

# Corporate lessons from Swami Vivekananda

Swami Vivekananda, the 'Great Innovator of Management Values,' operated in an era devoid of formal management science. Management, essentially arising from organized common sense, existed from time immemorial in the minds of legendaries like Swami Vivekananda.

Swami Vivekananda's influence continues to resonate globally, transcending generations. As a leader, he not only altered the perception of India but also instilled faith, courage, and independence in individuals. Swami Vivekananda unconsciously practiced advanced management techniques like 'value-based management.'

Swamiji believed in the inherent divinity of every individual. He also believed that the goal of life is to manifest this divinity by controlling both internal and external nature through selfless work, worship and discipline. His teachings emphasise self-belief, strength, fearlessness and selfless service to others.

Vivekananda's philosophy provides a human-centric model for corporate management, shifting the focus from profit to purpose. His teachings support leadership based on

empowerment rather than control. By nurturing employees and helping them realise their potential, leaders build trust, loyalty and motivation. This means giving employees responsibility and encouraging their growth. For instance, entrusting a junior employee with an important task demonstrates belief in her abilities, which boosts confidence and leads to better performance.

This approach aligns with Vivekananda's view that all work, when done with sincerity and detachment, is a path to spiritual growth. When employees view their role as contributing to a larger purpose, rather than just earning a living, their perspective on work changes.

As a result, their dedication, quality of work and job satisfaction increase significantly. Vivekananda also emphasises the importance of character and integrity as foundations of success. This implies promoting ethics and social responsibility and building trust with customers and stakeholders, helping create lasting success and a strong, sustainable company culture.

As per Swami Vivekananda, success lied not only in financial gains but in the righteous path taken to achieve them.

## Here are the Corporate Lessons we can draw from Swamiji's teachings-

### 1. Exemplary Leadership Skills:

Vivekananda possessed the remarkable ability to guide the masses towards a shared vision and higher consciousness. We will gain tremendously by sincerely following his teachings for effective leadership to harness the capabilities of our workforce. By fostering a solid belief in the organizational vision, leaders can influence every single teammate to work collaboratively for the collective benefit of the organization.

**2. Unity in Diversity:** Vivekananda appreciated varied experiences, talents, and perspectives. Leaders need to cultivate an environment that

embraces diverse voices, encourages open dialogue, and ensures equal opportunities for every team member for fostering inclusivity and guaranteeing the total contribution of all.

**3. Cultivate a Culture of Respect and Empathy:** Leaders must establish an inclusive and supportive atmosphere filled with mutual respect and empathy and create a space for individuals to flourish and contribute their best.

**4. Service to Society:** Service to society was at the heart of Swami Vivekananda's teachings. Organisations can mirror this value through their commitment to corporate social responsibility. Beyond business endeavours, corporates must actively engage in initiatives that improve the community and the environment. For instance, building a technology ecosystem in small towns in India to harness local talent and providing them with promising career opportunities, allowing them to work while staying with their families.

**5. Mindfulness in Action:** Mindfulness, a cornerstone of Vivekananda's philosophy, must manifest in commitment to work-life balance. Acknowledging the importance of mental well-being, organisations must encourage employees to embrace mindfulness practices and maintain a healthy equilibrium between professional and personal life.

## Conclusion: Uniting Values for a Brighter Tomorrow

Vivekananda's teachings offer a timeless guide to corporate management for building an ethical and empowering culture that drives sustainable success through a deep respect for human values.

Swami Vivekananda practiced the "empower and facilitate" philosophy well before modern management recognized its potential. Central to this approach is the pivotal role of trust on which organisations must inculcate today. Having immense faith in employees, companies must empower them rather than control them. As we draw inspiration from Swami Vivekananda's profound values, Corporates must stand committed to aligning these principles with their organizational ethos.

