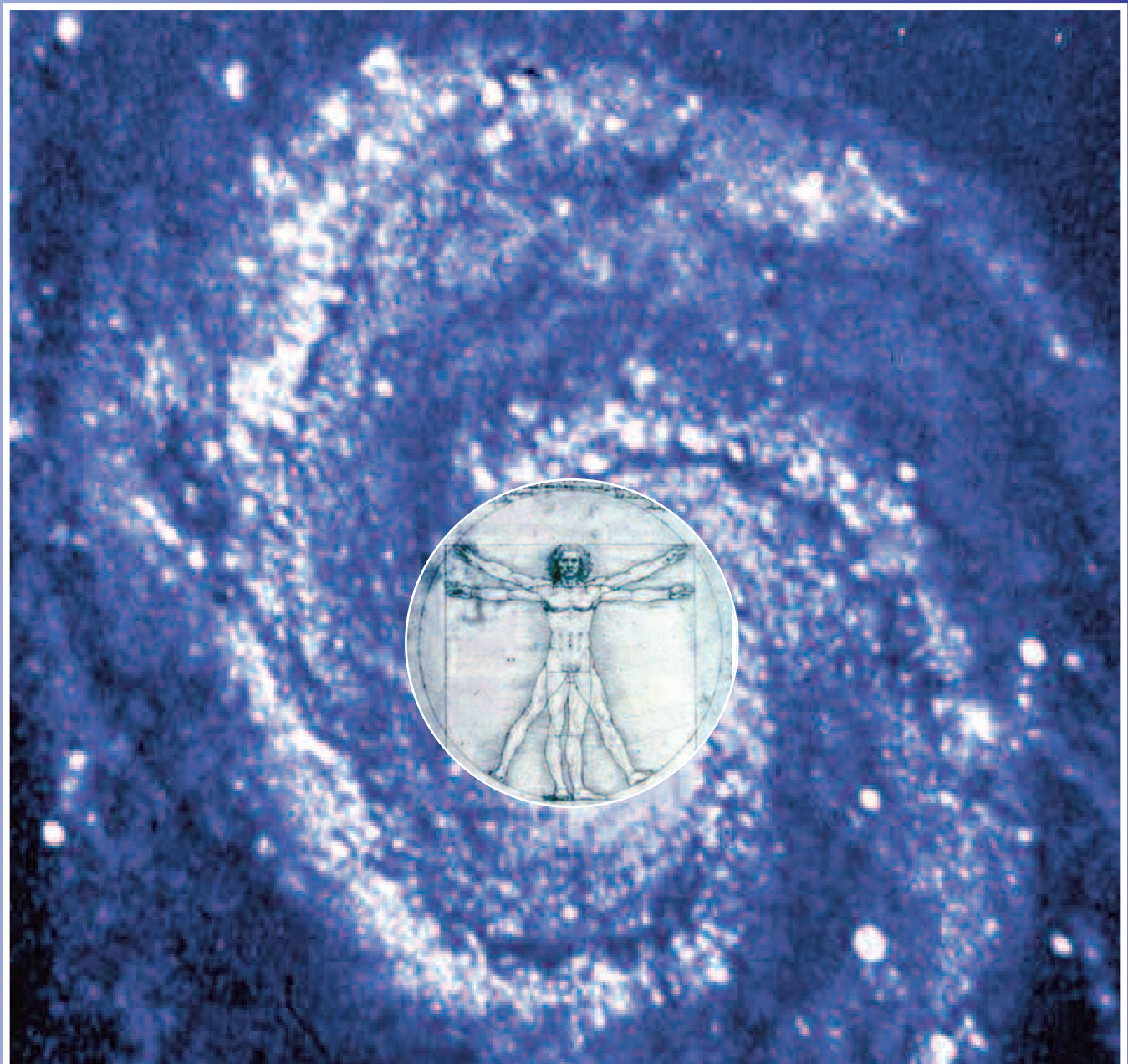




Center for Evolutionary Learning



*The evolutionary path to enlighten
Individuals, Organisations and Society*

What is CEL

The Center for Evolutionary Learning is a non profit global research network specialized in the study of how individuals and organizations learn to evolve towards ideal models of responsibility and sustainability in their identity and behaviour.

We envision a world where self-empowered individuals generate enlightened decisions, practices and initiatives within their organizations, for the benefit of all concerned stakeholders: financial investors, employees, business partners and communities.

Our aim is thus to contribute to the sustainable development of communities worldwide, by identifying the most effective learning approaches to improve personal development processes in entrepreneurs, managers and employees, working in private, social or public organizations.

What is unique about CEL

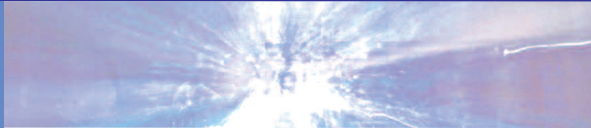
- CEL research has identified proven effective techniques that awaken the ability latent in every person to experience the transformational power of mental silence.
- CEL research shows that the experience of mental silence is associated with an improvement in:
 - physical and emotional well-being
 - responsible, long-term oriented, effective decision-making
 - leadership behaviour and personality traits.
- CEL research has been published in leading academic journals in management, neuroscience and medical science.

Where we are



The CEL network covers: Austria, Australia, Belgium, Bolivia, Brazil, Canada, China, Colombia, Czech Republic, France, Germany, Greece, Holland, Hungary, India, Italy, Malaysia, Mexico, Morocco, Russia, Slovenia, Singapore, South Africa, Spain, Switzerland, Turkey, Thailand, U.K., Ukraina, U.S.A., Venezuela.

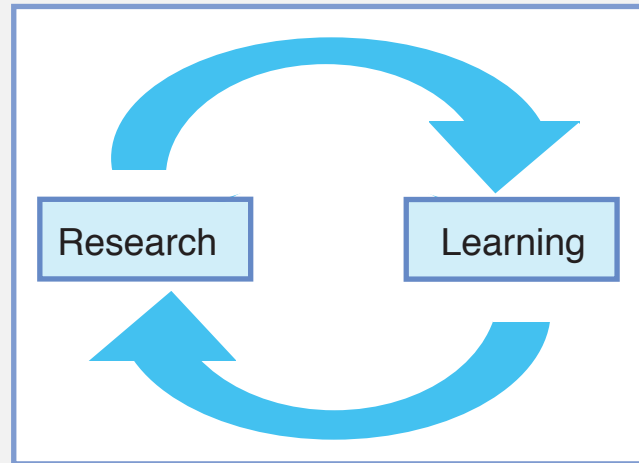
Research



The virtuous cycle of research and learning

The CEL approach supports an evolutionary cycle between research and learning that allows continuous transformational change:

- highest quality academic research identifies organizational needs
- customized learning programs are developed from research results
- post-learning assessments to measure effectiveness of the learning programs
- learning about organizational evolution nurturs highest quality academic research which in turn improves the design of learning programs.



Key insights from CEL research



Neuroscience. The experience of mental silence meditation is associated with high levels of emotional well-being and with the rebalancing of emotional and cognitive processes.¹

Medical science. Practitioners of mental silence meditation experience significantly lower levels of stress and enhanced mental and physical well-being compared to best available practices.²

Management. Managers exposed to meditation training show significant changes in their value system, emotional balance and decision-making patterns towards responsible behavior and higher levels of social consciousness.³

Selected publications

¹ Aftanas, Golosheykine, 2001. *Human anterior and frontal midline theta and lower alpha reflect emotionally positive state and internalized attention: high-resolution EEG investigation of meditation.* **Neuroscience letters.**

¹ Aftanas, Golosheykine, 2005. *Impact of regular meditation practice on EEG activity at rest and during evoked negative emotions.* **International Journal of Neuroscience.**

² Manocha, Marks, Kenchington, Peters, Salome, 2002. *S.Y. in the management of moderate to severe asthma: Randomized controlled trial.* **Thorax.**

² Harrison, Manocha, Rubia, 2004. *S.Y. Meditation as a family treatment programme for children with attention deficit-hyperactivity.* **Clinical child psychology and psychiatry.**

³ Chritelli, Schneider, Zollo, 2008. *The psychological antecedents to socially responsible behaviour.* **European Management Review.**

³ Zollo et al, 2007. *Understanding and responding to societal demands on corporate responsibility (RESPONSE).* **Final report, EU Commission.**

Learning

CEL researchers are interested in the study of evolutionary learning processes at the individual, organizational and societal levels.

To this end, we propose a partnership with all organizations and institutions interested in achieving a sustainable economic, social and



environmental performance for all stakeholders.

The achievement of this ambitious goal requires a thorough investigation into personal and organizational processes to establish and nurture social and environmental consciousness in people, practices and partnerships.

A research oriented approach to evolutionary learning

At CEL, we do not believe in developing general management programs to be offered as "one-size-fits-all" solutions. Our aim is to construct the most appropriate interventions with, and for, your organization. We have thus designed a three-step process to meet both your organizational development goals and our research objectives.

DIAGNOSE. In a first phase we propose to conduct a diagnostic study of the psychological and ethical profile of a representative sample of employees and managers. On this basis, we produce a confidential report and propose an action plan.

EVOLVE. In the second step CEL coordinates a set of jointly designed, training, coaching or change interventions, which will deliver the personal development outcomes identified in the Diagnose phase.

IMPACT. The final step consists in repeating the same procedure followed in the Diagnose phase to analyse the impact of the intervention conducted in the Evolve phase. The final report can include, if desired, a benchmark analysis vis-a-vis the CEL data base.

4 E's to EVOLVE

EXPERIENCE: perceive the physical and psychological benefits connected to the practice of mental silence meditation and awakening of inner power.

ENQUIRY: on the basis of the insight gained from the experience, a deep introspection practice will facilitate the discovery of the root causes of individual and collective shortcomings.

ELEVATION: raising the personal and collective aspirations to contribute to societal development and well-being. Define a concrete plan of action to implement the required change in values and habits.

ENACTMENT: the process through which the action plan is carried out and the positive impact on individual, organization and societal well-being is enjoyed.



Working with CEL



CEL works with a wide variety of organizations:

- Corporations
- Public Administration
- Institutions and NGOs
- Educational institutions:
 - Business schools
 - Management training centres
 - Universities
 - Schools for lower and higher education

Members of the CEL network have worked with several large organizations including:

Large Multinational Companies:

BOSCH; IBM; Microsoft; Shell

Public administration:

Government of Bulgaria; Government of Latvia

International Institutions:

European Union; United Nations

Educational Institutions:

Bocconi University, Italy; INSEAD, France; Central University of Venezuela; University of Economics in Vienna, Austria.

Interventions



CEL designs and coordinates the delivery of a wide variety of training, coaching and change interventions each tailored to our partners' needs

	Individual	Organizational	Societal
Objectives	<ul style="list-style-type: none"> ■ Develop social consciousness 	<ul style="list-style-type: none"> ■ Integrate sustainability in strategies and practices 	<ul style="list-style-type: none"> ■ Enhance sustainable development and well-being
Measures	<ul style="list-style-type: none"> ■ Psychological profile ■ Decision-making scenarios ■ CSR survey 	<ul style="list-style-type: none"> ■ Economic, social, environmental performance ■ Stakeholders' satisfaction 	<ul style="list-style-type: none"> ■ Economic and social development of communities ■ Quality of the natural environment
Programs	<ul style="list-style-type: none"> ■ Personal Evolution ■ Well-being and Health ■ Responsible management ■ Enlightened Leadership 	<ul style="list-style-type: none"> ■ Sustainable growth strategies ■ Corporate responsibility ■ Creativity and innovation ■ Enlightened culture 	<ul style="list-style-type: none"> ■ Stakeholder alignment and engagement ■ Private Public Partnership (PPP) ■ Multi-stakeholder negotiations and cooperation



To contact the CEL representative nearest to you please:

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or visit our website at: www.evolutionary-learning.org

CEL Research board



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Simon Golochevskine, Senior Researcher, Dep. of Psychiatry, Washington University, U.S.A.

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Ramesh Manocha, Senior lecturer, Department of Psychological Medicine, University of Sidney, Australia

Prof. Manuel Antonio Marina-Müller, Dean Central University of Venezuela

Prof. Katya Rubia, Psychiatry, King's College, Institute of Psychiatry, London, U.K.

Prof. Maurizio Zollo, Management and Director Center for Research in Organization and Management, Bocconi University, Italy

ON THE QUALITY OF THE RESEARCH:

"We have had high expectations of Project RESPONSE and we have not been disappointed. The findings themselves have great value and should provide a sound evidence base for companies to combine a progressive approach to sustainability with high performance and competitiveness." (Gunther Verheugen, Vice-President, European Commission)

"Project RESPONSE has been the most comprehensive CSR study ever done in terms of its research design. We especially applaud the innovative, collaborative design and governance, and getting both the outside in/inside out view of all the stakeholders engaged." (Gilbert Lenssen, President, European Academy of Business In Society)

ON THE IMPACT OF CEL PROGRAMS:

"I have been impressed by the unsolicited feedback I received from Microsoft employees and managers who took part in the meditation training programs: they all speak of a significant improvement in their quality of life and well-being, expressing gratitude for the valuable experience that they were offered." (Jean-Philippe Courtois, Microsoft International)

In a recent CEL program on negotiation strategy for Shell, 100% of participants claimed that they would recommend the program to their colleagues. Many of them described the program as a "life-changing experience".