

Herald Sun, Friday, April 27, 2001

Ancient art helps business flourish

Businesses are turning to the ancient Chinese art of feng shui to improve their bottom line.

The discipline used widely in Asia for 5000 years, is gradually being taken up by Australian business.

Feng shui master Jodi Brunner said use of the principles resulted in marked changes to the health and wellbeing of staff, and to morale and performance.

She said staff at a nursing agency were bickering because the seating arrangement meant they all had their backs to the door.

A transport executive suffering from stress found that once clutter was removed from his office and it was rearranged, his health and performance improved.

Ms Brunner said businesses with links to Asia or with personnel who had worked in Asia were keen to use feng shui.

“As we are close to Asia and we do business there, it is very important for us to embrace it,” she said.

She said it was all about people being harmony with the environment to maximise the flow of good energy.

“We can see energy as being like water flows. If water flows in a smooth way, we can capture it,” she said.

“If water drains away too quickly we can’t capture it.”

Ms Brunner said her client list ran from one-person businesses right through to a big insurance company.

Feng shui is just one of the exhibits at the Business World Expo, running at the Melbourne Exhibition Centre from today until Sunday.

The expo, in its ninth year, has zones featuring corporate hospitality, e-business, products, investments and services.

Australian Taxation Office seminars will provide important information about tax reforms.