

*Learn how small shifts within you can change both your life and how business creates profit that sustains, scales and builds a positive legacy for the world. This book alchemizes the real world of business with the real purpose of the individuals who work in it by being neither intellectual nor spiritual but both.*

**The Dharma of Business:**  
**An**  
**alchemy**  
**to change the**  
**nature of business**  
by Joy Osaka-Lu

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THE

An alchemy

DHARMA

to change

OF

the nature of business

BUSINESS

JOY OSAKA-LU

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## **PREFACE**

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Each of us plays a central role in the wealth of our lives beyond the money we make. You are the original currency, not money, as Tasha Chen says. Everything we do daily weaves our lives as golden threads into humanity's story.

At work, you exchange your vast potential, your time, talents, and intellect for another type of currency, money, one of the strongest motivators for humans.

There is space for this exchange to occur in the office using the aspects of yourself that extend beyond your cognitive mind or what's often prevalent, an undercurrent of overlooked power.

Your actions, and the power underneath them, reverberate into perpetuity beyond the hours spent in the office. The way you create and earn money follows you with every dollar you spend and connects you to those who create the products and services you purchase.

This book animates how small shifts within you can move business towards a way of operating that sustains, scales, profits and builds a positive legacy, regardless of its establishment date or size, in faster cadence for the world than one individual alone can accomplish.

It acknowledges that the cost of business extends beyond a P&L summary to include the real cost of

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wellbeing and responsibility to the planet that normally is only measurable through health care costs and philanthropic contributions.

It alchemizes the real world of business with the real purpose of the individuals who work in it by being neither intellectual nor spiritual but both. It's a message that is ready to be received as the world shifts its shape daily and waits for you to become the stabilizing force through the truth of who you are.

Companies don't change but the people in them can. The ripple effect of the individual to the company to the world is interlinked both outward and inward.

The illusion that it's hard for businesses or people to change shifts immediately when you realize that you have tremendous potential to do so easily. It's your purpose to always move forward and upward, and at the same time, help your environment too.

Did you know that making small shifts in yourself has both the potential of solving real business problems and can bring meaning to your life at that same time?

The symptoms of the Now, like the real business concerns of expense management or employee engagement, can be remodeled at the energetic core to create more efficiency when individuals find their purpose and bring it to work and express it through every action and meeting.

This creates the New quickly in ways that are unimaginable under the current paradigm.

## *An alchemy to change the nature of business*

Release the weed at the root and it doesn't spread. Cut it only at the surface and it spreads, further locking old practices in place, layering on top of what didn't work, entrapping everything and everyone around it.

During thirty-four years of service in the corporate arena, I observed the same patterns regardless of the size, emerging or mature state, or profit model of the companies I worked for in the spaces of mental health, government, financial services, entertainment, travel, technology, and retail.

The stories were the same because the root cause was the same. There was a distortion of identity, visibility, and relevance both on the business and individual levels because the focus was on the distractions of external value instead of the core of the business. These affected the bottom line of operating costs to net sales caused by turnover, risk vulnerabilities, absenteeism, disengagement, indifference at all levels of a company, and suboptimal performance and productivity in an ever-changing market landscape.

They all have the same root circling back to the personal level of engagement of each individual. Individual purpose and its vitality as being essential to work, not separated from it. It has very little to do with "finding your passion."

I know both sides of what is animated in each chapter, the power underneath both having no choice and exercising it. And both sides had their roots that were deeper than how much people and businesses approach them today. I've practiced the solutions as

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well and found that not only did I come out ahead so did everyone around me.

You can change the story and the nature of business by immersing yourself into how you use your time to engage with yourself, your work and your colleagues. By looking deeper at what happens daily, parallels of what you do in the office begin to connect with your purpose in the largest context of life.

I repeatedly felt the prohibition of not being able to do my job, being dependent on reviews and approvals for my work by those who had no connection to the reality, on-the-ground context of it. Instead, I tolerated and modified my findings to fit into the personal agendas of the sponsors until my work lost its meaning and impact...until one day, I couldn't go on.

It took a chronic pattern of giving to others in a caregiving situation for me to see how I gave my power away for the benefit of others until it backed me into a corner where I couldn't see any options. At that inflection point, I knew I would never do that again and that conviction was then applied to every task, whether at work or outside of it...and I became quite powerful and successful without effort because of the power of my purpose.

Learning to no longer compromise your integrity in itself is an act of power even if you don't change your behavior. That undercurrent informs those around you that what you have to say and contribute is meant to be paid attention to. And they will.

## *An alchemy to change the nature of business*

This stands on something called a dharma, an original essence, a reason for being that creates "laws" and structures to realize it into the material world.

Set this correctly and everything waterfalls into place to respond nimbly to market conditions with the energy of fulfillment.

Work is only one component of our lives, yet, it's where most of us spend most of our waking hours. When you turn off your identity when you enter your office, your point of truth also dims when you allow an authority, whether it's a boss or deadline, to replace yours. The office is a great microcosm of your life where you can easily see the effects of missed personal purpose play out in daily routines. When misaligned, that disparity will catch up with you in the office or in the larger context of life.

Rather than having that disparity play out in a big life crisis like divorce, critical illness, or tragic job transition that make people look at and answer big life questions, you have a great opportunity to see where your point of truth is negotiated in the office in smaller ways.

You have the opportunity to find your purpose and a new form of power in the most mundane situations in everyday life in grounded and practical ways.

I find that many times, people focus more on what the external world is showing them and embodying that as the truth of who they are rather than seeing themselves as being central to their lives. This shifts their sight to understand that what happens around them as

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merely information to validate their course in the big, big picture of their lives.

In business, you are not a means to an end. You are a human being with your own dharma, a unique original essence that only you can express.

Read this book with open eyes and you'll suspend your beliefs long enough to be empowered that something else is possible.

Make the small adjustments outlined in this book and you'll begin to see yourself reacting differently. First, you begin to understand your initial reactions in a more self-reflective way that respects your dharma.

You'll clearly see the reasons for why you may have put off that sneaking suspicion there is more to life, that makes you wonder if you can be happy and contribute meaningfully at work and to the world.

Which gets me back to reminding you that each of us plays the central role in the wealth of our lives beyond the money we make. Ready to find yourself so you can maximize the central role you play in the wealth of your life?

Read this book and change the nature of business and your life.

Each chapter's structure:

1. Tenet Explanation: Each tenet holds a concentric and interlocking ring of what

## *An alchemy to change the nature of business*

happens at the world, business and individual levels.

2. Examples of each level of the rings interplay with each other to illustrate the core qualities, at the root level, of real business issues.
3. Simple and deep harmonizing adjustments for individuals to show how one core root cause can change the entire dynamics within an interplay. It's the truth of individuals in a business who can shift the dynamics, not policies alone.
4. Simple prompts to show you the root cause in your own life. They blend the intellectual mind with soulful intelligence to further demonstrate your wisdom. The tools yield results quickly, at the root without introducing risk and run on their own when needed.

In business, there is space for the aspects of yourself that extend beyond your cognitive mind or what's often prevalent, an undercurrent of fear and scarcity that does not belong to you yet can cause all of us to dwell on what can go wrong or on feeling disconnected.

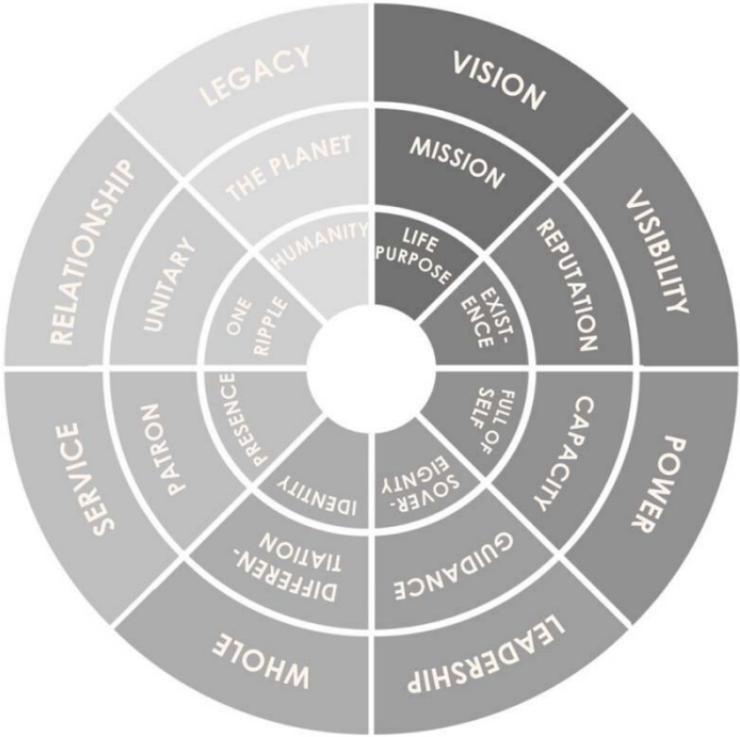
Finding those aspects of yourself will inform your decisions and gear you for moving forward along your path by applying YOURSELF in everything you do, even at work, so you can focus on what to do next which always your next best step in life.

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# The Dharma of Business

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## A New Business Cycle



## **About the Dharma of Business and Its Cycle**

You have a huge role to play in the story of humanity. You do so every day, even at work. It's in your soul path blueprint whether you realize it or not.

You are both independent and connected to each component of your life just as is each ring in the Dharma of Business.

In business, a disconnect between one ring between the individual, the business and the world, or between any of the tenets on any level, affects the whole cycle just like your life feels off when you lose sight of the truth of who you are.

In business and your life, there may be external factors that cause a reaction, and this book outlines what happens at the overlooked levels, at the energetic core that can liberate the right action to address them without overcomplication.

The fact is you have the ability to change the nature of business by the way you show up at work, not by abandoning your job requirements but bringing forward, without thinking about it, that aspect of yourself that is hidden.

Change is often viewed as difficult or consuming which is usually the case when it is addressed by skating on the surface. In reality, it can happen in an instant like an epiphany and forward movement can be initiated just as quickly in business, even in large ones, when the employees who work for them see themselves as the truth of who they are.

## *An alchemy to change the nature of business*

As you circle through the wheel, the impact is harder to see with your eyes but easier to receive from behind your eyes where the truth of who you are is. Each ring relies on the others to create the whole picture.

The inner ring is the individual, the most valuable asset of any business. Individuals seed the business's dharma with their life. They have the power to lock it or liberate it.

The middle ring is the business itself, the sum of its integrity for profit through the service it brings to the public that encompasses the culture, its business processes and the valuable outputs both to itself and to its patrons.

The outer ring is the sum of the patron's buying power and the business's impact to the world...for perpetuity, for better or worse, where money is created and exchanged.

Thinking that life only occurs outside of work infers you're only allowed to live fully outside of the office. Yet, this is the space where the majority of us spend most days and where your biggest contribution can be made. Each tenet interrelates with the others to provide the stabilizing force of truth in your life and what the world is looking for.

Keep these in mind as you enter your place of work:

1. Vision (Right View): What is the lens you view the world through and is it aligned to your life compass? The point of Truth described in any

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Vision drives Engagement to any Mission and your Life Purpose. When you tap into your Life Purpose, then your business's Mission and its impact, including your individual contributions, can be expanded and felt.

2. Visibility (Right Speech): What words are caught by others to form the Visible sense of Reputation and Existence? Courage is the undercurrent that drives Innovation or the forward movement towards the new and improved.
3. Power (Wholesome State): Does the uncompromised state of your Capacity come from the Power of being in your original design of being Full of Self (your highest potential) or through effort and force? When Liberated, you have the energy to optimize your Time-to-Market.
4. Leadership (Right Resolve and Intention): Leadership has tremendous power to create the Right Intention that Guides people through genuine connection when each leader is aligned with their highest potential in business and life. You don't need the title of "leader" or wait for one to do so because YOU are being asked to lead your life as the only authority in your "space" or to be Sovereign. Trust connects people together or when in lack, creates a heavy load to Manage Risk beyond legal requirements.
5. Whole (Right Mindfulness and Retention): The level of how Whole something is defines its

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Differentiating Characteristics and Identity. It's the container in which Integrity sits and is a potent factor of how much of you is retained or diluted. The latter causes the business cycle of Stress.

6. Service (Right Livelihood): How aware are you that each of us are Patrons, exchanging the value of time and effort for something else? Feeling Safe to be fully in your Presence to provide Service in any space combats the need to retreat into Absenteeism.
7. Relationship (Right Conduct and Action): How complete or impartial are the inputs and outputs, or Relationships, in your life? Respect for one another affects the way we manage Change, either in a Unitary fashion or not. Either way, we all become One Ripple outward as a reflection of our Relationship to the past, the present, and the future, to others and most importantly, to ourselves. You can do it in a way that is fully immersive without being pulled off course.
8. Legacy (Right Insight of One-mindedness): Does everything in your life ultimately serve the Planet and Humanity by creating a Legacy worthy of remembrance? The Future is built today, and in business, this is done through Expense Management and the discernment of the best use of resources. Rather than a line item expense, the Value of who you inherently are remains unchanged even when external budgetary circumstances shift. This knowledge,

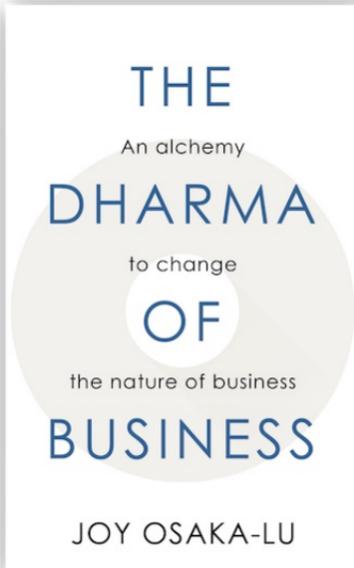
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combined with the other tenets, moves you from being a cost to the original currency through your purpose.

The tenets illustrate how to think of yourself as central in your life, especially at work, instead of disconnecting yourself from components of it. You are placed in the center of this wheel intentionally. This ensures that understanding yourself and your purpose remains at the core.

In each chapter, you'll feel how small shifts in you show up in everything you do, influencing every interaction as you come from the place of your highest potential. You'll no longer feel the domination of any business undercurrent and become more reliant on the stabilizing force of the truth of who you are. There is immense inner power in the process of becoming "more" of you.

Actively engage with your truth that's hidden right in front of you and within you and you'll give the world what it needs in the unique way that only you can.



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