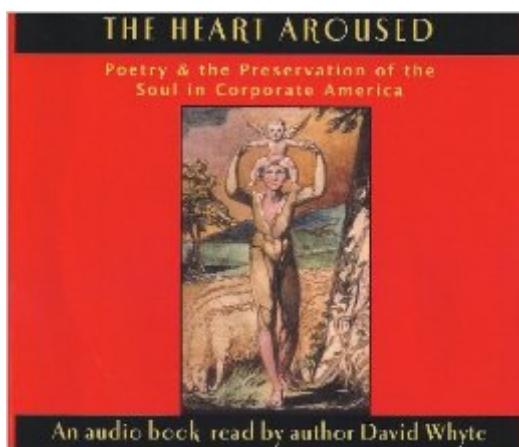


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The Heart Aroused: Poetry & The Preservation Of The Soul In Corporate America



Synopsis

In the middle of the road of my life I awoke in a dark wood where the true way was wholly lost-DANTELike Dante, many of today's corporate workers find themselves lost in the day-to-day duties of their jobs. Our lives seem shaken by the events of September 11 and the seemingly endless examples of corporate scandal, it's become more difficult than ever to find meaning in the workplace. Has your work lost its meaning? Are you afraid of pursuing your dreams for fear of failing or--worse--getting fired? Do you yearn to find creativity, and even joy, in your job? In *The Heart Aroused*, David Whyte brings his unique perspective as poet and consultant to the workplace, showing readers how fulfilling work can be when they face their fears and follow their dreams. Going beneath the surface concerns about products and profits, organization and order, Whyte addresses the needs of the heart and soul, and the fears and desires that many workers keep hidden. Through the poetry of both classic and modern masters, Whyte helps readers find both professional and personal fulfillment. In *Beowulf*, Whyte uncovers the key to confronting office conflicts. Like the poem's courageous hero, readers will travel to the belly of the beast of a problem and emerge triumphantly with a solution. The poems of Pablo Neruda help on find inner silence even in the busiest, most confining office space. With T.S. Eliot as a guide, Whyte teaches readers to appreciate the need to open themselves up to possible failure--and as a result, probable success. At a time when corporations are calling on employees for more creativity, dedication, and adaptability, and workers are trying desperately to balance home and work, this revised edition of *The Heart Aroused* is the essential guide to reinvigorating the soul. --This text refers to the Paperback edition.

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Customer Reviews

David Whyte is a fine writer and this book is a noteworthy contribution to the literature on how to bring creativity and soul not only into the corporate world, but into each of our lives. He works hard at underscoring the symbolic importance of his literary references to Beowulf, Coleridge and Eliot, among others, and writes for readers who might not otherwise be poetically inclined. *A Heart Aroused* argues very simply that each of us owe it to ourselves to bring courage and passion into our work and into our lives. If we cannot embrace the job with passion, perhaps we are in the wrong job. He discusses the fear and voicelessness that so often dominate tough corporate environments, and the troubling compromises that each of us make as we struggle to balance many pressures and demands. When these compromises become too severe, he argues, we begin to slip into a comatose mode of life and lose our edge and our passion for quality and good service. But this is not an easy issue -- some will be tempted to counter that practical concerns are not easily set aside when family and career are at stake. Many a corporate person battens down the hatches and seeks to weather the storms below deck rather than experience the exhilaration of being fully engaged in overcoming crises and challenges, when failure can lead to such devastating results. Quite frankly, there are times and situations when we are not welcomed by those in power to engage these challenges. The goal of all good managers and CEOs, Whyte is saying, is to turn their companies into soul friendly environments, for only then will their employees and their products reach their full potential.

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