

Ananda Sangha's

# Material Success Through Yoga Principles

May Newsletter 2007



Swami Kriyananda

*The Material Success Through Yoga Principles course is for those who seek both material prosperity and fulfillment on higher levels of life as well. Many people think that these goals are mutually exclusive, but in truth, it is the same laws of life that activate success no matter what the goal.*

—*From the Material Success Through Yoga Principles course*  
by *Swami Kriyananda, direct disciple of Paramhansa Yogananda*



Paramhansa Yogananda

## Welcome to Our May Newsletter

Dear Friends,

When we come to a corporation to present what we have to offer, the human resource director wants to know how we are different from other corporate training companies. This is an easy question for us to answer because we have the confidence of successfully teaching people for over 40 years. The principles we offer are a modernization of the ancient teachings of yoga philosophy—applied to everyday life. Many have read and memorized yoga philosophy but how many truly practice it? Yoga philosophy is not limited to lofty ideals for hermits living in caves. Even a hermit may not practice yoga very well. There are plenty of things to worry about in a cave if the mind is unfocused and the heart is closed: food, flies, heat, cold, animals, other hermits, etc.... And of course, trying to “realize” these teachings in a cave is not for most of us.

Most of us are called upon to be in the world—we work hard, support our families, and try to take care of ourselves. The world constantly challenges our ability to practice our spirituality—in ourselves, and in the cold light of day. This is what is meant by being in the world and not of it. This challenge is independent of any particular religion or system of belief. We must not ignore that light inside ourselves, which in time helps us become causes in our environments, rather than being passively affected by life's obstacles hurdled from different directions.

*Material Success Through Yoga Principles* seminars and lessons are designed to help you access your inner strengths as well as deal with the external details of work, home and society. When we are strong in ourselves we are able to meet life's challenges head on. When we know how to move from our centers we find that we can often see challenges coming before they hit us.

We invite you to read through our newsletter and take a look at the courses we are offering at our Gurgaon facility in May. You will find courses that are practical, professional and  
*(continued on next page)*

## MAY CALENDAR

### Upcoming Workshops in Gurgaon

(See pages 3 and 4 for course details)

- May 2 Raise Your Energy, Take Charge of Your Life!
- May 4 Free Introductory Workshop
- May 5 Meditation for Successful Living
- May 6 Free Introductory Workshop  
*in DLF Phase III-see page 4*
- May 9 Material Success Through Yoga Principles 6 week course wk#1
- May 12 Develop Your Money Magnetism
- May 16 6 week course week#2
- May 23 6 week course week#3
- May 30 6 week course week#4
- May 31 The Art of Supportive Leadership

*To reserve your space or for more information, Please email us at:*

*MaterialSuccess@anandaindia.org or call: 9873-408-784. Discounts are available for groups of 3 or more.*

### Fond Farewell and Warm Welcome

Vijay Girard, who led our Material Success Through Yoga Principles team, is now pursuing new directions in his career, continuing to teach and write books. We thank Vijay for his two years of inspiration and energy. He helped our company expand and he helped many people through our courses. If you would like to get in touch with Vijay please feel free to call us and we would be happy to put you in touch with him. Thank you, Vijay! We now welcome Dharmaraj Iyer as our new managing director. You can reach him at 09873408784. Please feel free to call him anytime about your company's needs.

directly applicable to your life. If you are part of a corporation and would like our brochure we would be happy to send one to you and come and visit you at your office. Starting this quarter, we are now offering lunchtime meetings in corporations. We can come to your facility during lunchtime and meet with your employees about our workshops. Interested individuals can sign-up and attend courses offered in your business during or right after work.

In addition to corporate training, we have study groups all over the world, including, in India, the NCR area, Mumbai, Chennai, Bangalore and, soon, Hyderabad and Pune. If you do not live in these areas you can still join a group.

Most of our courses feature the meditation and energization techniques from the teachings of Paramhansa Yogananda. In order to change or improve your life, you need first to connect inside and learn to raise your energy. Then you will be able to see things clearly and make decisions from the mountaintop rather than from the mud. With these techniques and the principles offered by *Material Success Through Yoga Principles*, you will surely find success in your life. We are here to help.

The Material Success team

## A Testimonial for *Material Success Through Yoga Principles*

by Asha Prayer

Other successful entrepreneurs have written courses about how to make money. But a high-minded person finds it impossible to use many of the self-centered techniques common in business today. *Material Success Through Yoga Principles* is the answer to a prayer.

At the age of 36, Swami Kriyananda was penniless and alone. All he had was his discipleship to his guru, Paramhansa Yogananda, his commitment to dharma, and his determination to bring his Master's teachings to the world. Four decades later, he leads a worldwide spiritual organization, with thousands of followers in dozens of countries.

His was no otherworldly adventure. As he describes in this course, he faced, and overcame, more than his share of obstacles: natural cataclysms, bankruptcy, betrayal, persecution, lawsuits, ill health. But he persevered, and remained loyal to his principles, until success was achieved.

Now he has translated his life experience into a study course for all those who seek to achieve success by honorable means. Swamiji is the author of more than 80 books, including another study course on yoga. You can't say, "This is the best." Each is a unique jewel in itself.

But *Material Success Through Yoga Principles*, more

than anything else he has done, combines a vision of eternity with the feet-on-the-ground practicality. Dozens of people I know are studying this course, and wisdom from these lessons is part of every conversation now. Whatever life problems we face, the course seems to offer a solution.

*Asha Prayer is an author, lecturer, and acharya of Paramhansa Yogananda's principles for the past 30 years. She currently lives in America's Silicon Valley in Palo Alto, California and is co-leader of an Ananda Sangha center with her husband, David.*

### Wisdom from Lesson Four:

#### **Knowledge, Inspiration, and Energy**

Below are excerpts from Swami Kriyananda's *Material Success through Yoga Principles* course. If you are not currently receiving the course lessons, these excerpts will give you an idea of the structure and outline of the lessons as well as the many techniques it offers. Each lesson features a section on specific principles, application of the principles, an affirmation and meditation to help you deepen your understanding and internalize that which you've learned, and practical exercises and "action items" for you to practice in your day to day life.

*Excerpt from "The Principles"*

"My own experience in life has convinced me that right attitude is actually even more important than good karma. For although good karma can ensure success, no one, generally speaking, can say whether, when, or for how long that good karma will last before it crashes again, washing up onto the beach—a spent wave."

*Excerpt from "The Application"*

"There is another way to keep a consistently good attitude: Make good company your priority. Mix more, and attentively, with people whose attitude in life is basically positive—people whose will power is strong, and who at least try to face their difficulties cheerfully."

#### **Affirmation for Lesson Four**

*"I am the divine light, shining into everything that I undertake in life, filling it with bliss and truth."*

*Excerpt from: Action items  
(contributed by Joseph Cornell)*

Success or failure depends to a great extent on the direction taken by the energy in the spine. Throughout the day, sensitively feel in your spine how people, thoughts, music, and the environment affect your energy. Try to keep your energy in an upward flow and see how much more centered and calm you feel.

*All of our workshops are based on the Material Success Through Yoga Principles lessons, by Swami Kriyananda. In addition, each course features meditation and energization techniques based on the teachings of Paramhansa Yogananda.*

## Course Descriptions

*Group and member discounts apply, please call for details  
All workshops below will be held in B-20/1, DLF Phase 1, Gurgaon  
To pre-register, please call us at 0973408784.*

### Material Success Through Yoga Principles:

Come find out who we are

*Offered: Friday, May 4th, 7:30pm - 9:00pm*

*Attendance Fee: no cost*

Come to this introductory class to learn more about us and ask questions about what we can offer you. As the Sanskrit saying puts it, “Yato dharma, tata jaya”; Where there is adherence to truth and right action, there lies victory. This is the purpose of the *Material Success Through Yoga Principles* seminars and lessons. We teach and provide support to individuals who desire to integrate their spiritual lives into their daily lives on all levels—home, business, personal time, and society. Come to our center, have some tea and cookies, and let’s get to know each other.

### Meditation for Successful Living

*Offered: Saturday, May 5th, 7:00pm - 8:30pm,*

*Attendance Fee: Rs 500*

One of the keys to living a successful life is to learn how to live from the inside out rather than the outside in. In order to bring about true change into your life you need to be able to view it from the mountain top rather than from the mud. Meditation can help you do this. Whether you are already a meditator or would like to learn how to mediate, this course will help you integrate meditation more deeply into your life. In this course you will explore:

- ✪ How to use meditation to enhance every aspect of your life.
- ✪ Practical ways to integrate your spirituality into your work and home
- ✪ How to develop your intuition and make the right decisions.
- ✪ How to balance home, work and your own personal time.
- ✪ How to control your reactions and be more centered in difficult situations.
- ✪ You will learn a new techniques of meditation, as taught by Paramhansa Yogananda, through clear, step-by step instructions.

### Raise Your Energy, Take Charge of Your Life!

The Energization Techniques of  
Paramhansa Yogananda

*Offered: Wednesday, May 2nd, 7:30pm - 9:00pm*

*Attendance Fee: Rs. 500*

Tired of feeling burned out and stressed out? Drinking an abundance of tea or coffee just to make it through the day? Why not learn to raise your energy naturally and permanently? This course focuses on the series of Energization Exercises as created by Paramhansa Yogananda. In this course, you will learn how to:

- ✪ Consciously relax and draw energy to the body at will.
- ✪ Develop dynamic willpower.
- ✪ Gain energy naturally (without coffee or tea!).
- ✪ Develop calmness and clarity of mind.
- ✪ Break through patterns that hold you back.
- ✪ Create the magnetism to attract what you need.
- ✪ Raise your energy to overcome obstacles.
- ✪ Avoid burning out and stressing out.

### Material Success Through Yoga Principles: A Six Week Seminar

An In-depth Interactive Workshop

*Offered: Wednesday evenings for six weeks*

*May 9 - June 13, 7:30pm - 9:00pm*

*Attendance Fee: Rs. 2000 (for 6 week workshop)*

**Advanced registration necessary**

The path of dharma, or righteousness, is the best and straightest path to true success! Following this path does not in any way put a brake on the achievements one is seeking in life. This course will give you an in-depth experience of the *Material Success Through Yoga Principles* lessons which will provide you with the inspiration and confidence to live your life dharmically. You will obtain practical solutions for everyday issues that you can immediately apply to your life and business relationships. You will learn how to:

- ✪ Increase your energy, focus and concentration.
- ✪ Be a good leader.
- ✪ Develop your intuition and make the right decisions.
- ✪ Balance home, work and your own personal time.
- ✪ Control your reactions and be more centered in difficult situations and people.
- ✪ Be successful in life and magnetize what you need.

## Develop Your Money Magnetism

*Offered: May 12, 7:00pm - 8:30pm,*

*Attendance Fee: Rs 500*

The true meaning of wealth is having the consciousness of abundance. Success is something you become, not only something you achieve. Developing money magnetism depends to a great extent on understanding how to use money properly. In this course you will learn that money is energy, and if you learn to live your life with full concentration and energy, you can change your karma. Paramhansa Yogananda wrote, "The greater the will, or willingness, the greater the flow of energy." Will is desire plus energy, directed towards fulfillment. In this course you will learn to:

- ✪ Use energy and will power to change your karma.
- ✪ Unblock and redirect your energy flow to cultivate a consciousness of abundance.
- ✪ Focus your intentions and put all your energy behind whatever you are trying to achieve.
- ✪ Develop the right mental attitudes towards money so that you do not lose your peace of mind around it.
- ✪ Get rid of your muddy thoughts and feelings and develop deep concentration and inner clarity with meditation and the right use of affirmation.
- ✪ Raise your energy to overcome obstacles in your life through the use of Energization Exercises.

## Our Booth at Ananda Sangha's World-Wide Meditation Retreat



Our team set-up a booth at an International Meditation Retreat sponsored by Ananda Sangha. Over 250 meditators from around the world attended. (*top photo*) Dharmaraj showing a retreatant the lessons. (*bottom photo*) Haridas helping a guest.

## The Art of Supportive Leadership

*How to Be an Effective, Happy Leader*

*Offered: May 31, 7:30pm - 9:00pm,*

*Attendance Fee: Rs 500*

Whether you're pressured by budget, schedule, or poor performance—when the stress is on, it can be difficult to be a good leader. It can be tempting to pass this stress onto those we lead. Does it really make circumstances better? Learn the art of supportive leadership to create a winning team. This workshop will give you fresh and clear insights to help you become happier inside, no matter the circumstances and, thus, a much more effective leader. In this course you will learn to:

- ✪ Achieve your goals by inspiring your employees rather than dominating them.
- ✪ Win the loyalty of others and build an effective team.
- ✪ Lower your turnover rate and retain your employees.
- ✪ Manage your stress under heavy responsibility.
- ✪ Leave your work at work so you can enjoy yourself at home.
- ✪ This workshop also includes group practice through role-playing to understand and demonstrate the process of supportive leadership.

## Corporate Sponsorships

We offer corporate sponsored scholarships to educational institutes who would like their students to study the *Material Success Through Yoga Principles* course. We invite you to help us bring these ideas to others. Please contact us if you are interested in joining us in this venture via email or phone.

## Informational Workshop For a New Study Group Forming in DLF Phase III

*Sunday, May 6th, 4:00pm - 5:30pm*

*Different location: L402, Ambience Island Apartments (near Shankar Chowk), DLF PH III*

*Attendance Fee: none*

A resident in DLF Phase III, Sabina Sehgal, saw our flyer in the newspaper and inquired about starting a study group in her home. We invite you to join us for an introductory workshop to find out more about what we offer and explore the possibility of joining this study group.

## An Interview with Simon Hartley

*Simon Hartley has been involved with global commerce for the past 20 years. Owner of a consulting business, The Noble New, he also works for Red Hat, an open source software company. He has consulted with and managed continental and worldwide operations for companies around the world, including Chevron, Ebay, Amazon.com, Morgan Stanley and Union Banque Suisse. Simon was the first purchaser of the Material Success Through Yoga Principles course. We were grateful for the opportunity to ask him how the course has influenced his life.*

**Which particular principle stands out to you from these lessons?** There are so many examples, but the one that stands out to me in this moment is that the *means* used to succeed are just as important as the *ends* achieved. The *consciousness* we have behind the means is as important as the consciousness behind the ends. After studying these lessons I looked at the lives of successful people such as Sam Walton (Wal Mart), Ray Kroc (McDonald's), and Bill Gates (Microsoft). I noticed that they have spiritual beliefs and values that they applied in their businesses. They cared not only about profit but also for their customers and employees. They didn't intend to make only themselves rich—unlike the old style of management where an owner reaps all the profits and everyone else is a drone who works his or her fingers to the bone for nothing. Instead, these business owners were willing to share with others and create serviceful organizations that help people on a global level. And their companies have expanded beyond what anyone could have imagined.

**Have you been in business situations where it was hard to do the right thing—to be dharmic—when others around you were behaving dishonestly?** Yes. This issue has even cost me my job. I think the higher levels of management are the hardest positions because their focus is not on the customer, product or service but on social dynamics. The upper echelons resemble the intrigues around Caesar rather than any focus on business. It was a situation like this that spurred me towards getting the Material Success Through Yoga Principles lessons. I was managing Europe, the Middle East and Africa for a very large company. An opportunity was placed before me to basically sell out my ideals and do whatever it took to keep my place in the company. I preferred to leave. At that time I made a pilgrimage to India, where I discovered the lessons. Strangely, when I came back and started to apply these lessons, new opportunities came to me. I moved to the US and became a citizen. One day I received a phone call out of the blue from a man I had never met before. He said, "How would you like to come to Boston and work for us?" He offered a super salary and a very interesting role in a company named Red Hat. This man was a meditator and a vegetarian, like myself,



which was an added benefit. After joining the company I ran their Wall Street practice. I went from running my own consulting company to representing Red Hat's three topmost accounts in the world. It all happened very miraculously.

**Some people want to be honest but at times lack the faith that, if they do take the high road, things will turn out okay. It often appears that others are successful by cutting corners—with the justifications that "business is business" and "you need to play the game." What encouragement would you offer**

**to people who want to live more dharmically?** Sometimes it is very hard to do the right thing. Abraham Lincoln said, "A house divided against itself cannot stand." When you start compromising your values and tuning into negative scheming, you open yourself up to those dark vibrations. Once you sell yourself out you are on a slippery downward slope. Through wrong action you are allowing karmic seeds to germinate and you can slide a long way down. Look at all the American corporate CEOs who thought they could make millions by doing an obscure accounting scam on the dating of stock options. They are now going to prison—being dishonest didn't pay off! I'd rather give up the work I love than be dishonest. I'd rather be killed for doing the right thing than give up my principles. I know this sounds a little extreme, but I do feel very strongly about dharma.

**How would you recommend this course to someone?**

There are many books that describe the mechanics of business. I have read books by people such as Dale Carnegie, Tony Robbins and Zig Ziglar, and I have taken many professional courses. Swami Kriyananda's *Material Success Through Yoga Principles* course is the best thing I've seen.

None of these other books really talk about the mechanism behind *why* things happen. Why was Bill Gates in the right place at the right time to find DOS or Word? What are the mental states and consciousnesses that are behind these things? Many people talk about the *how* of success but Swami Kriyananda explains the *why*—and not just of material success. If you understand the *why*, it is much easier to take specific steps to get a particular business outcome.

Swami Kriyananda is one of the most successful people I've ever met. I should qualify that—I used to work in the leveraged hedge fund industry. I've worked with people for whom five to ten million dollars is a small chip. In comparison, Swami Kriyananda is one of the most successful people I've ever met. I have spent years reading every book he has written. This new course has been the most useful piece in terms of my everyday life. It has stimulated my creativity to think of personal side projects and future projects. This course does not just expound on abstract principles. Swami Kriyananda has written this course from his life experience of creating a worldwide spiritual organization and choosing the path of dharma along the whole way. **Thank you, Simon!**

*Swami Kriyananda is one of the most successful people I've ever met.*

# Leadership Means Loyalty

By Swami Kriyananda

(The following is an excerpt from the book, *The Art of Supportive Leadership*)

It's easy to drive people, but difficult to lead them. No matter how good an idea is, if the people you lead aren't ready for it they will obstruct your efforts to implement it, or else change it in some way to reflect what they are ready for.

Many an institution has died when some project, often quite worthwhile, was rammed down the throats of members who were unwilling, or unable, to swallow it. And many a leader has ridden to defeat under the standard of a beautiful theory that he preferred over reality. People are more important than things. No matter how good an idea, if the people under you are not ready for it, respect their position. Work with them as they are, not as you would like them to be. Be patient. Understand that it often takes time to bring people to new points of view. Reflect on how long it probably took you to come to your new point of view, before you could present it to them. To win loyalty from subordinates, first be loyal to them. Never demand loyalty of others, for true loyalty cannot be commandeered: It can only be won. Be concerned only with being completely loyal yourself.

The same is true for love: Never demand love of others. Love them without worrying whether or not your love will be returned. One who gives love freely is, of all people, the most certain to receive it back—even a hundredfold.

In correcting someone, think not only of his need to hear what you have to say; think also of his readiness to hear it. Wait until the right time to speak, when what you have to tell him will do the most good. If you speak at the wrong time, you may never get another chance: When next you raise the issue, he will be likely to remember only the inauspicious time when “you said that before.”

Be loyal first of all to your own. In a school where the students were invited to share in the administrative work, complaints (not necessarily justified) were made against one of the teachers. The headmaster, eager to win the students by showing his loyalty to them, immediately took strong action against the teacher. Wouldn't the wise and more truly loyal thing to do have been first to inquire into the justice of the charges, and then, if possible, to work quietly with the teacher to correct her fault? By courting the students at the expense of his own staff member, the headmaster showed himself not actually worthy of anyone's loyalty.

Moreover, he demonstrated that he was an incompetent leader, for the teacher and the fellow staff members were, after all, members of his work force. They would, if he treated them right, remain with him long after that particular group of students had graduated. But without the continued support of his teachers, the school itself would cease to exist.

Yet, how many bosses, the moment they feel a little displeased with something, take the brunt of their displeasure out on those who are least in a position to defend themselves: their subordinates? Authority so exercised is disloyal, incompetent, and even cowardly.

To be given authority over others is to be placed in a position of trust. The wise leader will, if anything, bend over backwards to defend and support his own, for he knows that whatever good he may hope to accomplish for others depends first on the strength of his own team.

Remember, then, these rules on loyalty:

- ✪ Work with people as they are, not as you would like them to be.
- ✪ Work with things as they are, and not as you would like them to be.
- ✪ Be patient. Understand that it takes time to bring people to new points of view.
- ✪ To win loyalty, first be loyal, yourself.
- ✪ To win love, first give love yourself.
- ✪ In correcting someone, consider first his readiness to hear what you have to say.
- ✪ Be loyal to your own first.

## Material Success Through Yoga Principles, Gurgaon, India

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also visit our website: [www.materialsuccess.com](http://www.materialsuccess.com)

In association with Ananda Sangha's Yoga Institute for Living Wisdom

Ananda Sangha is recognized by the government of India as an NGO