

Accelerating Time

Do you ever get the feeling that time is speeding up, that there are no longer enough hours in the day, and that you just can't keep up anymore? What you are feeling is the increasing rate at which consciousness is evolving, and it is affecting all aspects of our lives, including our business organizations and how we succeed. One historical tool for tracking the evolution of consciousness identifies that twenty times more change took place between 1999 and the present than took place from the mid-1700s until 1999, and the evolution in 2011 is projected to be twenty times faster than that!

With any change there is risk of turmoil during transition, and the larger the change, the greater the opportunity for turmoil. We are seeing some of the early signs of this turmoil playing out on the national and global stage with the global financial crises, the increase in terrorism, violence, social unrest and political unrest.



The Effect on Business

While the effects on business of weak financial markets and soft demand are clear, what is not so clear is the greater effect a significant shift in consciousness will have on the organization as the pace picks up. Company's must face the real problem of employee overload caused by the fast pace of business and life in general. While employee burnout can result in poor morale at a minimum, the real cost to the firm includes increased inefficiency and ineffectiveness as employees struggle to keep up and are only able to skim the vast quantity of information without getting to the depths of what needs to be done. Western companies are also feeling greater competition from Eastern companies, which coincides with a shift toward consciousness traditionally more aligned with Eastern philosophies, and they will need to work to stay aligned with their customers as their priorities change with the evolution of their consciousness.

Opportunity with Change

While change can bring turmoil, it can also lead to significant opportunity. The shift in consciousness that is underway and accelerating will lead to new opportunities for companies, including new ways of doing business and new technology to do it. These new approaches will lead to optimal results for companies through a sharper focus on their ideal market segments and greater efficiencies in decision making and operations.

Introducing CBEvolution

CBEvolution was formed to provide business leaders with the tools they need to consciously evolve their organizations and manage their enterprise through the transition. Some of these tools are available today and more are being created for tomorrow. CBEvolution is using breakthrough approaches that take into account another dimension of the company to understand its Greatest Market Potential™, identify and remove the blocks to achieving it, and align the organization for optimal results. CBEvolution also has services based on a completely new technology that provide business leaders with access to information previously unavailable to enhance profitability and growth through the turmoil.



Biography – John H. Longo

John H. Longo is a senior technology executive with extensive leadership expertise across business disciplines. For the last nine years he has also been an ardent student of deeper consciousness, understanding its effects on individuals and organizations, and how to facilitate its evolution. In 2008, John began to combine his considerable business experience with his understanding of consciousness to develop capabilities and tools to help organizations and individuals evolve and prosper through the current evolution of consciousness. This effort has culminated in the creation of CBEvolution™, a professional services firm focused on helping companies become enlightened organizations.

Prior to CBEvolution, John served as vice president, product marketing and management at NextPoint Networks, and vice president, marketing at NexTone Communications, both of which provided security technology for voice over IP services. Prior to that he served as vice president, data services at Global Crossing, where he built a global, tier-1 internet backbone business. Before Global Crossing, John served in a variety of leadership positions in operations, engineering, sales and marketing at AT&T where he started his business career. John has also written a number of published industry reports as a senior analyst with Heavy Reading, and he is currently writing two books based on his latest work. One focuses on leadership in an enlightened age, and the other focuses on the process of personal evolution.

With global leadership experience, including building a \$400M global data services business, running a multi-billion dollar product management organization, and direct assignments in Europe and Asia, John understands global management issues from both a market and organization perspective. He has managed international teams and multi-cultural environments, consulted in a variety of industries, and reported on key technology and market trends as a telecommunications industry analyst. He has also served as a change agent, introducing process management and quality principles to organizations in the 1980s. This extensive business experience combined with John's understanding of consciousness has enabled him to create capabilities to help companies crystallize their strategy, target the market segments with the greatest potential, and align the organization around that strategy and those markets faster and more economically than with traditional techniques.

John is based in the metropolitan Washington, DC area.