

For Immediate Release

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**Portland Exports Business Ethics
Spirituality/Business Expert to Speak at St. Helens Library**

How can a business create a caring, values-based atmosphere without negatively affecting its bottom line? Since the fall of Enron and WorldCom, corporate scandals among so-called leaders have taken their toll on the conscience of the business world. Today, people want more than just accountability—they want to do business with companies that really have strong moral values.

Portland-based companies—including Norm Thompson Outfitters and Intel Oregon—have introduced spirituality in the workplace--and are reaping enormous rewards that are more than just financial, according to Professor Margaret Benefiel, author of the forthcoming book *Soul at Work: Spiritual Leadership in Organizations*. In her upcoming talk at several local libraries including St. Helens Public Library, she will share:

- How you can engender spirituality while improving bottom line?
- Which Portland companies have been extremely profitable while not sacrificing soul among staff and shareholders?
- Whether a company can use its collective spirituality to boost profits?

Margaret Benefiel, PhD, is CEO of ExecutiveSoul.com and a professor at Andover Newton Theological School in Boston. Dr. Benefiel is one of only a handful of people focusing on spirituality in organizations. Benefiel will cover:

- How to bring your whole self to work and create a caring, values-based atmosphere in your workplace
- Why half of all managerial decisions fail (and how soul at work can increase the success rate!)
- How to strengthen spiritual community in your workplace--and why
- The five ways organizations can keep their employees' souls thriving (Hint: It leads to employee retention and organizational effectiveness!)

Benefiel will speak at the St. Helens Public Library on Friday, August 19, at 7 pm; the public is invited to attend (and encouraged to arrive early for the best seating.) *Soul at Work* is available in bookstores and directly at <http://www.ExecutiveSoul.com>

