

## **The Business Case for Mindfulness.**

Programmes like the BBC's Horizon (July 10<sup>th</sup> 2013) have placed Mindfulness into mainstream awareness. Its' effectiveness and simplicity is directly relevant to organisations looking for a real return in areas that have an immediate impact on the bottom line.

By cultivating an approach rather than avoidance response, Mindfulness develops a more open and collaborative approach to inter-personal dynamics, working with uncertainty and improves emotional regulation and resilience. It leads to feeling more in control, a more positive outlook and greater sense of engagement as well as boosting immune response and managing stress both in work and in daily life.

Brain imaging has shown those practicing Mindfulness have increased activity in the left and a reduction in activity in the right pre-frontal cortex (PFC). The PFC is considered responsible for many of the key attributes critical to business success: strategic and tactical functioning; interpersonal dynamics and the determination and maintenance of personal values. Those with a bias towards more activity in the left PFC show behaviours associated with openness, resilience, curiosity, engagement, innovation and emotional regulation. They tend to describe themselves as more optimistic and in control and feel they have a sense of meaning and purpose.

The changes in brain function have been shown through imaging to develop over relatively short periods (weeks) and are sustained and expanded through regular practice. An increase in immune function is another significant benefit now clinically observed.

Whilst the instructions around Mindfulness are simple in themselves, they require a real sense of purpose, curiosity, and resolve to commit to the discipline of training. The training can be either through a four day intensive residential course, two consecutive weekend courses or through regular weekly classes spread over eight weeks. The benefits begin almost immediately, are progressive and rewarding and extend into all aspects of work and home life.

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Hugh is one of the few Mindfulness teachers in the UK who has both a track record in senior management roles within a wide range of industry sectors internationally and more than 30 years of Mindfulness training and practice. He has worked for more than 20 years in Oil and Gas exploration, Engineering and retail in Australasia, Africa, USA, Asia and UK / EU. His experience includes multinationals, SME's and dot.com start-ups. He has been teaching yoga and meditation since 1995 and from 2008 – 13 had an honorary contract as a Mindfulness teacher for the NHS.