

## HOLISTIC SOCIAL RESPONSIBILITY

### Positively impacting Business

A [global movement](#) is emerging in which western science; eastern philosophy and the fields of neuroscience and psychology are [converging](#). In this exciting time, new discoveries about the physiology of [emotions](#) highlight their [impact](#) on the world around us.

Research now suggests our internal world negatively or positively [affects](#) the [external](#) environment.

[Customers](#) are [demanding](#) a more authentically [emotional](#) experience and with highly competitive markets, we think [organisations](#) will want to take this [seriously](#).

We believe organisations will need to create environments supportive to new levels of personal [responsibility](#). The impact of this on innovative and [leading edge](#) organisations is that their [internal brand](#) will become the important foundation for the [external](#).

At Wholeheart Works, we call this **Holistic Social Responsibility (HSR)**

Holistic Social Responsibility comes from a perspective that views each organisation and community as a living body with an interconnected heart and central nervous system inextricably linked to other systems.

At Wholeheart Works, we help organisations develop an approach to Holistic Social Responsibility and equip people with skills for advanced social intelligence.

Holistic Social Responsibility in summary:

- **INTERNAL BRANDING TO CREATE AN EMOTIONAL EXPERIENCE FOR CUSTOMERS**  
Corporate Social Responsibility is a necessary and important trend in organisational & global culture. With business investing millions on getting their CSR branding right, what are the costs if the internal brand does not support the external?

*For example: British Airways is publicly committed to corporate responsibility. However, the recent highly publicised “swipe card” situation indicates a lack of coherence in their internal brand. The emotional fall out for customers has been devastating. For BA the results may cost millions in lost profits, along with disastrous PR, which may negatively affect employees in the long term. Who wins in this scenario?*

- **CSR = MACRO / HSR = MICRO**  
As Corporate Social Responsibility focuses an organisation’s commitment to its external facing responsibility. Holistic Social Responsibility creates an internal environment that supports and encourages each employee to embrace personal responsibility.

- **BEST PRACTICE FOR EMOTIONAL POLLUTION**

Corporate Social Responsibility is a movement in which organisations have committed to ethical practices for corporate citizenship. Holistic Social Responsibility takes this further and asks us each to look at how our internal and emotional environment can pollute the local environment with toxic substances such as anger, resentment, rage, and power struggle.

*For example, how do you feel when someone is constantly “stressed out” around you? If you or your colleagues are leaking stress into the environment, it will affect the whole team.*

At Wholeheart Works, we can design a tailor made programme to suit your organisation.

- **PERSONAL RESPONSIBILITY AND THE INDIVIDUAL ETHICAL MISSION STATEMENT**

Holistic Social Responsibility does not ask people to be perfect, but it does suggest that each individual creates their own ethical mission statement and takes personal responsibility to exercise choice in how they respond to a situation.

- **THOUGHTS LOAD INFORMATION TO OUR ENVIRONMENTAL “SERVER”**

Like clicking the send button on an email each thought is like an energy wave that sends information to the environmental “server” around us. As more is discovered about the impact of our emotional life on the people and world around us, we believe that more and more organisations will want to train their staff in techniques for Holistic Social Responsibility.

- **WIN/WIN FOR EMPLOYER AND EMPLOYEE**

This paradigm asks us to relinquish blame and move beyond conflict. We each take responsibility for managing our internal emotional life and how we communicate with the world around us. This is where organisations and employees will work collaboratively in partnership towards win/win objectives. At Wholeheart Works, we help organisations integrate a win/win situation by implementing Holistic Social Responsibility for the internal brand.

In Business and society in the 21<sup>st</sup> Century, these **personal skills** are as **important** as technical expertise and knowledge. It takes time and practice to cultivate the level of awareness required and organisations will want to **equip** their communities and **stakeholders** with these **invaluable skills** for wellbeing at work.

*“Our brain is not only a window on the universe; it is part of the organism and hence also an input into the universe... given the two way traffic between human brains and the world, each person’s thoughts and perceptions are of direct consequence to his environment, including other persons... this makes for a new depth of responsibility in human beings”*

Ervin Lazlo  
“The Creative Cosmos”

At Wholeheart Works, we endeavour to **practice** Holistic Social Responsibility in all our affairs and we want to help you **develop** your organisation so that all work for the **health** of the **whole**.

Our approach to Holistic Social Responsibility integrates many **philosophies** and practices from science, psychology, Buddhism, and **business**. The vision for Wholeheart Works came from hearing the Dalai Lama talk about the need for an ethical education, which teaches people to live with heart. We want to **inspire** and support organisations to develop this notion of **heart based learning** for their people and positively impact their communities.

Our services portfolio includes Holistic Social Responsibility internal brand consultancy, stress management solutions, facilitation, coaching, workshops, therapeutic interventions and e-support solutions. To find out more information about our services contact Wholeheart Works on 020 8566 4350 or e-mail [info@wholeheartworks.com](mailto:info@wholeheartworks.com) or visit [www.wholeheartworks.com](http://www.wholeheartworks.com)

***“Exercising our critical faculties in the ethical realm entails taking responsibility both for our acts and for their underlying motives. If we do not take responsibility for our motives, whether positive or negative, the potential for harm is much greater. As we have seen, negative emotions are the source of unethical behaviour. Each act affects not only the people closest to us but our friends, colleagues, community and ultimately the world”***

HH the Dalai Lama

“Ancient Wisdom, Modern World – Ethics for the New Millennium”