

YOGA IN BUSINESS

Building Professionalism

INSIGHTS | Tadgh Ferriter | Associate, & Partners | June 2022



Yoga as an individual practice is well known, but it is also valuable in supporting the development of the personal and professional competences required by business and in organisations. Creative thinking, leadership, courage under fire, managing people, tactical and strategic thinking – these are some of the skills that Yoga teacher Tadgh Ferriter believes are enhanced through regular yoga practice and techniques.

Tadgh's own yoga practice began following his graduation in engineering from the University of Limerick, more than thirty years ago. "My business career was marked by the demands of international travel, long hours and late nights, meeting deadlines and maintaining quality and standards in a highly technical environment," Tadgh says. Quickly he realised that yoga techniques were having far-reaching positive consequences. "I was becoming more self-aware, more confident in my interactions with my team and my clients, and my stamina improved. Over time my creativity and capacity to innovate were enhanced" he says.

As his career progressed to the position of MD of a technology company, Tadgh's yoga practice evolved and deepened. He pursued his yoga practice and studies and became a yoga teacher.

Today, working from his Yoga School in Limerick and across the country, he supports self and professional development programmes, and works with business leaders and teams addressing strategic challenges and development.

To understand why yoga is so effective as a tool in business, Tadhg poses these questions:

- *How can we be truly creative when our minds are cluttered?*
- *How can we think well if stressed and anxious?*
- *How can we resist reacting to the world even when we know we can think and act better?*
- *How can we operate at work from a place of calm and deeper awareness?*

“Yoga addresses all these questions, although the language and concepts at first glance look and feel very different to the way we are used to thinking in the corporate world,” Tadhg says. “Working on both the physical and mental aspects of the person, Yoga can increase calmness, openness and approachability in people, and that enhances the capacity for leadership and management” he adds.

A regular feature in the individual lives of many busy people, Tadhg sees Yoga emerging now in professional development programmes in workplaces. “Its solid and sound foundations mean that organisations can have confidence in Yoga. Introduced effectively, it can help prepare and equip people to be at their best, working individually and together, to tackle complex challenges at work.”

Yoga in your organisation

Tadhg offers customised programmes and interventions, with individual leaders and managers, work and project teams, and as general workshops for staff. These are some examples of how Yoga can be harnessed in the workplace.

Setting the scene workshops

Tadhg can work with a team for a 2 hour session, as a lead-in to a meeting, to create the environment which will contribute to better thinking and decision-making.

Effective Teams – improving decision-making and emotional intelligence

Here the emphasis is on the skills and tools as part of the team and individual competences which support the professional. A series of three one day workshops is recommended – taken as individual days or as a single event.

Applied Yoga – a tool for effective leadership and team-work

As an inbuilt element of a team development or planning exercise Tadhg's facilitative role ensures that yoga practice and tools are used to guide reflective practice and apply yoga techniques.

Yoga techniques in the workplace – a series of yoga days for staff

- *Foundation Days*
- *Continuation Days*

The days can be customised for your organisation or you can send delegates to the public series which run twice per year. The objective is to establish regularity in the use of yoga techniques, to embed them in day-to-day routines.

For more information about Yoga in Business, and to contact Tadhg to discuss your organisation's needs, [click here](#).
