

Consciousness, Business & Technology

Multidimensional Map of Reality

(C) Copywisely

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MEDIUM: (1) 200 words abstract, (2) 500 words abstract, (3) Detailed model

Abstract

There exists a direct relationship between Consciousness, Business and Technology. Our model describes how critical the role of business and technology in the evolution of consciousness. Humans now have the capacity to engineer realities through technologies built and distributed and experience the external manifestation of consciousness itself.

Reality, when defined as the fusion-dance of consciousness, energy, matter, perspective, dimensions, intelligence and creativity can now, unlike never before be consciously designed, built and distributed using business and technology.

Technology, when defined as the arrangement of matter around human intelligence is created by business the builders of products and services to address human needs, desires, intentions and playful impulse of self and collective-exploration. Every step of business process represents consciousness arranging itself to address the inherent, evolutionary, exploratory impulse of life. who, then do we want to become?

Can businesses lead the evolution of consciousness as global cultural- economical-individual trend setters in the world ? What new products/services are calling to emerge to further human evolution? What new business structures, leadership, relationships and economics are needed to further the function of business as a facilitator, creator and enabler of consciousness? and why is it important at all?

(2) 500 words model description

This purpose of this abstract is to introduce a model linking consciousness, business and technology and to show how that link impacts the realities we create and experience. The model gives rise to three claims: (1) Consciousness exists in all things (2) Humans individually and collectively are conscious, reality-creating beings (3) Business and Technology are among the most powerful vehicles that allow us to actually architect and broadcast realities and witness how consciousness emerges into matter, as a physical form, out of our ideas, intentions and desires. In other words business and technology allow us the external, observable manifestation of consciousness playing itself out.

Reality can be described as a function of: (1) Consciousness (awareness of awareness) (2) Energy (3) Physical Form/Matter (4) Perspective (of the entity experiencing awareness) (5) Number of dimensions of reality (6) Individual/collective patterns of intelligence developed in multiple dimensions and (7) Creativity: the probability of the emergence of intelligence into form.(evolutionary emergent impulse to further life) .The recent advances of business and technology and the recent advances in human awareness of human consciousness allow us to now physically design, build, distribute and display those very parameters that create realities. Business and Technology also allow us to consciously decide what reality we would like to enter into and create from.

Technology is the capacity to infuse human intelligence and human awareness into matter. The pursuit of technology is the constant physical arrangement of matter around human intelligence to serve the purpose of furthering that intelligence. Business is uniquely suited to understand what consciousness is requiring for its continual evolution. Business is an organized collective structure, a network of networks, created specifically to provide the mechanism to design, build and distribute technologies to respond to an individual or collective needs, desires, dreams, intentions or playful impulse of self-exploration. Every step of the process: envisioning, designing and building product represents consciousness arranging itself to address the inherent evolutionary exploratory impulse of life.

The wider and deeper the consciousness of business, the more awareness is allowed to move through it. The level of mastery in creating, sharing and expanding technology directly impacts business's ability to expand the expression of consciousness. As businesses become aware of their magnificent evolutionary capacity (in addition to economic, social and world-wide service) our model inquires into what new products and services are being called forth to emerge to further human evolution? What new integral, conscious business structures, leadership, relationships, and economics are needed to further the function of business as a facilitator, creator, and enabler of consciousness?

(3) Model Details

Our model describes the nature and importance of the relationship between Consciousness, Business and Technology, as it relates to furthering the evolution of life and consciousness. The link between Consciousness, Business and Technology impacts the realities we create and experience allowing us to engineer the external manifestation of our individual and collective consciousness.

Consciousness is the basic element in all existence; an essence, a seed that permeates existence everywhere. Consciousness expresses itself in the manifest physical realm through matter and its extensions. Everything that exists is an expression of consciousness materializing itself into form. The universe as we know it expresses itself through constant arrangement of energy, matter and consciousness.

Technology is the intelligence and awareness allowing humans to actively and consciously (intentionally) infuse our accumulated individual and collective knowledge (intelligence) into form. A network of people develop algorithms and processes to express that technology in matter (materials, electronics, hardware, software, networks). Technology is limited by the consciousness of the individual member or collective intelligence developing it yet also a function of consciousness yearning to evolve. Technology is the physical arrangement of matter around intelligence to serve the purpose of furthering that intelligence or other intelligence.

Business is a collective structure organizing intelligence for creating technologies (products or services) that allows us to design, build, distribute and support those technologies. The products and services that businesses create are the physical expression of individual and collective needs. Business is the space in which a network of networks are formed and created specifically to provide the mechanism to create the technology to express consciousness (ex.: the body is the mechanism for humans to develop intelligence that expresses consciousness).

The human level of complexity and depth of vision has reached such a magnitude that collaborative intelligence sharing is paramount to the manifestation of designed technology (large high rises buildings include construction, engineering, materials, networking, IT; different expertise need to be coordinated to create and manifest a high rise, same for Air Space shuttles, super computers, etc). Collaboration orchestration is the exact purpose of a business.

Late in 2008, I attended a Madonna concert in the Oracle Arena in Oakland CA. The production and the experience of 10,000 fans attending a show that included multiple huge multi-media screens, audio and video, dance, music and performance and synchronization was incredible. My experience at the concert was very uplifting, because I was aware of all the elements and had an appreciation for all the businesses contributing to this 2 hour show; a network of networks learning to play together, to

coordinate, to master a level of local specific intelligence and cross-functional intelligence that knows itself.

When Apple Computers developed their new line of iphones and ipods they brought about a technology that addressed the human need to communicate, socialize and share experiences in a seamless, user friendly and fun way. This is an example of a well run business designing a product to fulfill an emerging human need. Every step of the process of envisioning, designing and building the product represented consciousness arranging itself to address human needs. The internet/social networking age has brought about the creation of a new reality of people communicating and sharing and experiencing their lives in a whole new way. This is to say that technology is what allows us to enter a new reality and create and live and generate from that place.

Business is one of the most dominant collective intelligences creating our reality today. Business and Technology coexist together allowing us to physically build and enter worlds that exist in the beauty of our internal world as our individual and collective internal experience. Imagination and desires feed the construction of the external physical matter. Technology is the capacity to infuse multiple human intelligences into matter (seemingly dead matter) as the external manifestation of our internal world. The model shows that physical matter itself is alive and can become animated through the application of hardware and software machines and information processing and programming. Businesses and technology are human created physical displays of consciousness.

Creativity is the force that allows us to learn more about the nature of the world we live in. The more we create the more we reveal the nature of the world, the more we can see how consciousness manifests itself.

The higher the consciousness of the business (just as the higher the consciousness of the body) the more awareness that can move through it; the deeper, wider, broader capacity it has to create, share and expand technology and therefore expand the expression of consciousness. Higher states of consciousness tend to be world-centric (and less ego power driven or socio-centric) and care and nurture all beings while doing so. Conscious Business is a business that is aware that (1) Consciousness permeates all life and (2) The purpose for it's existence (besides providing products or a services that address individual and social needs such as safety, food, shelter, transportation, media, communication, social networks, entertainment etc) is to expand the expression of consciousness on the planet. This is the next generation of business: conscious business aware of their magnificent capacity to design and further the evolution of consciousness.

Reality can be described as a function of: (1) Consciousness (awareness of awareness) (2) Energy (3) Physical Form/Matter (4) Perspective (of the entity experiencing awareness) (5) Number of dimensions of reality (6) Individual/collective patterns of intelligence developed in multiple dimensions and (7) Creativity: the probability of the emergence of intelligence into form. Everything that comes into existence has the capacity to enact consciousness into form (access and create realities) while maintaining awareness of our awareness and desire (focused energy) to do so.

Human beings (and all things) have had the capacity to form perspectives, create realities and communicate about that reality since the beginning of time. With the recent advance of business and technology and the recent advances in human awareness of human consciousness, we can physically design, build, distribute and display those very parameters that create realities. Business and Technology also allow us to consciously decide what reality we would like to enter into and create from.

Let us assume you want to make a chocolate cake, a simple and delicious chocolate cake.

You take the ingredients: CONSCIOUSNESS, ENERGY, and MATTER

CONSCIOUSNESS: is your idea for a chocolate cake. A spark of Creativity; a unique perspective in the subjective dimension looking to create reality .

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ENERGY: is the heat that will bake the cake and move the idea forward (every step of the way from vision to recipe to chocolate beans delivered to grounding the beans to the heat that will come from the oven). This ripple of energy starts a self-arranging emergence process from consciousness.

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MATTER: are the physical ingredients that make your cake... created through different arrangements and densities of energy morphing and changing as it plays and interacts with other forms to become a new form (abiding by the physical laws of the reality it is playing into).

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TECHNOLOGY: is the intelligence that catalyzes the baking of the cake...and human knowledge and consciousness into form.

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BUSINESS: is the owner of the bakery, the recipe creator, the manager of the process, the instigator of evolution.

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THE REALITY of experiencing a chocolate cake...of the process externally seen. A new experience called forth with awareness of our awareness to grow and evolve consciousness.

When we put all the ingredients together and bake our cake the quality and essence of our creation, with its tastes and textures, will depend on the amount of mastery and love we put into the process. A bakery, as a business, will be well served, as will the customers, if it focuses on engineering the technology as a master of architecting from a higher consciousness. This applies to all human creative processes.

Here are the assumptions to our model:

- 1) Consciousness is the most fundamental ingredient of the universe and it exists everywhere.
- 2) Consciousness can be self-aware or not self-aware.
- 3) Energy has two forms existence and non-existence.
- 4) The subject experiencing consciousness can have two perspectives conscious or unconscious.
- 5) Consciousness is unified, interconnected with no black holes or absence of consciousness.
- 6) Physical form/matter and patterns of emergence are similar in micro scale (sub-atomic) and macro scale (galactic, cosmic).
- 7) Reality begins with self consciousness and ends with the dissolution of the self.
- 8) There exists a movement toward furthering, deepening and widening creative life formation in infinite realities.
- 9) Individual and collective patterns in multiple dimensions form multiple self-learning intelligences such as mathematical, scientific, emotional, relational, music, dance, art, technology, psychic, intuitive.

10) There are an infinite number of realities existing inside of us and all around us at any given moment.

11) Thoughts, emotions, beliefs and intelligence systems, as they form in the individual and collective mind, body, spirit, heart and soul, in each perspective, influence how energy and consciousness arrange themselves into form in each reality.

12) All parameters dance together like a fluid ocean of networks of interconnected patterns to create realities.

13) Reality is created to experience itself and to become aware of experiencing itself. This experience is inherent in the consciousness “fabric” and consciousness “movement” toward expression, and reality creation.

14) Time is not linear. With appropriate learning we can enter into any reality (past, future, present) as we choose influencing and altering that reality.

15) Intelligence as a groove, pattern that is self learning.

16) The more inclusive the model of consciousness (to include multiple streams of individual and collective intelligence), the more validity the model has and the stronger the capacity to describe reality the model has.

17) Grow or die. We are here to evolve and bring about change.

Examples of intelligences that operate within each experiencing being:

[Heart intelligence] - represented through loving-kindness compassion.

[Mental intelligence] - represented through analytical, critical processes of the mind.

[Spiritual intelligence] - represented through dimensions higher than the 3 or 4 dimensions.

[Soul intelligence] - represented by inherent, essential soul “fingerprint” that exists in all things.

[Physical intelligence] - as represented by the matter or atomic or molecular interactive intelligence.

[Cultural intelligence] - as represented through multiple collective wisdoms emerging through new interactions, influences and relationships.

[Natural wisdom] - as represented in nature's Gaia (minerals, plants, animals); cosmic and galactic relationships.

New form of intelligence emerge every moment.

Consciousness Business and Technology:

Fascinating relationships are developing between technological collective intelligence, business intelligence and human reality. My experience is that businesses and technology are facilitators, creators, and enablers of consciousness emerging and expressing life. Businesses are one of the most dominant collective intelligences influencing our reality today and technology is the physical form of exchange, it is the means by which we exchange and expand intelligence and consciousness.

Every technology we have created is a reflection of our very own evolutionary human capacity. For example cars reflect human's capacity to travel through time and space based on desired speed. Phones reflect human's capacity to communicate with anyone anywhere at anytime with agreement of the two parties, space shuttle reflects our capacity to fly through space to other planets, Radio, TV and media reflects our capacity to broadcast ourselves anytime anywhere, Movies reflect human capacity to imagine, mock up realities, introduce those realities via stories and parallel scenes etc..

Internet, information technology and networking reflect our capacity to create, access and share information anywhere, with anyone at anytime. and the list goes on and on.. With this new evolutionary, co-creative consciousness, what is possible for us to evolve into? and how can businesses responsively, joyfully, and elegantly guide that conscious evolutionary process into higher, deeper, wider forms of life expression?

What are the technologies, business models and paradigms that are calling to be woven into the new emerging human consciousness ?

About Natalie Zeituny

Natalie The Modern Mystic is a pioneer and change-maker in the emerging field of Conscious Business. The construct of reality offered in this model has been influenced by her diverse personal and professional background encompassing science, systems thinking, Eastern and Western philosophy, Integral theory and Conscious Evolution, energy and the healing medicine, clairvoyant training, Akashic Records and Shamanic trans-states, sacred texts and poetry, yoga, manifestation theories and business and money management influenced by introspection, mysticism, meditative contemplation and revealed through art, mythology and ritual. Natalie works with individuals and organizations large and small, guiding them into broader levels of consciousness and alignment such that their unique creative and expressive well-being is manifested.

Her comprehensive guidance integrates a mind-body-spirit-soul approach to self, community and environmental awareness; embodying consciousness in the “Three P’s”: Conscious Paradigms, Conscious Principles and Conscious Practices.

Natalie holds a certificate in Integral Studies, a program co-produced by the Fielding Graduate University and JFK University, one of the world’s first accredited certificate programs based on the Integral Approach developed by Ken Wilber. Natalie is also a Certified Personal Coach with Landmark Education’s Self-Expression and Leadership Program, and has training in Akashic Records, Shamanism and Reiki. A dedicated Vinyasa Flow yoga practitioner she has recently completed training towards a yoga teaching certification.

Natalie the Businesswoman

In 2006 Natalie founded the Conscious Business Center (CBC), a visionary agency that partners with businesses, giving them the strategies, programs and systems they need to foster higher consciousness, environmental quality and human welfare as they build solid profit. Natalie has over 18 years' experience in business strategy, process management and technology implementation. In 2002 she founded NZ Consulting, a management-consulting firm that has successfully advised corporations such as Apple, Yahoo, Palm, Seagate, Network Appliance, Brocade, Altera, BEA and Safeway on how to improve corporate goals and technology solutions. Natalie is also author of “Climbing the Ladder of Business Intelligence” which outlines how businesses can attain high performance through alignment of people, process, and technology. A graduate of Technion Engineering University in Israel, Natalie now loves and lives in San Francisco, CA where she is a board member and advisor to several nonprofit organizations.

Natalie offers consultations, workshops, lectures and keynote presentations worldwide.

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