even beyond this form of life.

Always share knowledge, I bet you that your knowledge level will grow at a much faster rate than those who do not share it. Be open to get into different areas, learn new skills, learn multi-tasking and develop cross-functional abilities. Specialize in few areas but never be completely blind in other areas. Learn at-least the basic fundamentals so that no one can take you for granted and world will be true, clear, specific and careful while dealing with you. You will enjoy high level of confidence and will get more respect and recognition.

‘The only constant is change’

Let’s get into further details of above saying and try to learn the laws of life through the same.

When we say change is the only constant, it means that change has no ending. This concept is similar to ‘Time’ and ‘Open Space i.e. Sky’ which has no end. It is scientific and logical that when a fact exists by its nature which does not have any end, then it should not have any beginning as well.

Thus the very basic meaning behind the term ‘change’ indicates pre-existence of something which changes and the process continues forever.

The soul is also eternal which neither has a start nor any end. It’s also important to understand that the theory of soul is independent of the theory of change. The theory of change is applicable to material aspects only. The soul of each living creature is similar. Each individual soul is constant. It is an invisible living energy. What changes is its material form of life, in various journeys, on various material planets; until it achieves salvation.

This process of change is nothing else but the theory of karma. Each individual soul can escape this process of change of material forms by achieving salvation.

When we refer to the sayings such as ‘The only constant is change’, we feel it’s an awesome management philosophy. However when it comes to applying the same principle to laws of life then we contradict to our own statement.

We humans invest so much of our time, energy and money to find out the beginning of life. We have developed various theories for the same. They have got so much popularity that they are even included into our school curriculum across the globe.

Let's try to understand few of them in brief:

1. The Big-Bang Theory:

This explains that earth and life on it started on bang of few planets in the space.

But does it mean that there was no life before that? Also what is the beginning of those planets which banged with each other? How did they have existence at first?

2. Theory of Human Evolution from Monkey:

This explains that human is evolution from monkey.

But then why we still have monkeys? Does it mean that only few monkeys opted to become humans? Why this evolution stopped? Does it mean that after few became humans then monkeys and humans agreed to separate and continue with their societies separately?

3. The Theory of God:

This theory explains that God created the world and various lives including other material planets like hell and heaven. However as discussed earlier also, How God came into existence at first?

Also, What is the reason of creating various temporary material forms of lives, material pleasures and pains? Was there only one God or were they many? Why do we have so many different Gods based on different religious beliefs? Did they all create various planets and lives together? If God has created us then why do we have various Gods who were human beings and then got declared as God by other humans and so on? (The 'Theory of God' is explained with much detail in the first chapter)

Anyways, since we all are already here let us not spend our time in proving who is correct and who is wrong. Let us unite and invest our time and energy to find out the permanent solution to our problems and worries associated with the material pleasures and pains.

If we will try to understand the eternal laws of life governed by nature with an open mind, as discussed earlier in this book, based on following;

- Theory of Soul,
- Theory of Rebirth,
- Theory of Salvation,
- Theory of Karma, which is based on the principle of Action-Reaction,

then it will help us to gain the true Spiritual Knowledge which will result in true well-being of each form of living creature across universe. It will give us the right vision to move ahead into the path of spiritual development by managing our material goals in a detached way and devoting our soul to Godliness.



Ant

The management learning based on the Ant Philosophy related to Hard Work, Commitment to Win, Communication and Team Effectiveness must be known to us.

Let's try to get into the further depth of management principles displayed by Ants which are very much important in today's global economy and society, full of show-off and demonstration effect, which is developing at an enormous speed!

The best lessons which are taught by the ants are:

- **Earn First. Spend Later.**
- **Invest First. Consume Later.**
- **Simplicity is the most precious asset that one should own.**

Let's discuss the same.

Ants know that during rainy days they will not be able to go out of their homes for getting food because their body is delicate and so they can die in heavy rains. They also understand the fact that to live during rainy days, they will have to plan in advance or they will again die of hunger.

Hence they collect and store the food at their home which they can use during rainy season. Thus ants do hard work and invest their time and energy in collecting food, in a team. They communicate the location of the food to each other through touch. They create a long chain to carry and pass on the food till home.

As per the principles of 'Economy' we all need 'MONEY' to live. Ants, though being such small creatures; are so intelligent! They first invest for future. Thus we should also invest for future. Here the investment does not mean only the investment of money into financial instruments but it also includes investment of our time, energy and money for managing and improving knowledge, health and relationships.

As the time passes by we all become older and weak. We may even retire at some point of time. Hence we should plan for our retirement from the very beginning by way of sound investments. As per the social values of mutual help and co-operation, children should ideally live with their parents and look after them when they get older. But at the same time it is not advisable for the parents to depend on their kids for financial safety and security as they grow older. Hence we should at least try to be financially independent and self reliant to the maximum extent possible, though we trust our children as a reliable source of love and help when we need them.

Youth is full of energy. I mean physical energy; mental energy has hardly anything to do with the age factor. So let's be practical as far as the physical energy is concerned, and utilize our time and energy in investing for our future while we are still young. It

can also help us to retire early or at least attain higher flexibility where we can make a contribution to society by investing more time, energy and money into social services. We can also spare more time for higher spiritual development. It remains just a dream for many of us which we think we will do in the later years of life. But many amongst us never reach that point of time in our entire span of life.

Out of many investment opportunities, long term investments into Gold, Shares and Properties are the best ones. Let our saved money earn for us in future rather than we paying interest from our own hard earned money! Also invest good enough amount in Insurance Plans for Health, Life and for other assets like House, Car etc.

Always follow the three golden principles taught by Ants, as stated above, they will help us to become rich and self-reliant at a much faster rate and also at an early age that will protect us from financial stress.

However please note that I do not mean that the credit economy should not exist at all. Say for example there can be a situation where in an economy we have investment opportunities that fetch us higher rate of returns as compared to the rate of interest on loans to buy long term assets. Here one may choose to invest available funds and buy the asset on credit OR borrow the money and invest it to obtain the net higher returns. Thus the balance of, Return on Investments (ROI) LESS Interest Payments on loans result in net positive gain. This needs proper knowledge, planning and calculated risk taking abilities.

Also there may be some unavoidable need for running or growing the business, education, personal use etc. where we might not have enough funds to invest. So in such cases one may have no other option but to choose credit. Thus in such cases it actually helps. Always analyze the risks associated with the borrowing of funds and investments along-with necessity. As far as possible, take only calculated risks.

We should also try to ensure that at any point of time our 'Net Worth' should be positive i.e. if we deduct our liabilities / payables from our assets then it should give us a positive net surplus which we call as Net Worth / Capital + Reserves. This is the best way to live a financially secured and independent life. Life is full of uncertainties. Sudden health problems or death of earning members of family may cause huge financial worries for the family. The same way sudden change in laws by government, competition, environment, fashion, technology etc. may result in failure of business venture.

One should not be blind in making purchase decisions just for senses gratification. Keep control over material desires. Divide desires into Necessities, Comforts and Luxuries and accordingly decide the priorities in life. Do not get influenced by the demonstration effect. Do not get carried away by petty emotions like jealousy or ego. We all must have seen cases where one spends more than the earning capacity and ends up as an insolvent leading to credit default. This is not only harmful to the individuals but also to the economy as a whole.

'Believe in simplicity. Believe in financial freedom'. This will not only help us to grow financially but also will take us ahead towards our spiritual growth. **Let's be a smart Investor and not a spendthrift Borrower!**



Tree

Trees have so many management principles to be shared with us. It can help us at any stage and in each area of our life.

They teach us to believe in Vision and Planning to achieve the same. It also teaches us Patience, Strategic Growth and Selfless Service. Let's discuss the same.

All huge trees begin their lives as a small seed initially and then they grow in stages. Even in our lives, for any role played by us related to our personal, professional, social and spiritual development, almost everything starts small and has its own time gap before we achieve real success e.g. In case of a Mango tree, the tree takes more than a decade to start producing mangoes, if not developed faster artificially.

The higher a tree grows; the more it needs to spread its roots deeper. Here the growth of tree represents our growth in various areas of life and the roots represents our knowledge, hard work, skills, dedication, sincerity, patience, genuineness, relations, contacts, network, commitment to win, positive attitude and over all management of our time, energy and money in a productive way etc. Thus in order to grow as an individual, family or an organization we need to spread our roots deeply and firmly.

Apart from growing higher, the trees also spread across branches. It represents that we should also try to spread across various dimensions of life and strike a balance between the personal, professional, social and spiritual areas of our lives. Also, within the sphere of life try to diversify further i.e. to be open to take up new assignments, play various roles, develop diverse skills and acquire varied knowledge. It will help us to grow from execution level to management level and from there to leadership, in each aspect of life.

During this process we gradually achieve various things e.g. promotion at workplace, recognition in social initiatives etc. along-with our spiritual growth by way of self-control and self-discipline to manage our thoughts, speech and actions in a better way.

The fruits given by the tree represent the responsibility of each individual to give back the benefits of his / her achievements back to the world at large. We are all born to serve others. We should fulfill our responsibilities in a selfless state of mind.

Never forget that for spiritual growth we need to learn to be detached from material aspects of life. We have to conquer our mind to control our ego, anger and desires. Always be ready to give more than what we expect from others.

Money is one of the parameters based on which the material life is managed. Never become greedy. Greed will attach our soul to material pleasures and we may indulge ourselves into unethical means for short term material success which will invite material pains to be suffered by us in the long run. It will cause a bad impact on various journeys yet to be started by us, including the current one as a human being.

Remember that our life is limited. The fact that everyone gets older and dies one day applies to our own life as well. So never surrender yourself to the trap of materialistic comparison or competition. Compete with your inner self to achieve spiritual goals by spreading happiness across the globe for all forms of lives.

We have to fulfill our duties by spreading love, peace, good health and happiness all over the world. Always keep in mind that our soul should be devoted just to Godhead i.e. spiritual values for its true spiritual growth and success.

Golden principles to be followed:

- Expect someone to pay us Money only when we rightfully deserve the same for the right cause, at the right time.
- Pay Money when we are supposed to pay, for the right cause, to the rightful owner, at the right time.
- Believe in serving others in various capacities in a selfless state of mind.
- Always try to give more than what we expect from others.



Chameleon

I wish I could be a human chameleon!

What other statement could have been best fit to explain the power of one of the best management principles followed by chameleon? What is that? As we all know that chameleon has got a natural ability to change colors, which help it for self-protection, hiding from target food, communication and also display of physical and psychological condition etc. We all should learn to be human chameleon i.e. try adjusting to people, environment / surrounding; while thinking, communicating and taking decisions; by controlling and managing our internal environment i.e. our emotions and psychology. Be owner of your own 'Mind', the final ruler of body.

Following are our few of the most weak emotions and psychological sickness:

- Many feel that they are ALWAYS correct and others are not blessed by God and so they are not lucky or wise enough to understand and agree to them.
- Many ALWAYS expect others to change as per their views, opinion, beliefs etc.
- Many are HARDLY EVER open to learn and understand others view, opinion; especially when it is opposite to their view, opinion etc.

People vary in their age, family background, upbringing, friends circle, education, work experience, emotions, psychology, habits, hobbies, desires, likes, dislikes, communication skills, presentation skills, opinions, views, beliefs, expectations, mannerism, behavior, culture, caste, religion, nationality etc.

In short people vary in anything and everything they do. People vary in the way they think, speak or act based on various factors; whether in the capacity of a family member, office colleague or as a member of society etc. Hence in all areas of life, at any stage, many a times, we all face difficulty to deal with and adjust to other people and our surroundings.

However if we want to be a good team player and lead effectively without making it obvious that we are in lead; in personal, professional as well as social front; then we will have to learn to adjust to people, environment and our surroundings. The only problem is that we surrender our thinking, communication and decision making process to our emotional sickness of ego, anger, fear, jealousy, over-confidence etc. Any decision, driven by such emotions, result in problems for everyone.

We should try to listen more and talk less. Also when we are listening to others, try to understand it from their point of view, as if we have to represent them to someone else. We should be smart and diplomatic in dealing with people; but always remember

that we should never misguide, misrepresent or cheat others by dramatizing our false appearance to them. Our soul should never feel guilty of what we think, say and do i.e. being diplomat for benefit of all is different from being selfish and to look for our personal benefit at the cost of others happiness.

A person with high level of spiritual intelligence will always be a true human being at his/her heart i.e. conscience, and he/she knows that he/she has to change colors as per the environment, rather than expecting environment to change for them, to ensure that all are benefited out of their power of positive, constructive and value adding thoughts, speech and actions.

Think, talk and take decisions which are rational and meaningful that can add true value for ensuring success, peace, happiness and good health for world at large, for all forms of lives.

Do not change colors which are influenced just by the attitude of comparison, competition, excitement, revenge, material show-off, to humiliate others, to make personal benefit at the cost of others peace, health, success and happiness etc.

If we build a selfish and short term vision for our current form of life, then we may grow and develop materially to a great extent in this life but it can not add to the true success and development for us, from a long term perspective, spread even beyond our current form of life as a human being.

All these are possible only when we can work smart and change colors like chameleon to suit to the environment while dealing with people and circumstances. As per studies, Chameleon hardly takes 20 seconds to change its color; we should try not to take even one!

We should never attach high importance to all these external material factors because internally we all are an individual eternal soul, an invisible living energy having no shape, which can not be touched, tasted, smelt, seen or heard, which is currently spending it's time in a particular material and temporary form of human life. One who can understand the difference between eternal spiritual goals and temporary material goals can plan and manage the balance between them, which in-fact helps to live a life full of true peace, happiness and success.

Spiritual goals are much more valuable, which stay long term say even permanent rather than focusing just on short term materialistic goals. The soul has to change the material forms of lives in various birth-death journeys, on various material planets until it achieves independence. For such a flexible soul, changing as per the environment to suit to it and lead a meaningful life in its current form of human being should not be a difficult task to perform!

The one who can be an effective team player and also the best leader is the one who can easily adjust and mix with other people and outside environment and surroundings. They are true winners. They are precious assets who can serve all forms of lives across the world at large, while ensuring their own spiritual growth.



Snake

Snake, a representative of power of image!

It is a wonderful management guru. It represents being outward, outspoken, confident, responsive, active, alert, energetic, powerful, presentable etc.

Let's analyze the same.

Why do we feel scared of snakes? The reason is they are poisonous and may bite us. They always frown and also hiss. We are actually scared of the scary image they create.

However it is said that the majority of snakes are non-poisonous. In majority cases, say even more than 75% of them, the death out of snake bites are not because of the poison but it is just because of the shock and fear attack we experience when a snake bites.

See the power of IMAGE! Almost every snake, whether poisonous or not, always frowns and hisses to maintain its scary image. Just try to analyze a situation where snakes stop frowning and hissing, I am sure that it will lose its scary image; though, we will continue to be careful because we know that some of them are poisonous.

The act of frowning and hissing represents the power of good image, transparent communication, clear presentation, taking initiatives, being participative, getting along with people easily, being extrovert etc.

Almost every snake, whether poisonous or not, always frowns and hisses. We all need to be like a snake i.e. never under-estimate yourself and never feel inferior to others. Be a leader of positive thoughts, speech and actions. Present your ideas with courage. Be confident about your abilities and build guts to go for an extra mile. People will know, accept and recognize you only if you appear before them and give them a chance to do so. Let them benefit out of your abilities. Thus it will help everyone for mutual benefit and success which is a **Win – Win situation!**

The reason we feel low, nervous, dull, anxious, less-confident, inferior is our habit of always comparing our abilities, skills, knowledge with other people. We more often react rather than responding in any situation. Try to learn from others but do not compare yourself with them. Try to improve but not with the intention of competing with others. We always perceive others reaction in a negative way.

The concept of 'Comparison' and 'Competition' is not completely absurd; but if we want to compare / compete ourselves with any given benchmark then let it be our own self. Why to restrict ourselves to others by comparing / competing with them? Always compare your own past with your present and check whether you have improved or not to make yourself a better human being than what you were before and so on. It will add to your confidence. Do not hide your potential. Take initiatives, stand out,

face people, face the world, speak out, present your views, give suggestions, gain huge knowledge and develop non-technical soft / behavioral skills along with gaining formal technical education. Be a social animal and take part in social events to the maximum extent possible. Be a part of the brainstorming process everywhere. Build a habit of introspection to develop your self.

We all are individual souls who have no differentiation other than its current form of material life, until it achieves freedom. Do not give importance only to how well you look, speak or present your self in front of others. Many attributes of life are simply inborn and many other factors continue to be ruled by the laws of life as defined by nature throughout the life. We shall always try to improve but never stop or wait unless you have improved because improvement is an ongoing and never ending process.

Remember that what fetches you respect, recognition, peace of mind, satisfaction, happiness and spiritual growth along-with money includes your values, ethics, principles, honesty, sincerity, commitment, positive attitude, constructive thoughts / speech / actions etc. Add positive value to your personal, professional, social life to add value to others. Also ensure your spiritual development for achieving success in its true sense and share its benefits with others.



River

We all know that different rivers, coming from different routes, finally get merged into the ocean. The river faces many hurdles in its journey but does not stop its flow instead it learns to turn and twist along the rocks i.e. it struggles and faces many obstacles and hurdles to reach its final destination.

Our life also flows like a river. We, the souls, start a new journey by way of a new birth on death of the previous form of life and pass through the process of living the current form of life.

In our case, as a human being, we also pass through our journey which mainly includes education, career, marriage, kids and retirement; then again the same life cycle for that kid and so on... However the life is not straight for any individual. We all have to face and experience many difficulties and stress in our journey and the real test is to handle the same as a team without cribbing and complaining.

As I said earlier, we should take the ownership and responsibility of everything caused and experienced by us. As per the theory of karma, it's the "Cause and Effect Relationship" on which our path is pre-designed. We, the souls, are the one that is the 'cause' and the 'effect' is the material pleasures and pains experienced by us during our various forms of material lives. If we 'cause' good actions by following spiritual principles then the re-actions i.e. 'effect' will help us in our spiritual growth in all coming lives which will finally lead us to liberation.

If we try to analyze our hurdles in depth then we will come to know that they are invited by our own selfish and narrow vision based on materialistic, selfish and desires driven approach in life.

Personal / Family Life:

In our personal dimension of life e.g. relations with family members, relatives, friends etc. the main issues which we face are lack of trust between people, splitting up of families, divorce etc. Why does all this happen? What is our contribution in its occurrence and resolution? We all are humans and if we fail to achieve peace of mind and happiness in our lives then our life itself is a failure and then no materialistic achievement or what-so-ever is of any relevance.

Professional Life:

At professional front, too much importance to comparison and competition leads to jealousy, fear for loss of power/authority/recognition. This weakens the team spirit and the principle of collective growth. Also due to our never ending material desires the cases of compliance defaults, financial frauds, sexual harassments etc. have increased than before. We should believe in mutual help and co-operation. Give priority to team benefits rather than personal gains by sharing knowledge and opportunities. Each relationship is a non-depreciable asset. The first interaction with anyone is an opportunity to develop a new life-long relationship. No one can grow

alone. Always look for opportunities to serve others in a selfless state of mind, it will help us more than what we would have expected otherwise!

Social Life:

In social dimension i.e. say all areas which fall under the manmade artificial structures of Economy, Society, Religion, Caste, Country, Government, Law etc. we face various problems like huge population, excessive pollution, waste products, global warming, shortage of natural resources, wars, terrorisms, inequality on the basis of religion/caste/color/social or financial status, corruption, frauds, theft, scandals, rape, kidnapping, accidents and all such social, economical, environmental and other issues. These are caused and also supported by humans themselves. So are we the ones who are facing it or causing it?

Spiritual Life:

The soul of each living creature including human being is similar. Soul is the actual living energy. We all have different form of life with different attributes. We, the souls also keep changing the material forms of lives until we achieve salvation. Thus more important is the spiritual growth to get permanent solution to all our hurdles. However we all get separated on the basis of different caste, God, temples, religious beliefs, religious festivals, religious books etc. If you want to achieve true self-realization then concentrate on your inner self, the soul. We should unite and invest our precious time for everyone's spiritual growth and should not get misguided by manmade difference of opinions based on religion, caste etc.

Remember that the Nature itself is final ruler. We all are a part of it. The laws of life are governed by nature, an infinite and automated life management system. Try to manage the life on earth in a way which can ensure peace, happiness and good health for all. We can not blame nature for causing natural calamities because it is responsibility of the nature to react in a correct way to our wrong actions.

Many of the hurdles are self-built by not controlling the mind and surrendering it to the material desires. We should try to own our psychology. We should not get influenced by the outside artificial material environment. We should not think of just ourselves and what we are in this life.

We feel fear and insecurity because of all these hurdles present in our lives which are created by ourselves for our own harassment and no one else. What do we do to deal with our fear and insecurity? We simply create the same for others. It creates a chain reaction where everyone gets trapped into the feeling of fear and insecurity. We all keep struggling for happiness. But the reason why we fail to feel it is because we do not know the basic fact that we always tried to own it and never shared it.

Let's have a broad and long term vision for life. We have to ensure that earth survives and continues to be the best place to live forever. It will benefit our own self during the journey of our soul in various forms with different characteristics.

Thus river represents our soul. The ocean i.e. the final destination of each river; represents the final goal of liberation of soul. Nature which is an automated system

has already defined the principles on which the cycle of birth–death-birth...of soul takes place in various forms and characteristics unless the soul succeeds in achieving Salvation / Moksha / Nirvana. So now it's upon us to decide whether we want to make our life meaningful or destroy it by getting into wrong directions. Let's make it a joint and collective effort. We all have to get together to bring collective change in the way we all think, talk and act. We all should jointly have a long-term vision, which goes even beyond this current form of our life. Remember that we all are social animals and thus it's only caring and sharing which will help us to grow collectively. If we become narrow minded and get stuck with our short term vision by becoming selfish then we are putting ourselves into trouble because every action has got an equal and opposite reaction i.e. we will invite new hurdles in the path of our own spiritual growth, in our coming lives including this one.

We should maintain the balance between Materialistic and Spiritual goals in life. The biggest power is simplicity, truth, non-violence and peace. Let's be owner of our emotions and psychology to enjoy freedom from the trap of ego, anger, fear and desires. Let's do our duties in a selfless state of mind. The biggest satisfaction comes in helping others. These qualities will help us to be at peace and feel satisfied which will keep us happy in any situation.

‘Power brings Responsibility’.



Tortoise

‘Slow and Steady Wins the Race’ is the first thing, which comes to our mind when we think about tortoise from the story of race between rabbit and tortoise where tortoise wins the race. Let’s now discuss some important life management principles by indirectly referring it to the structure of a tortoise. Tortoise is protected by a hard shell. Here the tortoise represents our soul and the shell represents our body. Like tortoise, we are also covered by our current body. Thus body is a shell for the dependent soul.

What is the purpose of the shell? To protect whatever it covers. Thus our body is the machinery and the soul is the driving force for the body, say like electricity which is used to run machines. It is our responsibility to ensure proper maintenance of our body so that it can protect the soul which is residing within the body and also help the soul to grow further towards spiritual space.

First of all, the maintenance of body starts with management of thoughts, speech and actions. We can manage our thoughts, speech and actions by having a control over our emotions, psychology and desires. This can be ensured by controlling our five senses Viz. touch, taste smell, sight and hearing. We also have other powers like to think, to speak, to walk, to hold things etc. **All these are controlled and managed by the Mind / Brain. Thus we can say that the mind connects our soul to the body through brain.**

Always ensure that we think, speak and do value adding things to add meaning to our existence. Define right objectives and purpose to live. Stick to truth, non-violence, ethics, good values and principles. Keep a check on ego, anger, fear and desires. Believe in simplicity. Serve / Help / Protect others. Attain selflessness. Promote mutual help and co-operation. Strike a balance between personal, professional, social and spiritual goals. Be honest. Respect others irrespective of their status, age, gender or even form i.e. also respect other non-human creatures.

As far as possible, never commit any sin. A sin is ‘doing’ something which can cause harm to peace, happiness and health to any form of living beings / creatures including ourselves, in any way which includes physical as well as mental / emotional harm. It can be done directly or indirectly.

The sin can be done mainly in following ways:

Direct:

- Deeds / Actions through Thoughts and/or Speech and/or Physical Actions

Indirect:

- by asking others to commit sin
- by supporting / helping others in committing a sin
- by allowing others to commit sin

All these indirect ways can be by way of thoughts, speech and physical actions.

Apart from carrying the soul the shell represents the health of the body as well.

It includes mental as well as physical health. It is not only a great pleasure but also a huge responsibility to maintain good health. **“Health is the biggest Wealth”**.

To start with mental health, it is more important because a bad mental health directly affects the physical health of a person. Mental weakness includes feeling of fear, stress, depression, anger, ego, jealousy, revenge, suspiciousness, bad desires etc. The best three natural medications to maintain mental health is Meditation, Breathing exercises and Yoga. Listening to music also helps to reduce stress and increase concentration etc. All these medications not only help to have a sound mental health but also help to have a sound physical health.

For maintaining physical health we should exercise regularly including walk. It also includes Dancing, Swimming and playing Sports etc. Also learn self protection / defense techniques like Martial Arts etc. Remember that just having a good physical built is different from being healthy, strong and brave!

Try to control bad habits / desires which have a negative effect on our health. Instruct your mind by concentrating on your inner self and simply take oath / resolution to stop / reduce such habits / desires. Always keep a check on your conscience.

Be specific in defining the daily routine including eating, sleeping habits etc. like:

Food including water:

- Do not attach high importance to taste or demonstration effect and choose your food only on the basis of hygiene.
- Always have heavy morning breakfast; after exercise. Many rush for office, school, college etc. without doing exercise, taking a proper breakfast or reading newspaper etc. The issue is not with timings of our office, school etc. but it is how early we rise from our bed in the morning. For that we need to keep a check on the time when we go to bed. For that we need to manage our daily routine. Set-up your priorities and accordingly define your daily schedule.
- If possible have minimum four meals a day, starting with heavy breakfast, then the other three meals at a gap of minimum around 3 hours each, reducing the calories intake in every meal. Never hurry up and chew your food properly.
- Never eat too much in a single meal. Never over fill your stomach. Try and spread the food intake over more intervals. If possible then do fasting as well sometimes which is skipping a meal to rest your stomach.
- If possible, relax in a sleeping posture for around 10-15 minutes on your left side to facilitate your digestion to avoid after lunch laziness.
- Keep a gap between your last meal at night and the time you go to sleep. Minimum of 3 hours gap ensures sound sleep at night. Go for a short walk after dinner, if possible with your family members and also other friends.
- Around 75 % of our body is water! Hence drink plenty of water, at-least 8-10 glasses per day. If do not feel thirsty so often then drink it as a medicine

and for an easy reminder fill 3 bottles of water and make sure you have emptied it at the end of the day.

- Do not drink water just before or immediately after the meal. Having water during your meals in a small quantity is fine. If possible always drink boiled water or at-least filtered water.

Sleep:

- Sleeping as early as possible, but not later than 12' o clock in the night.
- Keep habit of watching news channel for daily updates and also reading useful books before going to sleep.
- Sleep adequately, may be in the range of minimum 4 - 6 hours, maximum up to 8 hours in a complete date i.e. a period of 24 hours.
- Some may choose, afford and like to sleep in intervals / breaks; say also during drive (I assume that the chauffer is driving the car) even then it's fine. It is a subjective matter.

As a social animal, we all are a part of the 'Society' structure. Thus the next priority is building and managing relations, contacts, networks with people. It includes family, society and work place. We all are here to serve others in one or the other way. We are here to help and co-operate with others for mutual interest and benefit. We can not be just intelligent in dealing with people; we also need to be emotional. To strike a balance between so called 'being practical' and 'being emotional' we need to develop our spiritual intelligence which helps us, i.e. our soul, to remain detached with the outside material world and continue our duties in a balanced way, keeping our soul devoted to Godliness.

The principles of 'Economy' are applicable to all forms of lives. The basic principle of economy is 'Demand and Supply' i.e. 'Give and Take Relationship'. It means to meet the demand we need to supply i.e. to meet our demands we should supply first i.e. to earn money to manage our material life we need knowledge, skills and abilities to serve to the outside world. This includes taking formal education, gaining useful knowledge/skills through various means e.g. news papers, news magazines, television, trainings, books, practice etc. Stick to high quality of supply and service to deserve the right compensation.

As a family member, student, professional, citizen etc. and finally as a human being we also have to respect and follow various rules, regulations, policies, procedures, processes etc. e.g. As a corporate employee we have policies and processes to be followed. As a citizen we have rules and regulations as defined by 'Government' and 'Law'. As a member of family and society we have cultural and social values to be followed. Never look at a value system as an obligation. Take them positively as a measure to ensure smooth management of various areas of life. However we should also not follow them blindly without understanding their essence. If we have an opinion to be raised against them which will benefit everyone then be courageous to protest against it and try to get it changed. However always maintain peace and non-violence. Build a team and take it up formally.

Finally the most important aspect is investing our time and energy in our spiritual development as well, while managing other worldly commitments.



Lion

Here we have the king of jungle. The Lion!

However before we start to learn a management lesson from the jungle king lets first try and understand how the lion got elected as the king of jungle? It can not be that other creatures living in jungle chose lion as their king through election, regulation etc. It's we intelligent humans who exercise our super powers to rule everything that is created, owned and managed by nature.

Anyways, since lion is already accepted as the jungle king on majority basis let's learn the best of the best management lesson from him.

As per studies, it is known to us that normally the lioness goes for food hunting and not the lion. This means that though the lion, the king of jungle is a 'man'; 'he' does not have any 'Male Ego'. 'He' does not find it wrong to rely on lioness, the 'woman' to get the food.

This teaches us that the concept of 'It's a Man's World' followed by FEW men and the frequently used term of 'Male Ego' represents the psychological weakness of humans, here the 'Male' class. Though all men do not have a problem of 'Male Ego' but even if a single man has it then it shows his immaturity and indiscipline and an open door to the room of improvement for us as a team.

It is also true that at no point of time we can have a theory proving that 'Man = Woman'; in-fact nature itself has defined so many psychological and physical differences in a man and a woman and they will always exist to run the life on earth as per the laws of life defined by nature.

To differentiate, also based on studies, we all agree that on majority basis the men have higher physical power. But when it comes to emotional / psychological power then women are stronger! The best example of this is that a woman can easily cry and express her emotions / feelings but a man finds it difficult to cry. What does this mean? This means that woman is emotionally stronger because only the emotionally brave individual can cry openly! Many misinterpret it as if men are more powerful because they can hide their emotion to cry.

The lion teaches us to believe in equality among man and woman and to do away with the 'Male Ego'. Few men ignore the abilities of woman. We should never form any opinion about the opposite person just based on gender. To be intelligent, matured, rational, and to have an earning capability has nothing to do with a man / woman differentiation.

A man may face a situation where his mother / sister / wife or any other woman; may be at home or at office or even in society; is earning more money, is more educated, is more famous, is having more contacts / friends / network etc. than himself or other

men. In such a situation if the man is matured enough then he will never bring ego issues in between his relationship with that particular woman. We should take decisions based on Win-Win criteria and not based on Man Vs. Woman criteria.

Let's discuss one simple example to prove that 'Male Ego' exists:

Say there is an advertisement coming on the T.V. of any jeweler. They took the relationship between husband and wife as the theme of their advertisement then what may be the scene? Probably we will see that a husband is giving a surprise jewelry gift to his wife, may be on her birthday or their marriage anniversary and then the wife gets so emotional that the tears of happiness spread across her eyes.

Now just try to imagine a reverse situation, where lets assume that the woman of the family is also earning member, may be higher than man. She can afford to gift a 'costly' jewelry / car etc. to her husband. Can we still expect the same kind of emotional response from a husband where the wife is asking her husband to close his eyes and when he opens his eyes, he sees a costly jewelry or say key of a new car which his wife wants to gift to him and so he starts crying out of happiness!

To a few matured men there is nothing wrong in that and they can think of such a situation. However majority of men will find it difficult to imagine such a scene.

Thus the emotions and psychology of man and woman differ a lot. Let's discuss this further.

As per the studies it is observed that the brain has mainly two parts, Right and Left. Men think more from the left brain which is theoretical / practical way of thinking where as women think more from the right brain which is more emotional and spiritual way of thinking. May be because of that even a strong woman may seek protection from man, both emotional and physical. In general, as per studies, it is believed that for a man physical satisfaction matters more than his emotional satisfaction whereas for a woman emotional satisfaction matters more than the physical satisfaction. That can be one of the reasons why we generally see women models in advertisements, especially in posters for display of various products.

Let's discuss it further.

Human brain has mainly three quotients; IQ (Intelligent Quotient), EQ (Emotional Quotient) and SQ (Spiritual Quotient).

From the studies it is analyzed that:

Man uses more of IQ along-with EQ and SQ.

Woman uses more of EQ and SQ along-with IQ.

May be that is the reason why majority have the opinion that woman have more self-discipline and self-control. Let's take an example of sexual harassment where we mainly have cases of woman being harassed by man. Also in various society structures across the globe, we can observe that the social freedom enjoyed by man is higher than woman, which includes education, work life etc.

Let's also take the fundamental example of marriage, as applicable to almost every society, which defines that the woman should leave her parental home and start living with the man. Also, as a matter of majority, a man would like to marry a woman who is smaller in height and also age to him. The idea behind lesser age of woman may represent their higher developed EQ; whereby it seems that it is assumed / observed that woman gains mental maturity at relatively lesser age than man!

I do not mean that all social principles are wrong and we should stop or change all of them. In-fact many social principles are required to manage the life which ensures team work as per defined society structure. What I mean is that we should not be unjustifiable, biased and rigid in our views. There should always be a room for genuine flexibility, improvement and change which may help to spread equality and justice to all. Social developments should not be considered as an offence when they do not harm anyone; in any manner, rather they may improve the quality of life for everyone.

To explain this in the other way that we still have the concept of 'Man's World', just look at various laws and regulations, institution, social clubs, policies in corporate etc. which is to ensure gender neutrality including protection of women from sexual harassment etc. They mainly aim at protecting rights of woman; to provide them personal, professional and social security and equality. Thus no one can deny the presence of the 'Male Ego' problem, though all men are not the same.

Also it is not that only woman can be victim of harassment by man, in-fact it may be reverse also. We may also come across examples where a woman harasses a man. Women may also misuse their powers under the shelter of legal system or social environment to harass innocent men for personal benefit etc. However over here we are emphasizing on the issue of 'Male Ego' on the basis of 'majority view' based on past experiences and also current surroundings across the globe.

Remember that we all are individual souls, which is neither man nor woman; which can not be touched, tasted, smelt, seen or heard. We, the invisible soul, are eternal living energy. It's the temporary body which is in the form of a man or woman. If one wants to achieve self-realization then first thing he/she needs to do is to understand his/her real self i.e. the inner soul. Let it be home, office or some social club, we should never differentiate others just on the basis of gender. The abilities, qualities, values, principles and conduct are relevant and not just being a man or a woman. Our life is too short to be wasted on such issues / comparisons; let's be smart and mature to make life beautiful together just as a human being and not as a man or a woman.



Elephant

If we can be like an elephant then majority of our problems will get solved without any effort! How? Let's discuss.

Majority of us might have got an opportunity to observe the elephant walking on the city streets. If a dog sees an elephant, he barks at him. However the elephant never reacts. Elephant maintains his calmness and peace and keeps walking in the right direction. They forgive the ignorant dog. Elephant knows that the dog can not harm him. Elephant is also not going to harm anyone. It's just that they are big in size and not usually seen on the city street and so out of its nature the dog barks seeing an unusual thing, nothing else.

The same way when we will be leading ahead in our life, with right approach, towards right destination, through appropriate routes, with our values / ethics / principles; there will be many mean, selfish, ignorant, greedy, materialistic, short-visionary kind of other people who will doubt, distrust, misguide, humiliate, ignore, trouble and harass us.

However if our soul is enlightened even a bit, if we could have achieved even a part of self-realization, when we know that we are true to our heart i.e. our conscience do not have any guilty feeling, then we should not react to them. We should know in our hearts that our routes will benefit the world at large. We should not get disturbed or distracted by others. Try to respond by simply ignoring them. Learn to forgive them. But share your knowledge, thoughts and vision for over all growth in life which finally leads to spiritual development beyond this temporary form of life.

However I do not mean that ignore others in totality. What I mean is do not waste your time and energy in reacting to those who can not add real value and meaning to their own life as well as to that of others. If you have defined value adding cause to your existence and are leading life for right objectives then do not get hurt by the impact of the outside material environment. It can be related to your personal life including education or marriage, professional life, social life and spiritual values.

However always guide others about how you are right but never insist much on them to accept that they are wrong. Do your duty and leave the rest on his/her soul.

At the same time also try to learn from what others say. We may learn something new which can help us to improve. Take it as an opportunity to improve rather than an insult to react. If you find that you have done any mistake during your journey then do not waste your time and energy in justifying your wrong action and immediately take the corrective step and keep moving ahead.

Also learn from others experiences as well. There is a saying that 'Life is too short to experience everything so learn from others experiences'. But finally the decision

should be yours because it's you who is the owner so also responsible for your own thoughts, speech and actions.

Thus this management guru, the elephant, does not represent complete avoidance, it simply represents non-reaction.

Let us make it easy by a simple saying 'Never argue with a fool. The third person will not be able to differentiate!'

Let us also learn one more aspect. At some places where elephants are used as manual labor, the handlers tie them just with a rope but still elephants do not break free the rope. It is because when they were very young, from that time they are tied up with the same rope. The rope is strong enough for the baby elephant to get rid of it. After few efforts they give up permanently. Hence even after they grow up; they continue to assume that the rope can limit them, based on their past experiences during childhood. However for a grown up elephant, breaking the same rope is not a difficult task. This represents our wrong mental blocks and negative attitude. If we can break our inner mental boundaries then we can easily go to an extra mile, in any phase of life. Learn from past failures but never stick to it. Live in present. Such positive attitude will help us to build a better future.

(Please note that by no means the 'Dog' and/or 'Elephant', as an animal, are commented upon over here negatively. In fact among 25, one of the best management gurus will be represented by dog, going ahead in this book. As said in the introduction, here the Elephant, and for that matter all management gurus which are discussed in this book are just to represent and discuss the management principles and not intended to comment on any animal / bird and other creatures etc. directly in any manner)



COW

Cow, such an innocent and patient animal!

Cow is gifted with one of the fantastic physical arrangement whereby it can eat the food without chewing it, store it inside and then later take it out in mouth to chew it properly and send it back for digestion.

I wish we humans could have such a kind of physical arrangement. In today's busy world, we may hear many saying that "I do not have time even to die"; anyway its law of life by nature that should ideally manage that; then where is the question of taking healthy food on time and chewing it properly? Some may even feel that to eat less costly healthy food and on the top of that to chew it properly is wastage of time, money and energy. They feel that to eat is to suffer!

Sounds too much exaggerated? Let's discuss.

Who are we? Before and above all the designations which we receive in our professional, personal and social life; we are individual souls which has currently taken shelter in a human body.

Till the time we are in body, the body feels hunger and thirst. Apart from breath, if we do not take food and water then we are bound to die in a few days. Thus food including water is one of our basic needs.

We all anyway eat food; but what really matters is the following:

- While selecting our food including the liquids, are we checking its impact on our short / long term health and hygiene or consuming them just based on our desires for 'taste sense' satisfaction; which are also influenced by demonstration effect that traps our emotions and psychology i.e. mind?
- Do we eat food on time?
- Do we CHEW our food properly?

According to me to chew food properly is a must aspect for ensuring good health. Hence it is addressed over here separately as a serious note.

We materially developed humans of 21st century are so busy that we have forgotten that the food is one of our basic needs and other material achievements come later in the hierarchy of material desires.

We are living beings and not dead machines. Our body is a life support mechanism which needs food intake as a power supply.

As stated earlier it is our responsibility to ensure proper maintenance of our body so that it can protect us i.e. the soul. Human birth is very precious because it is the only route to lead fast towards high end spiritual goals.

In our day to day life we keep ourselves so much busy in studies, work, phone calls, meetings, conferences, presentations, travel, reading, roaming etc. that we try to save time on eating. The problem is not with our busy schedules and too many commitments, it's the time management where we fail. We even consume a lot of unhealthy and unhygienic food and drinks. Sometimes we also eat just to enjoy food though we may not be hungry, which may also result in wastage of food. We all give too much importance to taste sense gratification rather than eating food to survive. We may find it difficult to compromise on our clothes, jewelry etc. but when it comes to selecting food and drinks we hardly bother to check its impact on our health.

Also we hardly find it necessary to chew the food. Remember that the digestion process starts from mouth while chewing food where saliva mixes with the food and then digestion process continues into the stomach. By not chewing the food properly we invite many health problems for ourselves.

Also to comment on the timing for eating the food, say if we eat on scheduled time or delay it, in any case the time consumed remains the same then why to delay it? Few just like to show-off their business and also harass others by all these tricks! Is it really going to help?

Life is to live and not to spend. So take out time to live!



Pigeon

P for 'Pigeon'. P for 'Peace'. Pigeon represents Peace.

We all seek peace. Is it peace which makes us happy or is it happiness which keeps us at peace? It's the peace which makes us happy! But we unfortunate humans continue to spend our life in pursuit of happiness by linking it just to the material pleasures. It always keeps us unsatisfied which takes away the peace of mind and also misleads the soul. The ignorant soul continues to be trapped into material pleasures and pains. If we are actually developing then why the number of cases of depression, stress, suicides, frauds, rape, murders, robberies, terrorism etc. are increasing? Why do we have wars? Why do we have so many beggars? Why is the gap between the rich and the poor increasing? etc. All such psychological, emotional, personal, professional, social, economical, political and ecological issues are increasing at an alarming rate. Thus 'peace' includes all aspects of our life.

As per the laws of life by nature, all living elements and creatures have right to live, enjoy peace and be happy out of their freedom. We as humans are more powerful than any other form of life due to the high power of brain gifted to us. However we so called 'intelligent' and 'powerful' humans misuse our powers for our self-interest by harming other people and creatures in many ways. In the long run this will prove to be highly disastrous for everyone. Let's have a broad and long term vision for life. We have to ensure that earth continues to be the best place to live forever for each form of life, which will benefit our own inner self, the soul; in various journeys in different forms having different characteristics.

Let's take an example of Veg. Vs. Non-Veg. We should try to restrict our usage, consumption and possession to Veg. items to ensure maximum peace across globe, across various forms of lives. 'Veg.' is the best way of living because it is less painful and sinful. It will also ensure balanced growth with permanent sustainability.

Let's prove it. The scientific and logical reasoning for the same is as follows:

The creatures like animals, birds etc. which are used for producing Non-Veg. food and other consumables including killing of animals / birds for religious beliefs etc., they have got more SENSES like touch / taste / smell / sight / hearing including various POWERS like to think, speak, fly, walk etc., as applicable to various lives.

However the living creatures like vegetables i.e. plants, fruits etc. used for producing Veg. food and other consumables, they just have the body i.e. the touch sense and they are not gifted with other senses and different powers / body parts by nature.

Peace requires non-violence, truth, ethics, love, simplicity, good health and satisfaction. Peace ensures happiness for all.

Remember that 'Happiness can not be owned. Share it to feel it'.

We all should unite and work for mutual peace and happiness for all humans, as well as be responsible for peace and happiness of all other forms of lives including climate and environment, as one team of humans named as 'Team Earth' rather than getting divided on the basis of country, religion, caste, looks, skin color, language, social/financial status, education etc.

This will also help our soul to lead towards ultimate peace out of its FREEDOM from material planets.



Frog

Frog is a management guru that is most relevant in today's age where the young generation is most vulnerable to get into the disastrous path by getting influenced by outside material world.

Frogs can be found in a well or in an ocean. Similarly we also come across so many individuals who are represented by the frog in the well i.e. they have narrow scope, vision, approach, attitude in their life. On the other hand we have few individuals who are achievers in true sense and who live meaningful life by proving to be an asset for the world at large, represented by the frogs found in ocean.

The Well Frogs:

The well frog feels that world is only up to the boundaries of wall. They are not aware or they intentionally ignore that the world is even beyond that well!

In their day to day life they spend MOST of their time in sleeping, playing video-games especially violent ones, going out for dating, going to disc, pub, watching only no-knowledge based programs, reading only no-knowledge based information, playing, freaking out at various stores and shopping just for fun without any real need to consume, eating unhealthy food all the time even if not hungry, drinking unhygienic drinks. They do not like to waste their time and energy by getting involved into family and social matters. At workplace also they are just bothered about the task that is allotted to them to get their salary at the end of every month. They are not open to learn and enhance their knowledge because it sounds boring and waste of time to them. They like to party late at night, go for long drives just for the sake of it and sleep during day time. They always feel short of money to invest and decide to invest tomorrow and as we all know that for them 'Tomorrow Never Dies'. They believe in feeling high by getting intoxicated through alcohol / drugs, smoking. They like to humiliate others and also fight with them for self created reasons etc.

They feel that they are the only ones who know how to enjoy life.

The Ocean Frogs:

We also have other type of people, say ocean frogs; who do enjoy life but they have their own definition of enjoyment based on their rational and matured understanding about the true purpose of life. They maintain balance between Materialistic and Spiritual goals in life.

They sleep less and try to invest their time in value adding activities. They live a well scheduled and planned life. They do exercise. They update their knowledge through news papers, magazines etc. They watch knowledge based TV programs including entertainment. They take interest in family matters and care for them higher than their own self. They are also socially active. They build and manage relations, contacts and networks. They plan and divide their time to balance between family, education /

trainings, work, sports, recreation and social commitments etc. They invest for better tomorrow. They do right things at the right time in the right way for the right cause!

They are on the right direction with correct approach in life. They live for a value adding cause / objective. They are very precious because they are Godlike i.e. close to nature. They carry weapons of non-violence, simplicity, truth and peace. They have control over their mind and hence they enjoy freedom from the trap of ego, anger, fear and desires. They serve others in a selfless state of mind. They are ethical and honest. They follow correct principles and values in life and hence they are trustworthy. They believe in mutual help and co-operation. They feel satisfaction in helping others. They are at peace and feel satisfied which keeps them happy in any situation. They are always open to learn. At work place also they take initiative and participate in various activities. They do not add value only to their family, work place or society but also set an example by contributing for happiness and true success for the world at large.

Take the world map and ask one question to yourself:

“What is my contribution for happiness across globe?”

It will help all of us to continue with our endless efforts to improve. It will always remind us that there is much to be done.

Remember that our final goal is to lead our soul to spiritual growth by devoting it to Godliness while we are busy fulfilling our other commitments as a human being.



Crow

If we want to add meaning to our existence and add value to our family, work place, society and to world at large then we should dare to be like the crow.

Crow has biggest strength to select food mainly from garbage. Thus it takes ownership of the surrounding to reduce waste and garbage. What does it represent? It represents that the crow takes up responsibility to bring change.

Let's try to be like a crow and take-up the responsibility to bring positive change into our surroundings including our own inner self.

At no point of time we will have a world with no issues or problems. What do we do? We simply blame others like family members, culture at work place, government, other people etc. We enjoy the biggest excuse "How can I change it alone?" We say that "The system works like this and even I am a victim".

Always remember that 'United we stand and divided we fall'. What stops us from taking the leadership or at-least contributing as a team member for mutual benefit? Whenever we face any problem or issue, wherever; say at our home, office, society etc. we expect others to take ownership to change it.

One more excuse which we all have is "I do not have enough time to change it. I am so busy with my other commitments". Is helping your own self by acting on your own problems is not your job?

We complain that the ABC person at family or society is not supportive, the XYZ colleague or leader is not co-operative, PQR politician is corrupt etc. Can complaining alone help? So when you know the problems then why not look for a solution? If there is a solution, then why not act on the same? Always remember that 'Self Help is the Best Help' and is the best solution to all your problems. Unless we take the responsibility of helping our own self then nothing can help us including God. Godhead's blessings can help only those who are ready to help themselves and others. Accepting the wrong thing is equal to contributing to it! As discussed earlier in the Theory of God, to worship God is to be God. To be God is to be Good. To be Good is to follow Godliness which includes helping, caring and sharing.

The selection of food from garbage by crow also represents that never ignore or doubt any person's abilities. Everyone has something to contribute. Thus a person may be unproductive in many ways but still he / she will have some qualities that can add value to others. Learn to pick up food from garbage like crows i.e. do not look only at bad qualities of others and try to pick out their good qualities for mutual benefit.

One more learning is of sharing and caring. When crow sees food it calls other crows as well and then they all take benefit of the available food. Thus never feel like getting benefited alone. There is much available for everyone in this huge world. World has abundant opportunities for all. There is opportunity for everyone to make

money, earn fame and succeed in life. Those who help others are the one who succeed in their life the most. So believe in sharing for achieving.

We play so many varied roles Viz. as a family member, student, friend, relative, employee of a company, professional, businessman, member of the society, as a citizen and above all as a human; in every role played by us we should follow one thing 'Help others to help yourself'. We can grow only by sharing our knowledge, opportunities, contacts, networks, benefits etc. Say for example, can you imagine a situation where entire economy is into recession except for your company? It can never be. Think macro and do not stick to 'My Self'.

However crow is not popular as a pet bird because it makes a lot of noise. Hence remember that to be an effective leader and team player we need to listen more and talk less. Maintain your soft tone and pleasant language even during stress. Others should not feel bored, insulted or humiliated listening to your talks. Try to remain calm in any situation. Sounding loud or getting angry can never help to face any adversity. Always talk what is relevant to the opposite person, situation and surrounding. Being participative, active and correct is different from being noisy.



Honey-bee

Honey-bees prepare honey out of the sweet nectar from flowers. They fly and sit on various flowers and finally bless us with honey.

Here the first lesson is to understand that the way flowers are valuable resources for honey-bees to prepare honey the same way we also make use of so many natural resources for our developmental needs and consumption.

Let's elaborate this.

Planet earth has blessed us with abundant resources. The process of 'Development' means developing something new out of existing things in the nature. All resources used for developments are a part of nature. So are we owners of that? No. These are those inputs, which are made by none of us. We can say it's a free gift of nature. We can not create the natural resources but can only change their form which is termed as 'Development'. Can we have an output without input?

We selfish, greedy, competitive and short-sighted humans are running blindly for achieving material developments at an alarming pace. We are trapped by our never ending desires for material pleasures. It starts from our petty emotions of ego and jealousy resulting in too much of comparison and competition attitude.

However I do not mean that we should stop all developments. What I mean over here is that we should ensure protection to environment and plan balanced growth. We are responsible for overall betterment of life on earth. We should not be selfish to give importance only to human desires for material pleasures. Our goal should be to serve others. The way honey-bees bless us with honey out of their efforts, even our efforts should be directed towards betterment of life of all living creatures on earth including we humans.

In our life we consume so many things. However much of them is not justifiable. We waste so much of our time, energy and money on so many things which are not that important. Also many believe in the 'Use and Throw' way of consumption. It's surprising! Use eco-friendly, reusable and recyclable products. Believe in generating least possible pollution and wastage. Invest on waste management. Do plan for recycling of waste products.

Always value 'Simplicity' to conserve natural resources. It will also help us to achieve higher satisfaction that will increase peace and happiness including good health for all forms of lives across the universe.

We spend so much time, energy and money on marriages, parties, social functions, religious festivals etc. The same time, energy and money can be invested for helping poor people by providing them with food, water, clothing, shelter, also by way of starting up more schools, colleges, hospitals, sanitation facilities for needy people etc. We can also try to help and protect other living creatures in different ways.

Try to save and invest resources rather than wasting them. We misguided and selfish humans are causing tremendous harm to humanity and nature as a whole.

By protecting natural resources including adoption of Vegetarian life style will cause great benefit to world at large and promote ecological balance. The world will be ruled and managed by laws of nature with peace and happiness.

Much of our consumption and possession needs have got no reason. We should try to restrict our consumption to the extent we need because desires have no end! We should not think of ourselves alone. Have a broad and long term vision for life spread beyond our current form of a human being. We have to ensure that earth continues to be the best place to live forever.

One more important lesson learnt from honey-bees is that everyone has some good quality and ability to contribute. The way honey-bee takes contribution from various flowers, even we should try to understand the skills, abilities of different people and try to extract the same from them to return back its benefit to the world at large, which is represented by honey.

To get into further details, it also explains that if someone is disrespectful due to some reasons, still try to find out their positive qualities. Respect them by recognizing their positive qualities. It will hit their conscience and they will try to improve on their own! It's an easy and appropriate way to deal with such people. Try it out.



Parrot

Parrot is one of the pet birds. Few of them can be taught to speak human language to some extent. However parrot, being a bird can speak only to the extent they are taught. They can learn to speak few easy things if trained properly. In-fact this can be applied to many birds / animals and other creatures, for various aspects e.g. Circus.

This represents that anyone can learn any skill if they are given proper training for the same. However humans differ in application of IQ, EQ, and SQ. We normally tend to expect exercise of common sense from everyone. The definition of common sense is also relative and subjective. Some expect that people should learn on their own without providing them with training.

Also few expect others to execute work as per their assumption of application of common sense. As per the ‘Theory of Co-Existence (Relativity)’ there are many things which can have different characteristics for different people, though the fact remains the same i.e. say from one’s point of view something can be ‘applicable’ however from someone else’s point of view it can be ‘not applicable’. Let’s take one very simple example. While its day in few eastern countries; at the same time its night for few western countries and vice-versa. However the ‘time’ itself as a fact is intact. Thus the time itself is indifferent of such contradicting features. Similarly in majority we can apply this theory of co-existence (relativity) to many things in life, though the fact remains unchanged.

There are four main aspects behind the “Theory of Co-Existence (Relativity)”. They are:

- Substance
- Place
- Time
- Characteristics / Attributes

Thus as a leader we have to ensure that our team members are given proper training so that they can execute their work as expected.

There may be a few people who follow the exact way in which they are taught to do things. People also vary in their experiences so the common sense for one can be uncommon for the other person to exercise it on his / her own without being taught the same. In such cases the training process needs to be made more effective. Also, never blame a person and look at any error as an opportunity to improve the process.

We should always be open to learn. All roles played by us throughout our lives can always be improved further. Similarly we can also learn and follow true principles for our spiritual growth to move ahead towards our final destination of liberation.



Cuckoo

What a lovely voice a cuckoo has! Cuckoo is liked for its sweet voice by everyone. It represents 'Communication Skills'.

'Communication' is a very wide subject. Let's discuss only few important aspects of it in a different way.

The various types of communication can be broadly divided into:

(A) Without the use of 'words':

- Body language

It even includes Silence, Gift, Photograph, Drawing etc.

(B) With the use of words:

- Oral
- Written

Communication can also be combination of above two e.g. A presentation to audience where the presenter communicates orally along-with physical movements etc.

There are also few unique forms of communication like Reiki, Telepathy and Hypnosis etc.

While communicating, mainly following needs to be taken care of, as applicable to respective form of communication:

- Physical expressions
- Tone and Volume
- Words / Language
- Way / Style of communication/presentation/expression

Check the appropriateness of our communication with respect to following:

- Substance
- Place
- Time
- Characteristics / Attributes

Important thing to learn here is to convey:

- **Sorry:** Learn to convey 'Sorry' when we know that we are wrong and try to improve. It includes apologizing by the use of word like 'Excuse Me' etc. However the important thing is to mean it and not just to convey it!

- **Thank you:** Learn to convey “Thank You” when we know that some one has helped us and do try to help others when possible.
- **Appreciation:** When someone has done something good, appreciate it in the presence of others and recognize it through a gift, a card, a pat on the back etc.
- **Error:** When some one has done a mistake do not shout at him / her. If you need to discuss it with concerned person then try to avoid it in front of others.
- **Request:** Try to use “Please” when you raise any formal request to others.
- **Respect:** Communicate in a way which can never hurt others ‘self-respect’.

Following emotions lead to a disastrous communication and decision making if they go on an “extreme level”.

- Anger
- Fear
- Grief
- Happiness

Mind and Tongue play a very important role in managing extreme emotions. Just follow these golden principles to control your extreme emotions:

- When you are too much excited out of extreme fear or anger try to control your tongue. Keep the mouth shut. Do not make any comment. Do not declare any decision; if there is no real need to speak. Choose to speak later. It will not only help to resolve the problem but will also save everyone’s time and energy.
- Stop thinking too fast when you are excited out of extreme grief or happiness and do not declare any decision at that point of time. Give some time to yourself say a few minutes, a couple of hours, maybe even a day or two and then think with a settled mind and decide what would be an appropriate decision for a given situation.

In the above situations, what we speak-out later with a calm mind will be different from what we must have thought of saying earlier!

Never have closed mind by assuming following:

- I know everything
- I can never be wrong

Believe in following:

- Others are also knowledgeable
- Other’s opinion can also be valuable
- Everyone deserves and has a right to express their views and opinions

Following aspects are very important for managing communication:

- Anticipating, Managing and Avoiding Communication Gaps.
- Maintaining balance between the usage of IQ, EQ and SQ in the communication and decision making process.

Few important ingredients for effective communication are:

- Truth
- Peace
- Respect
- Rationality
- Simplicity
- Transparency
- Usefulness / Relevance
- Only when required
- Only where required
- Only in the way required
- Only to the extent required

Some of the best techniques to improve communication and decision making process:

- Introspection
- Brainstorming
- Use of Suggestion-Box; with the option of name to be disclosed or not. However if the name is disclosed; its confidentiality should be ensured on demand of the person providing the suggestion
- Voting (preferably names undisclosed or as per the design of suggestion-box as above)
- 360 degree feedback based evaluation (design again as per the 'Voting')

These techniques mainly help in promoting lateral thinking. It also discourages the dominance enjoyed by a few people, say in the corporate world, social organizations or even in a family system. This also provides a window to those who lack confidence to speak out openly, but have a lot to contribute.

Any kind of communication should ensure the spreading of love, care, equality, respect, peace and happiness. Also communicate to express and not just to impress!

However one negative thing about cuckoos is that they do not build their own nests. They break a crow's eggs to replace it with their eggs. Likewise there may be people who might harm others for their personal benefit. Be careful in such a situation. However if it happens to you then look at such incidence as an opportunity to improve and not an excuse to take revenge. Also never cause such bad things for others just because someone else has hurt you by doing those very things. Theory of karma will help you to be true to your soul and lead it towards its spiritual growth rather than messing it up in the material world.



Peacock

Peacock is well known for its colorful feathers and pleasant dance.

While presenting yourself in a personal, social or official gathering it's necessary to look like a peacock i.e. a pleasant personality. There is a saying 'First impression is the Last impression'. However I do not agree with this completely but at the same time it is meaningful to some extent in certain circumstances. Say when it's a meeting for a job interview, a business proposal, a marriage proposal etc. then the impression which is created on the other person is based on the intelligence, knowledge, behavior, communication and also self-presentation which includes dressing style, the way you style your hair etc.

Peacock is liked for its colors. Thus wear clothes that suit to the requirement and your personality. It does not mean that they should necessarily be costly. Do not give much importance only to current fashion or others outfits. Always wear what suits you. Wear those colors, outfits in which you feel more comfortable and confident.

Peacock looks awesome when it spreads its colorful feathers in a circle. Thus it represents the art of presentation. Always present your qualities and abilities, your views and opinions, your ideas and knowledge and your objections, in a way which can be well received by others.

Just follow one golden principle in any kind of presentation 'Make it Short and Simple but Complete and Presentable'

When we consider the peacock as a representative of our soul then the colors in the feathers stand for the value system driven by we the souls. Worship Godliness. Different religions have defined the existence of God in different ways. However the real God lies in one's own spiritual values. Being God is being good. Be good i.e. true to your own inner self. The real happiness lies in self-realization and devotion to spiritual values for achieving enlightenment.

Learn to strike a balance between material and spiritual personality. Never judge a person just based on his / her material personality. There are many people in this world who do not have enough food to eat, water to drink and clothes to wear. Having a well structured shelter, education and medical facilities etc. are like a dream for them! Thus there is a lot we can do to add value to the world at large in addition to what we normally choose to do!

The best outfits are truth, non-violence and knowledge. The best ornaments are simplicity, good character and good mannerisms. The best education is spiritual values and principles. The best skills and abilities are to love, care and share. The best contribution is to promote good health, peace and happiness across the globe for all forms of lives. Thus never attach your soul, your true inner self to material aspects of various material forms of temporary material lives, on different material planets!



Donkey

Just referring a donkey as one of the best management gurus MAY annoy a few of us. This was one of the reasons why I included donkey as one of the best management gurus, which is a lesson on its own!

I feel that we need to improve our attitude and approach of looking at things, people, events and surroundings etc.

We might have heard someone referring to the word ‘Donkey’ to humiliate other person, say for example by saying that “He is a donkey”. Our opinion about donkey itself will help us to learn so many management principles to become an effective team player and leader in all areas of our life. It will also help us to learn the principles of achievements and success.

Let’s discuss:

I feel that one of the reasons why donkey is not respected by a few of us is because they are mainly used for laborious work.

Also, they do not look as attractive as a horse though their overall appearance is somewhat similar to them. Hence they are the victim of their comparison with horses by humans.

We all know that horse has got some qualities which are more appreciated than that of a donkey so does it mean that the donkey, as an independent creature of nature, can not serve others? Does it not have self-respect and desire to be respected and counted like others?

They are mainly used for hard work like carrying load on their back and are hardly used for race or riding like horses. Again comparison.

Similarly we intelligent humans also feel that in today’s generation we need to do smart work to become rich and successful. It is not wrong to be smart but it is not the only thing which is required to be successful.

Always remember the following golden principles:

- There is no alternate to hard work.
- There is no short cut to success.
- An occupation / job can only be either Moral or Immoral. It can not be Superior or Inferior. Choose only Morality!

Let's discuss the principles stated above:

Take an example of a sportsman or other celebrities like film stars / singers / musicians etc. i.e. the people who are into such career fields which are more exposed to public at large, that make them popular and known across the globe. They are following the career principle 'Use Natural Powers for Serving Senses' by choosing a career stream that could make them uncommon among the common crowd e.g. a singer uses his/her power of a pleasant voice to satisfy others sense of hearing.

Does this mean that they do not need to do 'Hard Work'?

and / or

Does it mean that others are not as 'Important' or they are not 'Smart Workers'?

Obviously, Not.

In-fact the amount of concentration, practice and hard work required by the celebrities in their work might be much higher than many others. Thus everyone is a "Hard Worker". Also different people may choose / prefer / like / get into / suit to different career fields. However never look at it from a superior or an inferior point of view. Respect everyone equally. It will help us to reduce inequality and racism based on material comparisons. To do our work / job based on morality, with the intention of adding positive value to others and meaning to our existence by serving each-other, in a selfless state of mind, is one of the true objectives of life.

None of the jobs can be categorized as good, better or best if they are based on morality. Anyone who can perform his/her task with deep commitment then he/she is a "Smart Worker". However one may prefer to 'choose' the kind of job which suits his/her requirements for his/her own self. But do not 'comment' on others work except for giving unbiased guidance when asked for it or if found required. In any case do not get carried away just by what others say. Remember the '[Theory of Relativity](#)' and you will surely succeed in whatever you choose to do! Why to devalue our existence just based on material comparisons? Add positive value to your self and it will automatically add value to the world at large. Do your efforts sincerely. Do not attach much importance to material results. Work with an objective to learn and see the miracle. You will be able to contribute more and will also get higher returns than what you might have expected.

Thus the need for hard work will always exist to be successful, even in today's smart and fast age. Also each type of work has got its own unique and independent value. However few may choose to follow the negative and unethical short-cut routes to make a lot of money with minimum efforts and at a faster pace. They may get on a path which might lead towards destruction for all including them. We all are unique souls who are here as a human being for a short period of time. So let's make it independent and unique in its own constructive way rather than comparing it with other humans. Let's grow as an individual eternal soul rather than just focusing on our current form of life that will continue only for a limited time frame. Let's try to find out the true purpose to live rather than an excuse to spend time.



Spider

Let me also refer to a spider as a Management Guru to learn the wonderful management principle of ‘Commitment to Win’.

Let’s quote a saying ‘Try, Try but Never Cry’.

A spider builds its web with great efforts. This web is so delicate that even a passing wind can damage it. However the spider never gives up and keeps building its web again and again until it builds it completely.

Thus we may fail in our personal relations, business projects, social initiatives etc. but we should also never give up in life. Never ever stop. Be a spider. Be committed to win.

Consider failure as a stepping stone to success, only then one can actually succeed.

Try to be your ‘Self-Motivator’ and ‘Self-Counselor’. Build a positive attitude. Take initiatives. Be an entrepreneur even if you are doing a job i.e. be the owner and responsible for what you do.

Live only in present. Learn from your past mistakes and failures. This will help you to plan for future in a much better way. Never get stuck to the past. Always move ahead.

Even if you do not succeed the first time, never stop putting in your hard work. Put in your best efforts to achieve your commitments. Success and failure are part of the learning process. Our failures teach us to be careful the next time by not repeating the same mistakes again. Success in one commitment may help us in succeeding in the other tasks which are yet to be performed in life.

Similarly the soul also passes through various forms of temporary lives. However the very basic fact that we are currently a human being itself proves that our soul has yet to reach to the peak of spiritual development i.e. achieving salvation, which is the final success for each soul. But at the same time because of our past efforts we are fortunate to take birth as a human being because salvation can be achieved only at the end of human life, though not necessarily this one it-self. So let us continue to be on the right path and move ahead with the final goal of leading towards our freedom. Let’s commit ourselves to win our liberation and do not miss out the best opportunity available to us in the form of life as a human being! Let’s try to achieve permanent solution to all problems, worries and formalities related to our various temporary material existences by practicing sacrifice and forgiveness to be detached from material pleasures and pains. We have to learn to develop neutral / indifferent / empty state of mind through meditation in search of self-realization for our enlightenment from karmas trap, which will lead us towards our spiritual development.



Horse

Horse represents power, strength, activeness, alertness, team work etc. Let us change our pattern of discussion over here. We will just narrate some aspects of their behavior which will help us to learn some management lessons on its own.

Teamwork and Leadership:

- Horses are herd animals i.e. they live in groups.
- They have a clear hierarchy of rank with a defined leader.
- Horses are social in nature. They form companionship attachments to their own species and to other animals, including humans.

Sleep:

- Horses can sleep not only by lying down but also while standing up. In-fact they mainly sleep in standing posture only.
- They obtain sleep broken into many short periods.
- Horses require approximately two and a half hours of sleep, on an average, in a 24-hour period. Most of this sleep occurs in many short intervals of about 15 minutes each in standing posture only.
- They only have to lie down for an hour or two every few days.
- However, if a horse is never allowed to lie down, after several days it will become sleep-deprived, and in rare cases may suddenly fall down as it slips into sleep while standing.
- Horses sleep well when in groups because some animals will sleep while others stand to watch for predators. If kept alone then it may not sleep well because of the fear of danger.



Dog

It is one of the most popular pet animals.

We should be thankful to animals / birds because they do not have a structured system of keeping us as their pet or even using us for other purposes e.g. circus, zoo, scientific experiments etc. Would any human like that? No. We prefer our freedom and right to live. In the same way, would any animal or bird like to be controlled by humans or would they admire freedom and right to live their lives on their own terms?

Let's change our pattern of discussion over here also. We will try to list down the specific behavior patterns of dogs, which itself explains many of the management principles:

- They try to protect their masters.
- They always trust their masters.
- They display loyalty to their masters and also obey them.
- They are always alert and active. While sleeping also they are so much alert that even a bit of noise or movement can awaken them.
- They sleep in intervals / breaks.
- They have high energy and efficiency levels.
- They smell almost every thing i.e. they examine things around them.
- They entertain and play with us. They mix with others easily including humans. Obviously, that's one of the reasons why they are so much popular as pet animals!
- Many of us might have observed that street dogs always be in teams and they take care of the area looked after by them.



Migrating Birds

I chose it to be the last management guru in my book. But let me say that the saying ‘Last but NOT the Least’ is truly applicable to the migrating birds, here in this book.

Depending on the change in seasons, migrating birds migrate mainly for shelter and food. Thus in our life we may get opportunities to travel to various places across the globe for education, job requirements, social cause etc. It’s an opportunity to learn, meet different people and also to serve others etc. It also may be to share our knowledge, opportunities, experiences etc. We may also prepare for the same by learning foreign culture, languages etc. to the extent possible and/or required, by various means.

At the same time there are many factors which need to be considered and examined into various permutations and combinations before deciding on migration. It can be permanent or temporary. Again the practical aspects related to family, health, finance, priorities, goals etc. should also be given due consideration. We should never be selfish in making such a decision. At the end of the day we are humans who are social in nature. If it’s related only to achievement of monetary and other material aspects for us without peace of mind, good health and happiness for all then it can not make us successful. Also with the use of advanced technologies we have privilege to reach each corner of the world with the help of Internet etc.

However let’s depend more on introspection over here rather than discussing it further.

Here the migrating birds do not represent only physical travel but it also represents mental shift from existing mindset, prejudices, wrong beliefs etc. for the benefit of all including ourselves.

The migrating bird represents our soul. Till date we, the eternal soul, have passed through various forms of material lives and we will continue the same till salvation.

So we have to work out correct strategy for the same in advance, by following true spiritual principles so that we do not land up at a wrong place, at the wrong time, in a wrong form and circumstances which can hinder our spiritual growth. Let’s lead our soul in the right direction by following the management learning represented by all our 25 wonderful management gurus.

Thank You

The views mentioned in this book are not influenced from any religious beliefs. They are the management principles based on infinite laws of life governed by nature. This book is an attempt to define management principles based on spiritual intelligence for the true success and happiness for all, by referring to various creations of nature.

My contact details:

E-Mail: chiragsaiya@gmail.com / chiragsaiya@yahoo.com

Cell: (+91) 9819 210 230

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Chirag Saiya

Speaker & Writer

“Happiness can not be owned, share it to feel it”