

Liberty in business

Who are we?

Liberty in Business is an action research group of six individuals from four international regions — South Africa, Israel, USA, and Switzerland. We are an initiative of the World Goetheanum Association.

We help business leaders navigate through the growing complexities and challenges of business in the current times. We do this by bringing our research from Steiner's Threefolding and Anthroposophy and use this to unleash more of what you already do but with more awareness and focus. This focus and awareness is directed to the fact that business only happens where people congregate. No people, no provision of goods and services for trade. Anything living is reproduced from seeds. What is the seed of any business? Surely each of us human beings are the 'seeds' of our businesses. Take us out and the business dies. The question must then be as to how can we come into contact with what makes this seeding possible and how do we engage it better? In this way we help our partners and collaborators in their real-world business contexts.

Mission and Purpose:

Liberty In Business exists to bring the knowledge and value of the 'seed capacity' for the economic activities in the world to the consciousness of business people. This seed capacity has been and is the source of all business. All forms of spiritual and cultural initiatives, termed the liberty sphere, nourish the people of the economic sphere and so make it more productive.

Moreover, we believe the specific richness of Anthroposophy can help business leaders not only improve both their relevance and efficiency in the marketplace, but also find greater purpose in their work by supporting the higher potential in each human being who is involved in the business – the two are inseparable.

The research component of our work is to test and refine the application of Liberty In Business in the real world of economic imperatives and challenges.

We believe the application of our human centered concepts and remedies will result in better outcomes for businesses across the board; from healthier culture to more profitability. However, our mission is also a social one: to improve the lives of business leaders, their employees, and the general society by applying the wisdom

of threefolding and human centered ways of doing business — and to see this spread and propagate as an antidote to the increasing dehumanization, and waste of resources, of and in society today.

Who we help

Any sized business can benefit from the disciplines and remedies we can provide — from a small business with only a few employees to an international corporation with thousands.

We are looking for partners who wish to humanize their companies and are inspired to make a social and economic impact both within their companies and in the world. Previous knowledge of Anthroposophy and threefolding is not required.

What it looks like to work with us:

Our approach is like a combination of advisory, ongoing dialogue, and fellowship. We begin with exploratory conversations to see what is needed and how we can help. We can then propose a plan of action for our work together.

In essence what we do is add key concepts that need to be used to bring out the real essence of economy and business and how this is related to what we really are as human beings and then to connect these for betterment.

We are not consultants. Consultants are outside interventions and often don't add any seed power to the people of the business who are the seed power of your business. We partner with businesses to discover and unlock their own seed power.

Contact:

*South Africa: David Wertheim Aymes, Bosun Group dwa@bosungroup.co.za,
Chandre Wetheim Aymes cwa300@gmail.com*

Israel: Omri Elad, Adam Center for Social Developmen, omrielad@yahoo.com; Sarit Jacob, Adam Center for Social Developmen, e_zoon@netvision.net.il

USA: Louisa Barnum, Magenta, louisa@magenta.fm

*Switzerland: Andrea Valdinoci, World Goetheanum Association,
association@worldgoetheanum.org*