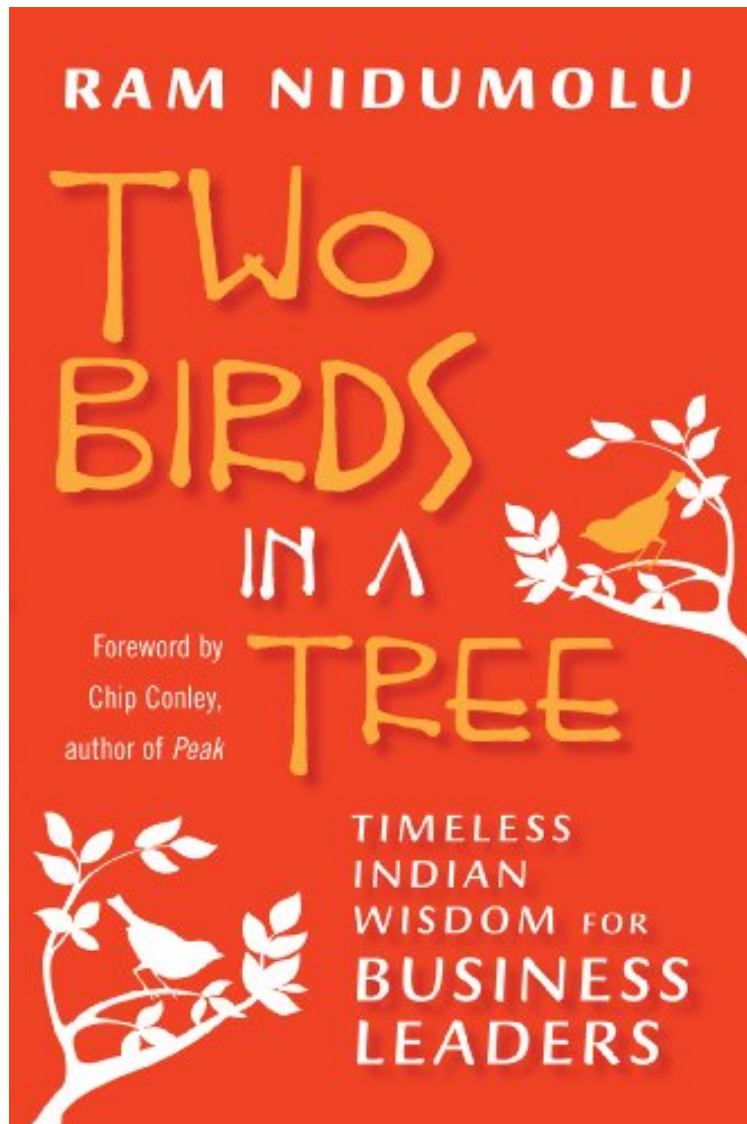


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Two Birds in a Tree: Timeless Indian Wisdom for Business Leaders

Ram Nidumolu

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Ram Nidumolu : Two Birds in a Tree: Timeless Indian Wisdom for Business Leaders before purchasing it in order to gage whether or not it would be worth my time, and all praised Two Birds in a Tree: Timeless Indian Wisdom for Business Leaders:

0 of 0 people found the following review helpful. A Timeless Must-Read for Leaders in Business and Society By Ian Browde Two Birds in a Tree is first and foremost a book about how wisdom is now becoming a prerequisite for leadership in the modern world. With his book about Being-centered leadership - where leaders recognize their own being in the context of all Being, now and then (back and forward), and aspire to growing their organizations to a higher state of being - Ram Nidumolu takes us on a delightful literary journey that is educational, directional and

inspiring. After almost 30 years in business in Silicon Valley, I can say that *Two Birds in a Tree* is a must-read for both new emerging leaders as well as those who have been at it for decades. Well done Ram and thank you! 0 of 0 people found the following review helpful. Could have been much more deeper and rigorous about his concepts, and probably a simpler writing style..By Deepak ShagrithayaI didn't quite like the writing style. Didn't engage me, and had to drop off reading several times. Also, I don't think there was adequate depth in the examples being taken to explain the ideas he was referring to. I was just coming off reading *Good to Great* for the nth time, and couldn't but feel disappointed at the superficiality and writing style.0 of 0 people found the following review helpful. More Timely than Ever!By Dr. Charles M. SavagePerhaps more timely than ever, Ram Nidumolu's *Two Birds in a Tree*, seems to have awoken in 2013 a momentary sense of excitement for a totally different approach to business leadership. Recent discussions of the choice to call our current era the Anthropocene touch on Nidumolu's themes. In arrogance, can we humans use our "technology" to "fix" our environmental shortsightedness? Or in humility, need we reconnect with NATURE, including our own HUMAN NATURE (the point of Nidumolu's book)?For a Western Mind, schooled in "objective reality," it is next to impossible to grasp the wisdom of which he is talking. For over a year, I struggled to not only understand the insights of the Upanishads, but to begin to grok them. So much of what we know gets in the way of exploring the unknown and the unknowable. Our schooling gives us the false sense of confidence that we know, yet leaving us ignorant of our own ignorance.Our five senses are so very noisy, overwhelming us with fragmentary data. Caught in the prison of the present, we often fail to see life's unfolding over time, enriched by the insights of the past and the challenges of the future. The noise of the present drowns out the deeper rhythm and texture of life itself, where all humans share life's vital energy (what he calls Being). The light of this energy in our hearts allows each of us to bring a unique contribution to the larger whole.In our Industrial Era we envisioned our minds like machines, and we've seen one another as cogs messing together. In moving to the Digital Era, confronted by VUCA, volatility, uncertainty, complexity and ambiguity, as it manifest itself in AI, the Internet of Things and Big Data Analytics, we need to connect with one another in deeper ways if we are to co-create a wiser future. For this to happen, we may need to leave our arrogance of SMART and learn the humility of the WISE?As we remember, Gandhi mobilized an entire nation around the notion of non-violence (ahimsa). What if we were to realize that our own violence to one another and nature were to make it impossible for us to live on our dear planet for the next 500 to 800 million years (before water leaves us)? Reconnecting with our Two Birds can energize us with the insights and drive to bring out so much more of life. The wisdom of the Rishis was not just for India, but a gift for us all, bringing hope in a time of profound confusion. It seems the wonderful spirit of the teenager, Nachiketa, is inspiring Ram in his Me-We Project at the Kozmetshy Global Collaboratory at Stanford. Might we all benefit from this!

The Higher Reality of BusinessThe health of business is inextricably linked with the health of humanity and nature. But our current approaches to leadership treat business as entirely separate—and the result has been recurring economic, environmental, and human crises. In this extraordinary book, Ram Nidumolu uses evocative parables and stories from the ancient Indian wisdom texts, the Upanishads, to introduce Being-centered leadership. This new kind of leadership is anchored in the concept of Being, the fundamental reality that underlies all phenomena. Being-centered leaders are guided by an innate sense of interconnection—the good of the whole becomes an integral part of their decisions and actions. Using the experiences of over twenty trailblazing CEOs, as well as those from his own life, Nidumolu describes a four-stage road map every aspiring leader can use to reconnect business to the wider world—to the benefit of all.

"This book provides a timely -- and eloquent -- reminder that business does not operate in a moral vacuum and that tomorrow's business leaders will need to be driven by a deeper sense of purpose. After reading it, no one can doubt that business can -- and should -- become a giver and not a taker in a system that gives it life in the first place." --Paul Polman, CEO, Unilever "Two Birds in a Tree beautifully describes principles that enable leaders to give back to humanity and nature while running successful companies. It is a book filled with wonderful images and stories, both ancient and modern, that are worth savoring." --Casey Sheahan, CEO, Patagonia "Two Birds in a Tree helps open up our minds to the importance of leadership that is anchored in our interconnection. As leaders, we need to listen more deeply to each other, find purpose in our work, and commit to making a positive change in the world." --Eileen Fisher, founder and CEO, Eileen Fisher, Inc."If we are to make a transition to a humane world where business restores equality, ecology, and equanimity, it will be based on the principles revealed in our ancient collective wisdom as so beautifully portrayed herein." --Paul Hawken, author of *The Ecology of Commerce* and *Blessed Unrest* "Through an illuminating journey into ancient Indian wisdom, *Two Birds* describes a new type of leadership that can help us manage our businesses successfully and sustainably, rather than at the expense of the planet and people. It beautifully shows that the true sustainability of humanity is actually a matter of the heart and mind, compelling us to act consciously for the future rather than continuing to ignore today's realities." --Jochen Zeitz, Director, Kering; former Chairman and CEO, Puma; and cofounder of The B Team "Two Birds provides unique insight about the balance

needed between our roles in meeting the financial goals of our business and in improving society. The reader can quickly identify with each bird and the branches we all navigate in our career and personal lives to enable continuous learning and adapting." --Kevin Kramer, President of Wiring Division and Vice President, Stoneridge, Inc. "Ram Nidumolu has done a beautiful service by reintroducing us to the ancient wisdom of the Upanishads. Far from being out of date, this wisdom is a contemporary, brilliant lamp that both exposes our current destructive ways and illuminates the way out of this perilous time. For those who yearn to offer meaningful leadership in service to this time, this book offers clear guidance." --Margaret J. Wheatley, author of *Leadership and the New Science* and *So Far from Home* "A brilliant and inspirational look at how business -- which today controls global economics and politics -- can fix the messes it created. *Two Birds* encourages those responsible, now and in the future, to take the reins of leadership and truly lead." --John Perkins, author of *Confessions of an Economic Hit Man* "Those who read Ram Nidumolu's remarkable book on the future of leadership will find a deep well of inspiration and wisdom. Both are things they desperately need at a time when so many of them are being forced to draw on their deepest selves to provide their people with purpose and a sense of direction." --John Elkington, cofounder of *SustainAbility* and *Volans* and author of *The Zeronauts* "Nidumolu's use of the Upanishads weaves an ancient story about Being that is still deeply relevant today but has been hidden by our Western ways of thinking. Being must be reawakened if we are to find our way out of the havoc our thinking has produced." --John Ehrenfeld, former Director, MIT Program on Technology, Business, and Environment, and coauthor of *Flourishing* About the Author RAM NIDUMOLU is a celebrated entrepreneur, business scholar, and student of Hindu scripture. He was lead author of the 2009 Harvard Business cover story "Why Sustainability Is Now the Key Driver of Innovation" and has also written for *Stanford Social Innovation*. He served as an assistant professor at Santa Clara University and University of Arizona. He has founded and led two companies since leaving academia, *Gandiva* and *InnovaStrat*, and is currently CEO of the latter. Nidumolu recently served as research director of the Corporate Eco Forum, speaks frequently to business audiences, and continues to teach classes at the University of California, Berkeley, UC Santa Cruz, and the Institute for Transpersonal Psychology.