

# Corporate America, *Here we Come!*

---

**Felice Dunas, Ph.D.**

One of the great advantages of being in a young profession is that any entrepreneurial idea can be brought to fruition with fresh and unique results. Everything can be tried with the passion and enthusiasm of youth. At the upcoming Pacific Symposium, I will be speaking about yet another avenue that we can pursue as professionals: that of gleaning our patients from the business world.

Millions of people work in corporate America and they are all involved in the creation and running of one of the world's great economic engines. The business world is filled with bright and innovative minds. Many corporate employees are eager to learn and desperate to feel healthier. The pressure they feel to have high impact and sustained results is instilled through their corporate cultures. Unfortunately, health and peace of mind are often sacrificed as a result. Wouldn't it be a wonderful perk for Joe and Jane America to have their employer be the source of their introduction to OM?

I was once lecturing at an event in South Africa at which the CEO of Motorola Corp was also speaking. We made a deal that he would sit through my lecture if I sat through his. We joked because he was going to get a healthier body and better sex life out of what I had to say while I was going to learn about his human resource vision for Motorola's future. Nevertheless, we both showed up for our part in the bargain.

I will leave his wins off the table as they were confidential in nature. But my take-home value was learning more about how this CEO of a multi-billion dollar company was busy creating for the future. He was beginning educational programs for the children and grandchildren of mid and low level employees. He saw value in educating the minds of future generations with the intention that a percentage of them would choose to become employees of Motorola. This would mean that he would be able to influence future employees from childhood with the values that make for happy,

interesting, productive, and successful people. The educational opportunities were not designed to limit thinking and create assembly line workers, but to expand vision and support curiosity. By training the youngsters of Motorola's employees, he was also reestablishing a bond of loyalty between boss and employee that has fallen by the wayside. This brilliant man wanted to inspire leadership, innovation, and positive family and life values into the minds of young children. Doing so would make it easier for his employees to feel less stress while at work, to have better moral about the company, and to improve the quality of their lives overall. You can be certain I introduced the many advantages his employee base would gain were he to introduce complementary medicine techniques and concepts to that educational process.

Motorola's CEO is not the only one thinking about how to educate and inspire employees. Human resource personnel are hunting for innovative educational resources on a regular basis. They are hungry for the content we have to offer. There is no reason under heaven why we should not play a major role in the development of a health minded corporate culture for American business. We have the brainpower, willpower, motivation, and drive to do so. We need only to organize our thoughts and cultivate the skill.

### **How Did I Enter Corporate America?**

Because I have been doing this work since 1970, I have had time to explore how OM theories can be applied to several areas of life. In the early 1980s, I began to notice that traditional treatment protocols for physical ailments and injuries resulted in attitude and relationship improvements for my patients. A few years later, I began working with CEOs and their spouses first as audience members, and then as patients. I found that by applying OM theories to business and leadership I was able to support my patients in their quests for business success. Hence, I developed an executive coaching branch to my work, supporting top level executives to heal thought processes that result from energetic pathologies. A CEO's energetic profile, as his or her diagnosis from the OM perspective would show, often correlated with problems experienced in the

work place. For example, organ syndromes resulting in empty heat could cause a leader to lose touch with yin, the employee base, and its more subtle needs. A Yang depleted CEO would lose sight of the yang, the mission of his/her company, and find himself/herself in conflict with his/her board of directors over future progress. Stagnation could keep a leader from his/her innovative potential and from camaraderie with his/her most creative executives. It was a relief to many of my clients to realize that the energetic imbalances that affected their health also affected their leadership capabilities, and that addressing one could address the other as well.

I developed questionnaires designed to ascertain what employees knew of health hazards in the work place and taught upper level management how to utilize the data. Amazingly enough, no body listens to the complaints of the receptionist who misses 20 days of work a year with wind cold illnesses because her desk is placed under the air conditioning vent. The torn carpet that causes every one to trip will send at least one person to physical therapy this year and that will incur direct costs as well as absenteeism costs. The frigid water from the cooler isn't going to provide relief for any one's spastic colon because of its effect on the lower burners of overweight, sedentary, damp/cold employees. Wouldn't it be a good idea to have a "room temperature" drinking option?

This medicine can comfortably explain much of what goes on in the corporate world. A language can be developed to educate company employees with these principles. Their motivation comes from the fact that their livelihoods may be dependent upon understanding what you have to say about their bodies, their lives, and their work relationships. The urgency felt by employees of corporate America is fueled by the American work ethic, the stressful pace, high demand and required results. principles that extend across generations can serve as a paradigm through which we can view business and the unique challenges faced by patients who spend a majority of their waking hours in business environments.

My lecture on Saturday evening of the Symposium will be designed to teach you about infiltrating and working in the corporate world. Do you have questions that you would

like addressed in my presentation? All questions submitted will be considered. Please email me at [felice@felicedunas.com](mailto:felice@felicedunas.com) to share your thoughts and concerns. OM