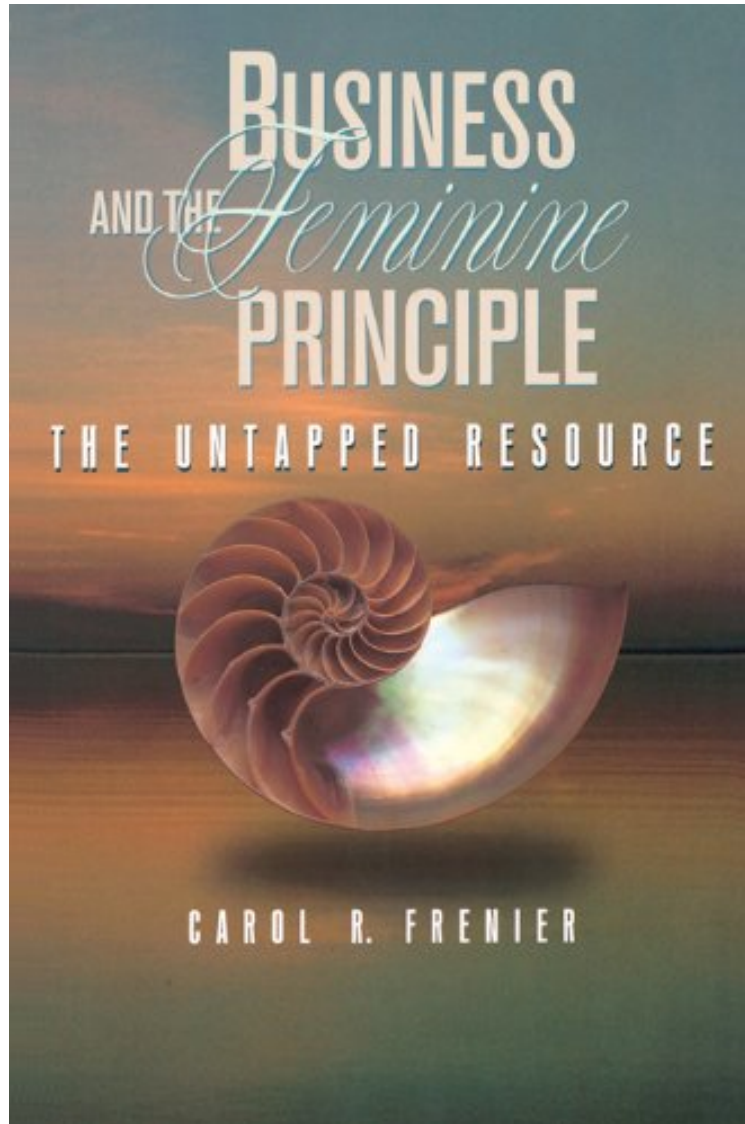


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Business and the Feminine Principle

Carol R. Frenier

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Carol R. Frenier : Business and the Feminine Principle before purchasing it in order to gauge whether or not it would be worth my time, and all praised Business and the Feminine Principle:

1 of 1 people found the following review helpful. More than 10 years later, this book is still freshBy Cheryl L. ConnerThis book was recommended to me by a common friend and now, more than 10 years after its initial publication, its material and perspective are still fresh. Through intensely personal reflections and clients stories, Frenier points to and sometimes names, the nearly inexpressible qualities of the feminine principle which she shows can be powerfully present for the benefit of all in business.Ten years later, it is still not easy to talk about the feminine and the women's perspective in business, law or economics. With our power structures trembling in their inherent

contradictions, and the Dalai Lama's promise that "the western women will save the world" we have to hope that more people will come to this book and explore the meaning of the feminine principle for themselves and their communities. 0 of 0 people found the following review helpful. An Invitation into Feminine Wisdom and Women's Leadership By Karen Buckley Business and the Feminine Principle highlights questions that we ask ourselves as we become women leaders. Carol Frenier's lovely vulnerability, and her own challenges, invite us to take a step and perhaps even a risk to express feminine wisdom in our businesses and life. A good storyteller, she makes the principles and approaches of the feminine accessible. She celebrates the naturalness and extraordinary power of our feminine ways while pointing to the challenges of speaking about it coherently and using it in all situations. Carol reflects that, "...when it comes time for questioning the way things are in the public sphere, it is especially difficult to give voice to our feminine sensibilities." Robert Stein says, the feminine is "not communicated by word or rite but by presence and being". (page 138) Carol questions: "If something cannot be put into language, is it real?" This is a central question for women in management and leadership. Every day women seek to access and express their feminine in business: If I act from this sometimes ineffable deep rich inner feminine, will I still be competitive? How can I get respect in a mainly masculine business culture? Carol challenges us to recognize that "there is still a great danger that we will think that having women in positions of power is enough, when it is the integration of the feminine principle that will really contribute to the creation of a more balanced culture." Women connecting with their wisdom and leading in feminine ways is essential for the survival and evolution of humankind. This book can help you to find your way into your own very personal and quietly or boldly passionate leadership. 7 of 7 people found the following review helpful. Gaining access to the whole human By Bill Godfrey For a reviewer of business books, Carol Frenier makes a very welcome change, for 'Business and the Feminine Principle' reads more like a good work of non-fiction than a 'business book' and this enhances rather than detracts from its relevance to people in business. It is part auto-biography, part applied psychology, deeply reflective, discursive, and very concerned with values. It manages to convey a lot of messages about the value of combining feminine and masculine ways of thinking and relating in the course of reflective discussion about situations that have influenced the author. Her style of presentation itself helps to illustrate the points she is making. Margaret Wheatley hits the mark exactly with her comment on the back cover blurb: "This very personal and quietly passionate book asks us to explore aspects of human nature that have gone unregarded for too long. We could create so much more together if we would join Carol on this exploration." And that is the point: to 'join Carol on this exploration' requires a willingness to engage in joint dialogue and joint reflection, which is too rare in the world of business and administration. It is worth mentioning a couple of things that the book is not. It is not 'feminist' in any conventional sense, it does not seek to promote any one group over any other and it is not primarily about the place or even the roles of men and women in organisations. Frenier has been deeply influenced by Carl Jung and, if the book has a central theme, it is Jung's concept of individuation, the fullest possible development of the capacities that are present in all of us, through the way in which we enter into community with each other and value difference to aid growth. All women and all men have aspects of both the feminine and the masculine within them in varying degrees, and it is these qualities, not gender, that are the focus of Frenier's interest. Throughout the book runs the sub-theme of the need to work for a truly sustainable world and the values involved in living simply. She is one of the rare authors who has the courage to challenge us to bring into explicit consciousness and think through the impact of the largely implicit assumptions on which business is based - 'more is better', 'growth is the name of the game' and others, which threaten our long term survival. She does this by example from her own experience and by inviting reflection, not by railing against 'the evils of today's society'. In doing so she displays a great faith in the capacity of small changes in attitude among a wide enough cross section of people to trigger major shifts for the better. What comes through is the value, for results as well as the quality of all our lives, of engaging in open, reflective dialogue and entering into community around the issues that are important to us. The feminine within us has qualities which make it much more likely that this vital process will occur and be valued. It is an extremely important message in an environment in which the masculine is visibly cutting out all the time for reflection that - as the growing literature on knowledge management amply demonstrates - is vital not merely to our health and happiness, but to our commercial survival. Encouraging the group we work with first to read the book and then to spend time discussing it would be an ideal way of opening up windows in our minds and expanding ways of relating.

Business and the Feminine Principle: The Untapped Resource describes in lay persons' language the essence of the archetypal feminine and its potential for business. This book shows both women and men how the feminine principle works in human thought and behavior and what it could mean for business if we gave the feminine principle the same kind of attention and support in the work place that we give to masculine consciousness. *Business and the Feminine Principle* goes beyond the well-established conversation about the need for feminine attributes in business and invites both genders into an exciting new collaboration. By no means a critique of what is wrong with masculine perception and behavior in business, this book inspires new respect for the integrity of both masculine and feminine energy and their ability to co-create a viable future for all of us.

on a comparison with Helgeson/Currency's book 'The Web of Inclusion' she (Frenier) delves deeper into the feminine soul, and has more to say about its value in management. "...describes in lay persons' language the essence of the archetypal feminine and its potential for business... Business and the Feminine Principle is recommended reading for anyone charged with a supervisory or managerial duties in the workplace, whether neophyte or experienced veteran." Wisconsin Bookwatch, October 1996 "This book is both profound and beautiful." - Triad Business News From the Publisher Business and the Feminine Principle goes beyond the well-established conversation about the need for feminine attributes in business and invites both genders into an exciting new collaboration. By no means a critique of what is wrong with masculine perception and behavior in business, this book inspires new respect for the integrity of both masculine and feminine energy and their ability to co-create a viable future for all of us. About the Author The Advantage Group, Inc