



Last week, Academy Fellow **Deepak Chopra** wrote Academy President **Rinaldo Brutoco** and asked his opinion on an economic piece that Deepak had just written. After Deepak received Rinaldo's response below, Deepak posted it on *The Huffington Post* with the following introduction:

"I asked my friend Rinaldo Brutoco, founder and president of the World Business Academy, to guest blog here on practical suggestions to reverse the trend we are seeing in our financial security. Rinaldo Brutoco has been a leading international executive, writer, and keynote speaker for over 25 years, widely recognized as a practical visionary, change agent, and futurist who assists executives and organizations in adapting to change with breakthrough ideas. I believe his suggestions would be helpful for our next President as well."

An Economic Solution Through Service, Not Greed

Deepak:

The fundamental problem with what has been known as Wall Street is not "greed," or even that Wall Street has become the largest gambling casino in the world. The fundamental problem with Wall Street is that it forgot the reason business exists.

The first commercial transaction was probably some merchant in the Middle East who knew that a farmer in one part of a particular domain had an excess of one crop, perhaps a cereal crop like groats, and another farmer had an excess of a different crop or a domesticated animal somewhere a long way down the road. Neither farmer could leave his fields or animals unattended. The merchant saw an opportunity *to be of service* by offering to bring the excess of one farmer to the other and to receive as payment a portion of what he conveyed.

That is the fundamental role of business in society: to be of service to society. For more than two decades, the World Business Academy has been publishing its belief that the purpose of corporations is not to make a profit. The purpose of any business enterprise, and that would include business organizations that populate

Wall Street, is to provide some service or material goods that society needs.

Gambling and speculation may be something that society can afford to tolerate, but are not something society can afford to have as its central economic model. Speculation and gambling only achieve undue power over a society when we collectively fail to grasp that wealth or money does not equal happiness.

Deepak, you correctly noted in *The Seven Spiritual Laws of Success* that:

"True success is...the experience of the miraculous. It is the unfolding of the divinity within us. It is the perception of divinity wherever we go, in whatever we perceive—in the eyes of a child, in the beauty of a flower, in the flight of a bird. When we begin to experience our life as the miraculous express of divinity—not occasionally, but all the time—then we will know the true meaning of success."

The fascinating question for me is how we live this definition of success while watching our material world implode. You touch on this by noting that an evolved awareness could heal our personal attitudes and could change specific policy



outcomes as we traverse our current economic crisis. We could achieve a de-militarization of the economy, investment in wisdom-based economies, a heightened investment in education, and repair of domestic infrastructure.

The question the media continues to ask about each of these outcomes is, "How will you pay for all this when we are funneling \$700 billion into the latest bailout on top of the cost of paying for the AIG bailout, the Freddie Mac bailout, the Fannie Mae bailout, and the Bear Sterns bailout?"

In fact, re-creating our economy along the lines of the definition of "true success" as you have advised (and I would add that we must adopt universal healthcare coverage as well in order to make American business competitive abroad and to avoid many thousands of bankruptcies brought about simply because normal individuals can't pay their health care costs) will generate a level of wealth in the U.S. that will be a hundred times greater than the explosion of wealth that the U.S. has experienced since the end of World War II.

Yes, it is ironic that adopting a new definition of success will create greater material wealth but that is exactly what happens as a direct result of our collective decision to put important matters first in our consciousness. How does this happen? It happens as a direct result of making better choices so that we see our economic activity as being in service to each other and to society as a whole. When we see it that way, because we have seen our personal definition of success changed in the crucible of our consciousness, we make better choices. When we make better choices, business will begin to serve those choices as the most efficient way to thrive. Business in service to society. What a concept!

The time is now. All that is necessary is for each of us to individually choose a new definition of success so that collectively we can experience that

definition re-working the material plane of reality into paradise on earth.

For many years I have stated publicly that I have never heard of, read about, or personally experienced any problem that human society faces for which we don't already have all the resources and technology at our disposal to solve. All that is lacking is our individual and collective will to meet the challenge. This applies to over-population, global climate change, poverty, disease, and war. All that is lacking is our will to bring about this different paradigm of abundance and mutual success. And that begins with each of us accepting a new personal definition of success from which to experience all the difficulties we confront.

The current bailout, as you correctly note, is a band-aid. It is very important that we adopt it or something like it or society will bleed to death before we can make the fundamental changes to our society that will actually heal the broken economic system that we have. The pending bailout only buys us time. As soon as it becomes law, we must immediately put ourselves to the task of re-building our entire economic system from one that has been characterized as "trickle-down" to one that I would characterize as "trickle-up." In a "trickle-up" system, we take care of our neighbors and ourselves by making affordable housing, education, healthcare, meaningful employment, and peace our core commitments, and making true success our goal.

The speed at which the economic system is unraveling is mind-numbing. This much speculation has to be brought under control carefully. We need to let the air out of the balloon slowly rather than have it pop. The bailout bill by itself will solve none of the fundamental, underlying, structural flaws in our economy. It can, however, help buy us the time to address those flaws from a new level of consciousness and social policy. That is the short *and* long-term solution.