Alumni Unscripted: Mindfulness in Business

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Hello from the land of coconut trees, howler monkeys, pristine beaches and rice and beans. We are just now settling into our three month trial run, living as expats and running our business remotely from Costa Rica. Working on the veranda and listening to the ocean, I am now fully present to blog about mindfulness. While my personal career path is unique—my partner and I own an executive search company—the nuggets of wisdom I have developed in the realm of mindfulness in business translate across industries and career functions. In order for us to “be here now,” living our dream, it has been a 10 year journey of internal work and employing two key mindfulness strategies in our personal lives and business. I am grateful for the opportunity to share them with my fellow Bronco alumni.

**Hold Space**

Reserve actual time and space in your life so that you are not that perpetually overbooked “busy” person on the verge of a burnout. While counter intuitive to our insta-response culture, I have found it particularly helpful to take a breath and some time before committing, responding or making decisions, often taking several hours or “sleeping on it”. Allow space between meetings or calls to ensure you aren’t that person apologizing for being late or too frantic to take notes that your future self will thank you for. I have also found it very helpful to schedule self-care on the calendar to rest and reset, whether it be yoga, a walk with a friend, or time to read an inspiring new book (check out Primal Leadership – my current beach read), and allow time to meditate, reflect or pray. When you are constantly spinning, you
can’t expect yourself to be centered enough to craft the type of solid decisions and responses that will help you WIN in business.

**Work in Alignment with Values**

When you are dedicating your precious energy to a company or industry that does not align with your own personal values, you can end up burnt out or resentful. I started my career with a recruitment organization focused on the auto industry. While I enjoyed my role in the organization, I wasn’t truly feeling fulfilled by placing candidates within the industry. There were no real intangibles like culture or mission or company philanthropy to sell. When we wrote our business plan for our current company, we decided to focus on a niche we could truly stand behind—natural products such as food and dietary supplements. It is an industry that works for the wellness of people, products and the planet, and I feel grateful and authentic in my career every day. THAT makes dollars and sense.

Your Haworth College of Business education will be an invaluable foundation for your career but pairing it with an intentional mindfulness practice will elevate you and reward you with leadership opportunities and adventures beyond your wildest dreams.

Signing off for now to catch some waves...

*Angela Marturano is an entrepreneur focused in the natural products industry. She earned her bachelor’s degree in business from Western Michigan University’s Haworth College of Business in 2006 with a major in sales and business marketing and a minor in communications. She was recruited into the recruitment industry in 2007 and co-founded her executive search firm, Orchid Holistic Search in 2010 with her business partner and now husband. Angela enjoys world travel, yoga, all things food related, alternative investment strategies and creative play with her toddler.*