

Chapter 10

Mindfulness Business Principles: Producing Outstanding Value and Encouraging Community Connections

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ABSTRACT

There is an unprecedented pressure that both individuals and businesses endure, especially when considering changes and challenges brought by the COVID-19 pandemic and the COVID-19 crisis. Mindfulness seems to become an integrated part of people's lives, in the attempt to be more concentrated on their daily tasks, more focused on living in the present moment, more determined to eliminate anxiety and stress. In like manner, mindfulness in business seems to become a key solution to stronger entrepreneurship and highly successful workplace relationships. Thus, the new economy, the knowledge-based economy, centers its attention on the powerful links and opportunities that may be encountered between well-being, mental health, and mindfulness, seeking a way to create valuable mindfulness business principles, capable of producing outstanding results, empowering people, facilitating cooperation, allowing good governance, inducing corporate social responsibility, fostering community connections, enabling competitiveness, and supporting sustainability, development, and environmental balance.

INTRODUCTION

These days, “making the most of the knowledge economy” – considered by renowned specialists worldwide “the main driver of global growth in the future”, represents the key to a bright future (Organization for Economic Co-operation and Development (OECD), 2014, p. 6). Hence, countries’ attention should focus intensely on accelerating the process of global integration by taking into consideration pivotal elements among which could be brought into discussion the following ones: (a) furthering “multilateral trade and investment agreements and pursue migration policies”; (b) centering on ensuring productivity and facing

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“demographic shocks” with the aid of “social insurance reforms” strong enough “to maintain labor supply”; (c) addressing the issues arising from the “strong demand for education and skills”, which leads to the importance of long-life-learning programs, workshops and training sessions; (d) favoring creativity, innovation, research and development, in order to enable organizations to develop at a fast pace and be capable to adapt successfully to the new marketplace trends; (e) aiming “cross-country mobility”; and (f) concentrating on ensuring well-being, prosperity, sustainability, environmental balance and climate change mitigation (Organization for Economic Co-operation and Development (OECD), 2014, pp. 6-7) (see Figure 1. Characteristics, challenges and solutions in the knowledge economy).

Figure 1. Characteristics, challenges and solutions in the knowledge economy
Source: the author



In continuation to the aspects mentioned above, the European Union (EU) document on the “European pact for mental health and well-being”, acknowledges “the importance and relevance of mental health and well-being for the European Union, its Member States, stakeholders and citizens”, adding that “mental health is a human right. It enables citizens to enjoy well-being, quality of life and health”, since “it promotes learning, working and participation in society” (European Union (EU), 2008, p. 2). What is more, as highlighted at the EU High-Level Conference “Together for mental health and well-being”, that took place in Brussels, on the 12th and the 13th of June 2008 (European Union (EU), 2008, p. 2): “The level of mental health and well-being in the population is a key resource for the success of the EU as a knowledge-based society and economy. It is an important factor for the realization of the objectives of the Lisbon strategy, on growth and jobs, social cohesion and sustainable development.” Hence, based on recent statistics, it was noted that there is a critical “need for a decisive political step to make mental health and well-being a key priority”, while “action for mental health and well-being at EU-level needs to be developed by involving the relevant policy makers and stakeholders, including those from the health, education, social and justice sectors, social partners, as well as civil society organizations” (European Union (EU), 2008, p. 3).

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