

Efficiency through mind power

NEW YEAR'S Day, 1995. Murali Menon, Chief Executive Officer of www.tips4CEO.com, arguably India's oldest portal, lay there on the road with a serious head injury. Riding a two-wheeler, he had been knocked down by a truck. Doctors diagnosed the injury as brain haemorrhage. Menon's chances of survival were bleak, almost zero.

Six years have gone by after that terrible mishap. Staging a miraculous recovery, Menon attributes it all to Neuro Linguistic Programming (NLP). NLP, he explains, is a school of psychological thought which believes that mind power can cure any disease including paralysis, amnesia and cancer.

Impressed by his own experience, Menon went on to conduct ZeNLP workshops for the corporate sector, companies such as the HAL, HCL and IIT. "Improving managerial efficiency through



Murali Menon

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group meditation," that is the essence. Murali explains how the workshops work: "There is a lot of real-life simulation of say, crisis management. We look at how the participants respond to such situations." The emphasis is on techniques such as visualisation,

auto-suggestion and meditation. "The idea is to help the participants improve their memory, concentration and reading skills," says Murali. About 2,500 people have benefited from Murali and team's workshops in the last three years. The team has six certified

NLP trainers, three from Ahmedabad and three from Kerala. Their combined effort has resulted in over 100 workshops. Menon says he, on his own, has so far cured about 12 cases of cancer, paralysis and psychosomatic diseases.

A Biochemistry graduate, Murali had started the Bio-informatics portal for pharmaceutical companies in 1994.

He also has a MBA degree from the Institute of Management, Development and Research (IMDR) and a Ph.D. in "Effects of Zen meditation on the unconscious mind" from the St. Clement University, Australia.

The 35-year-old CEO from Palghat is also a visiting faculty member of the Xavier Institute of Management and Entrepreneurship (XIME), IFIM and Mount Carmel Institute of Management.

*By Rasheed Kappan
Photo: Sampath Kumar G.P.*