

CHAPTER 1

Business Philosophy





Nature

“We need the tonic of wildness, to wade sometimes in marshes where the bittern and the meadow-hen lurk, and hear the booming of the snipe; to smell the whispering sedge where only some wilder and more solitary fowl builds her nest, and the mink crawls with its belly close to the ground.” – Henry David Thoreau

Business Lesson

The healing power of nature; some scientists believe the restorative ability of nature might even be hardwired into man. In recent studies psychologists have found that exposure to trees, streams and other natural features quiets the mind, improves concentration, increases creativity and boosts self-esteem. Stephen and Rachel Kaplan, psychologists at the University of Michigan, found in their studies that workers who have nature views from their office or cubical are more enthusiastic about their jobs, less frustrated, in better health and more satisfied with their lives. And in a separate study Virginia Lohr, Washington State University, found that blood pressure, pulse rates and concentration of office workers was positively affected by indoor office plants. So if you're looking to improve your attitude, your personal performance or the attitudes and performance of your employees, simply tap into Mother Nature.