Inner Work

Works for Companies
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Chapter 1

OUR CHALLENGE

The world faces major challenges today - from climate change to terrorism - that leave many of us feeling overwhelmed, and anxious. Not knowing what to do about the serious threat to our people and planet, yet being inundated through social media with news and images of violence and destruction, many of us are left feeling anxious, depressed and apathetic.

Our innate human need for change and for connection grows with the increased inequality and injustice that we see.

— How can we better connect with ourselves and others? How can we find our way to positively impact our immediate and broader environment?
Chapter 1

OUR SOLUTION

During the past half century, so much has been learned about how armed violence and destruction can be prevented, that we as a human race now know what needs to be done – on local, national and international levels - to bring about a safer world for everyone. From global corporations and international organisations to locally-led peacebuilding, we know what works, how much it costs, and who can do it. This is set out in the book *The Business Plan for Peace*, published to international acclaim in 2017.
Chapter 2

OUR PROPOSITION

YOU

“A great human revolution in just a single individual will help achieve a change in the destiny of a nation and further, will enable a change in the destiny of all humankind”
- Daisaku Ikeda -

Developing a practice that enables you to know yourself, change those aspects that hold you back and enable you to treat others better, will accelerate and enhance your effectiveness in your community, your place of work, and in your role in the world.

— This is what we call inner work.
OUR PROPOSITION

COMPANIES

People across the world are looking for ways to add more meaning to their lives. One of the most obvious places to add meaning is in the way we work.

For companies, it is both an opportunity and a responsibility to offer their employees the skills they need to grow. By offering courses to guide them on their inner work, people will be able to realise meaning and purpose at work and be aligned to their values.

— This is how inner work leads to harmonious relationships and sustainable innovations.
Chapter 2

OUR PROPOSITION

THE WORLD

The sphere of influence for corporate leaders, policy makers and heads of state is significant. The impact therefore of developing a practice of inner work can be considerable. For leaders to make decisions based on deep self-knowledge, together with a strong sense of connectedness with others and with the planet, will better enable companies to create long term value for society and be a positive force for change in the world.

Inner work can also support companies to clarify their role in the global prevention of conflict and their contribution to sustainable development - which, as well as economic development, must include social justice and a sustainable environment.

— From inner work to outer effectiveness.
Chapter 3

OUR PURPOSE

Our purpose is to help individuals, companies and governments to develop the inner tools to work together more harmoniously - and consequently more effectively in the world. One of the ways we do this is by offering workshops, courses and training programmes.

Based on Dr. Scilla Elworthy’s book The Business Plan for Peace, the training courses our teams offer to companies and their employees enable them to further develop their skills for inner work.

The result is a measurable decrease in stress levels and an exponential increase in effectiveness both in the work place and in the broader environment.

Working with us, and using the benefit of our international experience, will help lead to wiser more grounded decisions and provide the catalyst for an essential turning point on your company’s transformative journey.

— Humanity has to be at the core of the business world.
The skills we offer are derived from our experience in the transformation of violent conflicts around the world.

All our work is informed by our direct engagement with local level initiatives for building peace, as well as facilitating negotiations on some of the most serious global challenges.

Our current focus is on two pressing issues: supporting governments to develop conflict prevention budgets, and promoting divestment of funds from weapons production and trading.

When inner work becomes the new habit for CEOs, policy makers and global leaders, a world where there is no need for war becomes possible.

— *Inner work provides the keys to a safer world.*
Our Purpose

CONFLICT PREVENTION

We are all affected by conflict. We can manage and transform it in our own lives through our inner work. There are also proactive ways in which we can help to question and defuse conflict more broadly: You can find out if your country has a budget for the prevention of armed conflict. If not, why not? Prevention is cheaper and more effective than your country becoming involved in an armed conflict.

Companies can also play a role. They can encourage and establish inner work opportunities for staff. Managing conflict effectively in the workplace will increase innovation and productivity.

If a conflict were to erupt in locations where you have branches/offices, consider planning in advance how you might support locally led prevention efforts.

Taking a longer term view, it may be valuable to prioritise planning for conflict prevention and how it might be profitable.

— Humanity is evolving into a far more empathic society.
Our Purpose

DIVESTMENT

We are all impacted by armed conflicts - even if we are fortunate not to be directly affected, today it touches us through migration.

Major corporations and investors are becoming alert to the advantages of divesting from unethical investment such as arms production, as peaceful environmentally conscious societies are becoming a gold mine for new sources of progress and profitability.

Investments in the weapons industry perpetuate our habit of war, threatening the future for our children.

• What can you or your business do to hasten divestment?
• Find out where your investments go - which shares does your business/pension/university/city invest in?
• Examine your business’s ethical standards and remove investment from weapons production companies.

— The global arms trade fuels war, remains secret and is unregulated.
Chapter 4

OUR VISION

Strengthening inner effectiveness to build a safer world

2019 - FOUNDING
Start of our organisation to unfold the Business Plan for Peace on a global scale

2020 - TWO GLOBAL
Companies are offering our inner work training to both leaders and staff

2020 - PREVENTION
Three NATO nations have budgets for conflict prevention

2020 - PREVENTION BUDGETS
Conflict Prevention budgets introduced by at least half of NATO Member States

2023 - DOCUMENTARY
Our documentary series is viewed by millions across the world

2024 - PREVENTION
BUDGETS
Conflict Prevention budgets introduced by at least half of NATO Member States

2027 - DIVESTMENT
Financial institutions are divesting from weapons production and trade

2028 - WORLD LEADERS
Half of the G20 world leaders apply their practice of inner work in their policy and decision making

2030 - UN SDG WORLD SUMMIT
Sustainable Development Goals integrate planning for a world beyond war

2019/20 - ONLINE COURSE
Inner Work for Outer Effectiveness in the world

2020 - TWO GLOBAL
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2019 - FOUNDING
Start of our organisation to unfold the Business Plan for Peace on a global scale
Our theory of change progresses from an initial spark of inspiration that motivates us to undertake the inner work necessary to develop the skills to clarify our vision.

This naturally leads us to integrate our inner work in our lives and with others, recognising that interconnectedness is fundamental to global change.
Our Vision

INSPIRATION

We ignite the capacity of individuals, companies and organisations to bring about the interconnectedness that is currently so much needed.

In addition to working directly in this way, we will produce a powerful documentary series to be published and distributed through a globally operating broadcasting network such as Netflix, and design an introductory course for online platforms such as Masterclass.

The documentary series will be hosted by Scilla Elworthy and feature in-depth interviews and a peek into the lives of some of the world’s most inspiring people. The series will be focussed on how their inner work has helped them to become more harmonious in their daily lives, how it has transformed the way they cultivate their relationships and how their work for the world has become more effective.

— An accessible, witty and inspiring way to learn about the power of inner work.
Our Vision

INNER WORK

Inner work enables us all to identify and develop the skills we need to clarify and move toward realising a vision. These skills include effective communication, listening, mediation and how to reach dynamic agreement.

Inner work minimises the levels of stress that are currently causing absenteeism, friction and discord within organisations worldwide.

Inner work practices can include yoga, meditation, self-reflection, daily journaling, quiet time in nature, a spiritual practice - all leading to greater self-knowledge. To be effective these practices need to be adopted on a regular basis. By integrating this into your work life, you will learn to operate with a clear mind and an open heart.

— Inner work is the epicentre of the ripple that will build a wave to change the world.
Our Vision

INTEGRATION

We complement the programmes we offer to develop inner work with the design of practical strategies to integrate that inner work into the success of the companies with whom we engage.

We aim to empower individuals to make a positive change in the world through strengthening their interconnectedness with colleagues, community, and in society as a whole.

This is how inner work flows out into the world.

Our own inner work has led us to create and stimulate initiatives and actions that will ultimately decrease the budgets for warfare and show how non-violent conflict resolution and violence-prevention programmes can become a mainstream approach.

— Integration of inner work in our society and institutions will lead to a sustainable non-violent future for all humankind.
Our Vision

MARKET ANALYSES

The unexpected success of Google’s mindfulness book, co-authored by Chade-Meng Tan, took the IT world by storm. Meng, as he is known, first designed Search Inside Yourself as a popular course at Google intended to transform the work and lives of the best and brightest behind one of the most innovative, successful, and profitable businesses in the world. The book, that quickly became a best-seller, has been endorsed by world leaders such as President Carter, business leaders such as Eric Schmidt of Google and John Mackey of Whole Foods Markets, as well as by spiritual leaders such as the Dalai Lama.

This approach is now wide-spread. Blackrock, one of Wall Street’s largest asset management companies managing over $4.7 trillion and employing 12,000 people, realised that a mindfulness meditation programme can dramatically reduce employee stress while simultaneously improving productivity. Blackrock has successfully delivered meditation training and resources to employees in 17 countries.

The U.S. self-improvement market was worth $9.9 billion in 2016. It is forecast to post 5.6% average yearly gains from 2016 to 2022, when the market should be worth $13.2 billion.

The British Royal Navy is now using a Gandhi quote in their equality and diversity training that begins: “we mirror the world. All the tendencies present in the outer world are to be found in the world of our body. If we could change ourselves, the tendencies in the world would also change.”

— The world is changing, fast.
Knowledge speaks but wisdom listens

Jimi Hendriks
Our team have worked with hundreds of corporate leaders, peace teams, government officials and local peace builders all over the world, who now use their inner power to maximise the effectiveness of their work.

For example, the organisation Peace Direct is an international charity dedicated to stopping wars, one person at a time. [https://www.peacedirect.org/us/what-we-do/preventing-conflict/](https://www.peacedirect.org/us/what-we-do/preventing-conflict/) They support local activists to carefully monitor the triggers of war, and sound the alarm before violence erupts. This requires dedication, courage and the inner ability to overcome fear.

Their stories serve to inspire others working in less war-torn environments, where courage is still needed to transform verbal violence and build safer communities, schools and workspaces.

— We encourage and develop the ability to be present in the moment and take a stand for values we believe in.
Our Stories

SCILLA ELWORTHY

An incorrigible entrepreneur…
In 1962 she founded the Oxford Research Group to enable dialogue to take place between nuclear weapons policy-makers from all the nuclear nations, earning three Nobel Peace Prize nominations for the effectiveness of this work, which still flourishes: Oxford Research Group

In 2002 Scilla founded Peace Direct to fund, promote and learn from local peace-builders in conflict areas: Peace Direct was voted ‘Best New Charity’ in 2005, and has now grown to become a global organisation: Peace Direct

In 2005-9 she advised Peter Gabriel, Archbishop Desmond Tutu, and Sir Richard Branson in setting up ‘The Elders’ to share their wisdom worldwide. She co-founded Rising Women Rising World in 2013, and FemmeQ in 2016 to establish the qualities of feminine intelligence for women and men as essential skills in building a safer world. Her TED talk on nonviolence has been viewed by over 1,400,000 people on TED and YouTube.

Her latest book The Business Plan for Peace: Building a World Without War (2017) has inspired strategic initiatives that leverage a shift in international funding from war preparation to war prevention.

— Scilla knows that anyone who develops inner power can move mountains.
Gulalai Ismael lives in NW Pakistan, one of the most dangerous places in the world to be a woman.

Aged 15 she started an organisation called Aware Girls to enable females to go to school. Malala Yousafzai, her friend, was shot in the head for doing just this.

Gulalai has now trained 20 teams of young men and women in Pakistan and Afghanistan to prevent other young people joining extremist groups and to promote a culture of non violence.

Using the tools of listening and dialogue, they have reached and dissuaded more than 500 teenagers ‘at risk’ of becoming extremist.

— Gulalai is just one example of countless incredibly brave women who risk their lives daily so that others don’t get killed.
Steve Killelea is an accomplished entrepreneur in high technology business development and at the forefront of philanthropic activities focused on sustainable development and peace. After successfully building two international software companies, Steve decided to dedicate most of his time and fortune to sustainable development and peace.

In 2007 Steve founded the Institute for Economics and Peace (IEP), an international think tank dedicated to building a greater understanding of the interconnection between business, peace and economics with particular emphasis on the economic benefits of peace.

IEP’s ground-breaking research includes the Global Peace Index, one of the world’s leading measures of peacefulness. Steve’s founding of IEP was recognised as one of the 50 most impactful philanthropic gifts in Australia’s history.

— Steve knows the benefits of daily inner reflection as an essential ingredient in good decision-making.
Sabra Williams is an actor, originally from the UK now based in the US. She has more than 30yrs of consistent daily inner work practice that provides a foundation for her motivation, inspiration to others, and constant creation of valuable initiatives.

She is the Co-Founder of The Actor’s Gang Prison Project, which uses the power of the arts to positively impact the criminal justice system. She created a programme using theatre techniques to prepare those incarcerated for eventual release back into society. Recidivism rates significantly decreased for the 1000 students across 12 prisons that undertook the programme during the ten years she ran it, and many participants who have been released now lead stable, fulfilling lives, positively contributing to society.

Sabra is now the Executive Director of Creative Acts, an organisation she established to address some of the most pressing social justice issues facing the US.

Recognition for Sabra’s work includes: British Empire Medal from HRH Queen Elizabeth II; Champion of Change Award from President Obama.

— Sabra’s work demonstrates that the arts can disrupt injustice, change narratives and ignite visionary approaches to seemingly intractable problems.
When you hand good people possibility, they do great things

Biz Stone
Chapter 6

TEAM

Dr. Scilla Elworthy
Vision & Development

Teohna Williams
Chief Executive Officer

Michelle Arnell
Executive Assistant
Chapter 6

TEAM

Dr. Kalypso Nikolaïdis
Director

Johnathan Levy
Director

Darshita Gillies
Director

Sheva Carr
Associate

Nicholas Janni
Associate

Dylan Matthews
Associate
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Business Plan for Peace is in the process of applying for charitable status

Visit: https://thebusinessplanforpeace.org/
Contact us at: contact@thebusinessplanforpeace.org
Chapter 7

TIMELINE

BUILD THE TEAM
2019

RESEARCH AND DEVELOPMENT
(ONGOING)
Q2 - 2019

STRATEGIC PARTNERSHIPS
Q3 - 2019

PROGRAMME DEVELOPMENT
Q4 - 2019

START PROGRAMMES
& BROADEN OUTREACH
2020
INNER WORK

Works for the World

Thank You