
Mindfulness goes Mainstream

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There is increasing evidence that the benefits of meditation are important in the business world.

A [recent article](#) in the *Harvard Business Review* by Emma Seppälä, entitled 'How Meditation Benefits CEOs', again points to the benefits of meditation.

Seppälä is Science Director of Stanford University's Center for Compassion and Altruism Research and Education.

It doesn't come more cutting edge or mainstream than the HBR, a publication that many consider to be the leading journal for both business academics and managers.

This is further evidence that mindfulness is increasingly accepted as a legitimate and effective way to improve performance.

Benefits of Meditation

The article is primarily concerned with the practice of mindfulness and identifies a number of ways in which mindfulness meditation helps people in their jobs.

The benefits to businesses arise because meditation:

- Builds resilience
- Boosts emotional intelligence
- Enhances creativity
- Improves relationships and
- Helps you focus.

The conclusions reached in the article are supported by numerous examples and interviews with CEOs.

Would improved abilities in these areas improve your trading performance?

Almost certainly, but how can you make the time to learn and incorporate mindfulness meditation into your day?

You Don't 'Do' Meditation

This is not the first time that mindfulness has featured in the HBR. For example, see [this article](#) which discusses how busy managers can integrate the practice into their schedules.

But how can businesses, for whom time is money, afford the time for people to do meditation.

This is looking at it the wrong way. Having the time is not an issue for anyone.

The Seppälä article concludes that

‘meditation is not just one more thing to *do* ... we don’t *do* meditation; meditation *does* us ... the only thing to *do* in meditation is nothing’.

You can read the full article by [clicking here](#).

This is more evidence that mindfulness is at the forefront of mainstream thinking on business when a publication such as HBR turns its attention to the subject.

As a result, mindfulness meditation is fast becoming a recognised ‘normal’ part of management and business practice.