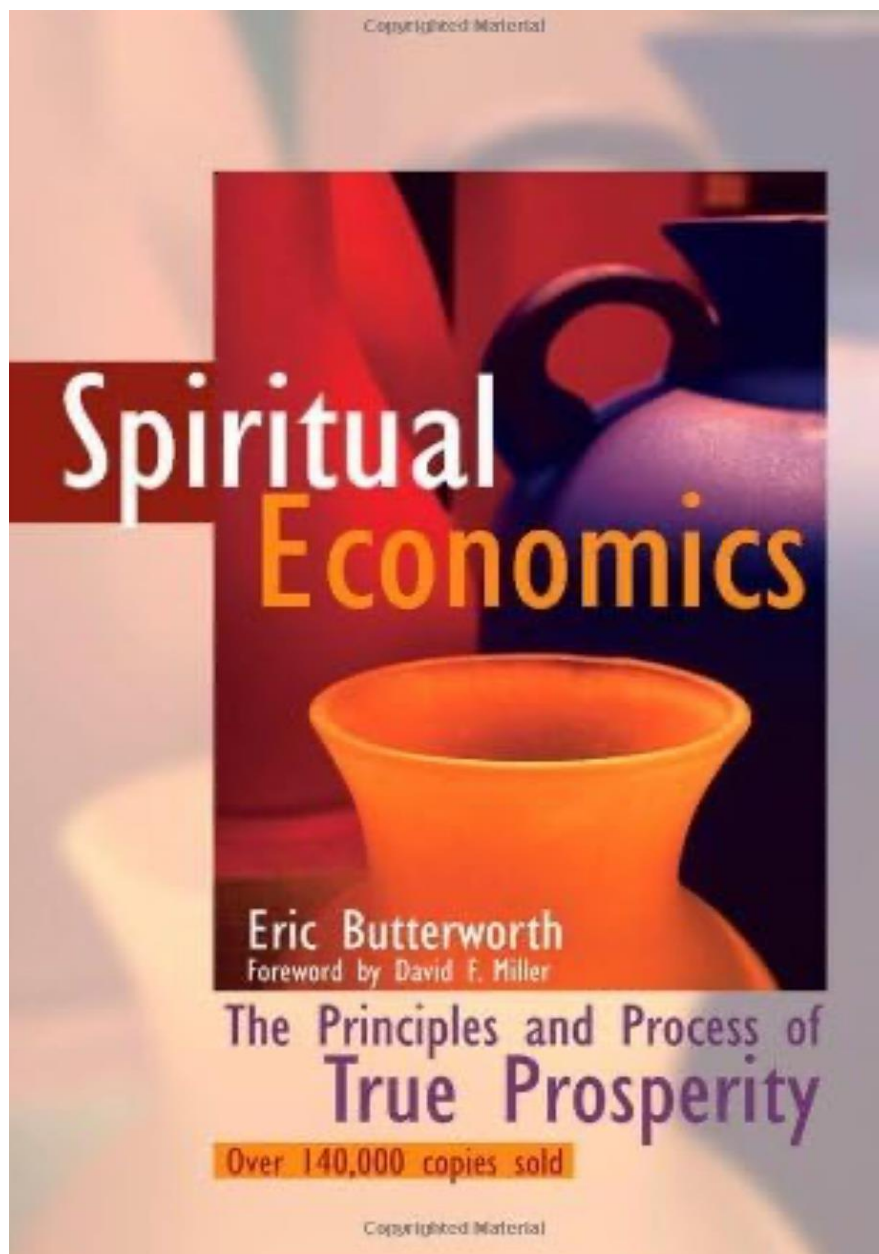


Summary of Spiritual Economics by Eric Butterworth

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Eric Butterworth's *Spiritual Economics* offers a profound exploration of how spiritual principles can be applied to economics and financial well-being.

The book encourages readers to shift from traditional views of scarcity and competition toward an abundance mindset, where the key to prosperity lies in our consciousness rather than external circumstances. Butterworth emphasizes that wealth and success come not from the external world but from within, and when we align our thinking with higher spiritual principles, we unlock the flow of abundance.

The central message is that prosperity is a state of mind, and by changing our inner attitudes about money, success, and resources, we can alter our external reality. Butterworth believes that spiritual laws govern the economic world just as much as they govern personal lives. These laws, when understood and applied, can lead to both personal and collective prosperity.

Key Concepts from Spiritual Economics and Their Modern Applications

1. Consciousness of Abundance vs. Scarcity

Concept: Butterworth highlights the need to shift from a mindset of scarcity—the belief that there are limited resources and opportunities—toward an abundance consciousness. He argues that the universe is inherently abundant and that we can access this abundance by aligning our thoughts with prosperity.

Application in Today's Business World: Many businesses today are realizing the power of abundance thinking. Instead of focusing solely on competition and finite resources, companies are embracing collaboration, innovation, and long-term thinking. For example, Airbnb and Uber adopted a sharing economy model that thrives on the idea of abundance, leveraging existing resources (homes, cars) and connecting people globally for mutual benefit.

Web Reference:

1. <https://www.forbes.com/sites/simonmainwaring/2013/11/12/how-airbnb-and-uber-are-changing-the-world/>
2. <https://www.fastcompany.com/40442895/how-the-sharing-economy-became-the-new-normal>

2. The Law of Circulation

Concept: Butterworth introduces the Law of Circulation, which states that giving and receiving are two sides of the same coin. Prosperity flows when we freely give of our resources, time, and talents without fear of lack. He encourages people to give generously, as this opens the flow for abundance to return in unexpected ways.

Application in Today's Business World: This concept is clearly visible in businesses practicing corporate social responsibility (CSR). Companies that give back to communities often see a return in terms of brand loyalty, customer trust, and long-term profitability. TOMS Shoes, for example, built a successful business model based on the idea of giving. For every pair of shoes sold, TOMS donates a pair to a person in need, thus creating a flow of prosperity through giving.

Web Reference:

1. <https://www.toms.com/us/m/impact>
2. https://www.csrwire.com/press_releases/43578-toms-shoes-company-demonstrates-continued-commitment-to-social-responsibility

3. True Source of Wealth

Concept: Butterworth teaches that the true source of wealth lies within us, not in external factors. He explains that wealth is not limited to material possessions but includes the intangible aspects of creativity, intelligence, and personal energy. When we recognize that wealth originates in our own mind and spirit, we can manifest it in our external world.

Application in Today's Business World: Businesses that focus on innovation and creativity rather than just material resources often experience long-term success. For example, Apple continually taps into the creativity of its workforce to produce groundbreaking products, focusing not just on the bottom line but on innovative thinking. Apple's success stems from its culture of creativity and continuous improvement, which aligns with Butterworth's ideas about the true source of wealth.

Web Reference:

1. <https://www.apple.com/leadership/>
2. <https://hbr.org/2012/08/why-apple-is-a-great-innovator>

4. The Power of Gratitude

Concept: One of Butterworth's key teachings is the transformative power of gratitude. He emphasizes that gratitude is not just a response to receiving something, but a proactive state of mind that attracts more good into our lives. By being grateful for what we have, we activate the law of attraction and invite more abundance into our experience.

Application in Today's Business World: Many successful leaders and companies cultivate a culture of gratitude as a way to enhance employee engagement and satisfaction. Companies like Zappos prioritize expressing appreciation to their employees, which in turn increases job satisfaction, productivity, and loyalty. By fostering gratitude, businesses create a positive work environment where everyone feels valued, which leads to higher performance and long-term success.

Web Reference:

1. <https://www.zapposinsights.com/about/culture-book>
2. <https://www.forbes.com/sites/karlmoore/2014/12/09/gratitude-as-a-business-strategy-how-to-be-grateful-in-your-business-life/>

5. Visualization and Affirmation

Concept: Butterworth teaches the power of visualization and affirmation in creating prosperity. He explains that by visualizing success and affirming abundance, we align our subconscious mind with our desires, enabling us to manifest our goals more easily. This is based on the spiritual principle that our thoughts create our reality.

Application in Today's Business World: Visualization is a powerful tool used by many successful entrepreneurs and companies. Oprah Winfrey, for example, has frequently spoken about using visualization and positive

affirmations throughout her career. Many businesses incorporate goal setting and vision boards into their strategic planning, helping to clarify objectives and align everyone toward a common vision.

Web Reference:

1. <https://www.success.com/10-visualization-techniques-to-help-you-achieve-your-goals/>
2. <https://www.oprah.com/inspiration/how-oprah-winfrey-uses-vision-boards>

6. The Myth of Competition

Concept: Butterworth challenges the belief in competition as a necessary part of economic success. He explains that competition fosters fear, scarcity, and rivalry, which ultimately limits prosperity. Instead, he encourages cooperation and collaboration as more effective paths to success, where all parties can thrive.

Application in Today's Business World: Businesses today are shifting toward collaboration and partnerships rather than focusing solely on beating the competition. The rise of the sharing economy is an example of how companies can work together for mutual benefit. For example, Spotify collaborates with multiple tech companies, artists, and advertisers to deliver value to customers, leveraging partnerships to grow rather than focusing on outcompeting rivals.

Web Reference:

1. <https://www.theatlantic.com/technology/archive/2019/06/spotify-streaming-future/592768/>
2. <https://hbr.org/2020/01/the-collaboration-blind-spot>

7. Work as Creative Expression

Concept: Butterworth redefines work as a form of creative self-expression. He argues that work should not be viewed as a means to an end (i.e., earning money) but as a way to contribute to society and express one's unique talents. When we approach work with the mindset of creativity and contribution, we open the door to greater prosperity and satisfaction.

Application in Today's Business World: Companies that encourage creativity and allow employees to express their individuality tend to foster innovation and higher levels of engagement. Google, for instance, has implemented the "20% time" rule, where employees can spend 20% of their time working on projects they are passionate about. This approach has led to some of Google's most successful innovations, including Gmail.

Web Reference:

1. <https://www.forbes.com/sites/niallmccarthy/2018/02/27/how-google-employee-benefits-compared-with-facebook-apple-and-others-infographic/>
2. <https://www.fastcompany.com/3042040/the-google-way-how-google-manages-innovation>

Conclusion: Applying Spiritual Economics in Business Today

Eric Butterworth's Spiritual Economics offers timeless insights into how we can approach wealth, prosperity, and success through spiritual principles. His teachings encourage us to see wealth as something that begins in the mind and spirit, with prosperity flowing from our alignment with spiritual laws like abundance, circulation, and gratitude.

In today's business world, these principles are more relevant than ever. Companies that prioritize giving, collaboration, sustainability, and employee well-being are thriving in a marketplace where consumers and workers value ethics and purpose as much as profits. By applying the teachings from Spiritual Economics, businesses can create environments of abundance, foster strong relationships with stakeholders, and ensure long-term success—both financially and spiritually.

Web References:

1. <https://hbr.org/2020/10/what-leads-to-sustainable-business-success>
2. <https://www.forbes.com/sites/ashoka/2017/12/21/spirituality-in-business-how-can-organizations-work-from-the-heart/?sh=550f97b35421>
3. <https://www.inc.com/guides/2010/06/why-corporate-social-responsibility-matters.html>