

# Russ Hudson Awarepreneurs Interview Final

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## SUMMARY KEYWORDS

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## SPEAKERS

Paul Zelizer, Russ Hudson

**P** Paul Zelizer 00:04

Hi, this is Paul Zelizer and welcome to another episode of The aware printers podcast. This podcast is all about the intersection of three things, conscious business, social impact, and awareness practices. Each episode I do a deep dive interview, the thought leader in this intersection, someone who has market tested experience and is already transforming many lives. Before I introduce today's guest and tell you about our topic, I have one request. If you could go over to iTunes or whatever app you're listening to the show on and do a rating and review and hit the subscribe button. It helps tremendously. Thanks for considering. Today I'm really excited that our guest is Russ Hudson, and our topic is increase your alignment and impact with the enneagram. Over the past three decades, Ross has established himself as one of the top leaders and developers of the enneagram personality type ology in the world today is co authored five best selling books on the subject. Including the wisdom of the enneagram and personality types, which together have sold over a million copies. Russ, welcome to the show. Really glad to have you.

**R** Russ Hudson 01:09

Thank you, Paul. It's great to be here.

P

Paul Zelizer 01:12

But we were joking before we hit record, this could easily be a three hour episode. Now, I'm not going to do that to you or to our audience. But there is a lot to talk about in the past 30 plus years, you've been doing this work, and we're gonna get into what is the enneagram? And what are you doing with it now and some of the exciting things you're working on. But before we even go there, we are called aware prayers, Russ, and one of the ways we like to get to know somebody is to ask about a wellness or an awareness practice that you personally use to bring your best self to Work Day after day, week after week.

R

Russ Hudson 01:43

Well, there are a number of them, you know, I'm often doing public speaking, or facilitating groups, or working with individuals and it's crucial that I have some practice. There's, you know, my practices morphed over time and I haven't done a lot of different practices, I try to see what feels balancing each day. What may have been good last week may not be exactly what's called for this week, but all of them have one focus in common, which is to use breath and sensation in a very simple way to call me more into the immediacy of the moment. So I learned that originally through gurdjieff work practice, which we can probably talk about later, but just finding my feet on the ground, not as a thought but as a sensation. And if I'm sitting to feel my body, sitting in the chair and to be aware of the sensation of breathing, not necessarily doing anything with my breath, but just noticing it starts to smooth some of the edges gets me more into the here and now because My body can only be here and now can't be anywhere else. So when I'm with the awareness of body, I'm more present. And it tends to get me out of whatever emotional reactions or mental preoccupations I may be in coming into that moment. So I do that as a foundation of everything. And then once I get myself a little bit here, I see if there is something else that might be helpful in terms of orienting more fully. The other The only other thing I'd say is that the enneagram works with what we call three centers, there actually are seven of them ultimately. So it more or less corresponds to the chakra system in India, but we work primarily with the the intelligence of the body, the intelligence of the heart, the intelligence of the head. So you could say kinesthetic, emotional and cognitive Have intelligence. But there's a way we learn to switch each of those on in a way, so that we're more here with all of our cylinders firing for whatever we're called to do. So, let's not assume anything on this podcast, we try not to seem too many things. Sure, like if somebody is listening, and maybe they've heard of the innie gram, but they don't actually really know what it is, right? You're one of the people who kind of brought it to the US and Western world. So like, how would you explain in two minutes or less of what is the enneagram? Okay. Well, you know, mostly if people have heard of it, they probably heard it. It's a system that describes nine personality types. And which one of them are you and

Okay, that's, that's sort of like the front steps of the house of the enneagram. You haven't really gotten in yet. But there are it describes these kind of archetypal patterns or psychological needs the business mistake people often make with it, I think when they first learn it is that they take themselves to be that pattern. I am a four, I am a to IMS seven. And you know that shorthand. We understand why people do shorthand. But actually, no one is a type. We have a type. It's better to think of it is our default coping mechanism, how we get through life, how we manage our emotions, when we're stressed, what do we do? There are a lot of aspects of our human nature that are kind of automatic. And but when we become conscious mindful of those automatic tendencies, we're not taken over by them, and it tends to open us to other internal resources. So the original use of the anagram before it came to market so to speak, was it was used in meditation and mindfulness practice. It was used as a way To see what we take ourselves to be when we're not being more fully present in the moment. It's what catches our attention what, what habits sweep us out of our best self, you could say. But if you know that it sweeps you back to your best self. And each of the types is also related to what I might call a gift or a talent, a natural capacity that is, in a sense part of our mission or our purpose in life. So there's a it isn't a final definition of who you are, but it is certainly got some important information about some things that will be very helpful for our particular journey.

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Paul Zelizer 06:44

And like, Danny Graham, has been the bulk of your life's work like how did you get into the enneagram? And how did it like when you were like seven years old? Are you saying I want to teach the enneagram I want to write books that sell over a million copies about the enneagram like, I get It right most of us haven't heard of it. So how did you find it? And how did you like fall into like this has become ruts. Hudson's path,

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Russ Hudson 07:08

like Well, you're quite right, Paul, you know, they're my high school guidance counselor did not include this.

P

Paul Zelizer 07:16

You could

R

Russ Hudson 07:18

hire a businessman or an enneagram detangling. That's not how it works. Right. And, you know, you always come out librarian that always came out to, but actually, you know, I

started learning about this back in the 1970s I was still kind of a young whippersnapper teenager and, and at that time, as I'm sure you know, people were discovering a lot of things they were learning about the eastern traditions, Buddhism and Hinduism and Taoism, we're starting to come into more popular culture here in the United States, but also people exploring deeper understandings of the Western religious traditions, Judaism and Christianity and Islam. And so there was a whole kind of renaissance of interest in the mystical in the deeper dive, you might say, and the anagram. As I learned, it was not originally a typology. When I learned about the anagram, I was in the process of going to listen to various gurus and teachers and some of the famous ones that I'm sure people heard of I sat with and tried to learn something. But I got very interested in the teaching of a man named gurdjieff. George gurdjieff. And you met some of the listeners, you may have heard of him. He was a teacher that appeared in Russia, prior to the revolution, and prior in part of the First World War, and then when Russia sort of went through its revolution, he left with a number of his followers and set up camp in in Paris. And his work was a work about awakening about presence about How we are asleep in ways we don't see, and how we can be trapped in very automatic ways. So the enneagram in that gurdjieff work was not a typology, it was a way of undoing our habitual way of looking at things it had to do with more laws, universal laws, it was more of a mundane law of cosmic processes, so to speak. And that's how I first learned it. And I didn't learn it in classes or discussing or talking about types. We learned it through practice, we learned it through movement work, all kinds of interesting things. So when I later on encountered it as it tied pathology, I was kind of surprised just tasted, Oh, I didn't know you could use it that way. And that was the work of a minim, Oskar rechazo, who had been studying the gurdjieff stuff in South America and just took it in his own direction, and came out with this brilliant synthesis actually of a number of of traditional teachings that he brought forward. And really everybody after him started working on his look at aligning these traditional orientations toward consciousness that have roots in Kabbalah that have roots in early Christian mysticism that have you you could trace some of these even back to pre classical civilization things people have been thinking about a long time. And he put it in the context of modern people in modern psychology. And from that, my writing partner, Don Richard reseau, and some of our colleagues, people like Helen Palmer kludio never know, were people who brought this forward to the modern world and showed its relevance to psychology. But I really came into it backwards. You know, I came, I sort of backed into the intagram type ology from having first learn the kind of deeper contextual What do we want To say the the orientation toward it, which I see a central I learned before I ever learned the topology.



Paul Zelizer 11:07

It was a mysticism first.

R

Russ Hudson 11:09

That's That's absolutely right. And so for me that became super important, I see it as a help a map for people who are doing practice but if you're not doing practice, the map will get used for weird things. And, and so I'm always trying to guide people back to the orientation that will take this knowledge and make it practically useful and spiritually and psychologically helpful.

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Paul Zelizer 11:38

We're going to talk about some of that uses and business that you're involved in even using it in diversity, equity inclusion training, and we're going to get that really exciting and innovative uses before we do that, Ross just give us a like, so you you found these type ologies part of the inia Graham and somewhere along the way, you start writing books, right yeah. One of them particular the wisdom of the enneagram. He sold a lot of books tell us about I

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Russ Hudson 12:04

don't know how many. Now, that million dollar figure was from 1999. So having a million books,

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Paul Zelizer 12:10

you know, who knows a million? That's all we know, a lot. A lot. So like, when did you say, Oh, I need to write a book or you know, you did it with a co author, when did the two of us that we need to write a book about this?

R

Russ Hudson 12:29

Well, that's a very interesting set of circumstances that brought that about. The first book that was a major market book on the enneagram. Well, there was a book sort of sold in Catholic circles that made a splash but the first mass media book was written by my co author and friend on Richard reseau. And it was called personality types. And he wrote that book and published it in 1987. He had been working on it for 12 to 14 years when it came out. That's why I'm always amused at all these overnight cynsations who go to a weekend workshop and become enneagram expert. It might take you a little longer. It's really

P Paul Zelizer 13:14  
a big study two weekends, right? Yeah.

R Russ Hudson 13:17  
Yeah, I'm just gonna I'm just gonna watch a couple YouTube videos on brain surgery and then I'm going to open up shot right,

P Paul Zelizer 13:23  
there you go. open heart surgery, right. Yeah,

R Russ Hudson 13:26  
that's it. I can do that. Anyway, to get back to the story. Don had already been working and he met me. I went to him originally for consultation, because I had read his book and found it very intelligent, very useful, and but I was looking at it from this gurdjieff point of view. And he hadn't really been part of that he had been. He was originally educated in Jesuit seminary, but he had left the Jesuits and was just full time working on This book and developing teachings. So when he met me, I knew the gurdjieff work and the inner teachings in the background. And so he wanted to start spending more time and talking with me. And at a point where I got laid off from a job where a lot of us got let go, he hired me, or he offered me a job in any case, to work as a part time assistant for him. But while I was doing that, I was answering the phones and, you know, keeping the database such as it was in those days, I started having these conversations and he had the idea that it would be helpful to him if I accompanied him when he was teaching and do some of it he. For those who know the intagram Don Richard, Risa was a self preservation four with a three wing. So public speaking and hanging out with people was not his first choice. He had to kind of grow into that but Having an ally there just made it a heck of a lot easier for him. And so I fulfilled that role. But much to my surprise, I found I had an aptitude for teaching this stuff. And so little by little, my reputation grew, Don had me co build with him teaching and eventually when he wanted to, you know, have a little bit more time on his own and not have to go out I became sort of the front person of our organization going out doing a lot of the teaching, and he brought me in to work on the books with him, because he saw that while his theories were clear, and lucid and very helpful, they became even more powerful when they were plugged back into the original sensibility. So when we wrote the wisdom of the enneagram, in the end of the 90s, it was really a book that we presented to answer the question. So you found your type, now what it was to plug the topology back into the orientation to presence in the development of being the development of awareness, which is what it was for. So, and that's what pretty much had

been doing full time ever since.

**P** Paul Zelizer 16:18  
Over 30 years now, right?

**R** Russ Hudson 16:20  
Yeah. Yeah, hard to believe.

**P** Paul Zelizer 16:22  
And that was called the intagram Institute, if I'm remembering correctly. Yeah. And it still exists today, if I remember sure does, it does indeed, we'll put a link to all the different folks that have been mentioned so far. It's gonna be a nice we're gonna have some really beautiful show notes. People love our books and resources. So it's gonna be a wonderful

**R** Russ Hudson 16:43  
places to go.

**P** Paul Zelizer 16:44  
Exactly things to check out. So if you're like, What did he say? What did he say? I will try to get it all if I forget something, just email me or tag me on social media. And we'll make sure we get as much as we can in the show. So you write this book and suddenly you're like touring and you're like, doing console. You're teaching and you're helping to run this thing that grows into the enneagram Institute and give us a little bit like somebody who's starting to get traction. You know, now you've like sold a million books and you do stuff with sounds true and in business. And again, we're going to talk about all that Ross, but like, as, as somebody who was like, in that earlier phase where you're an emerging leader, we have a lot of emerging leaders who are listening to the show people are doing like fabulous work and you know, they're five years in or 10 years in, right so if you could talk to yourself 20 years ago, or 25 years ago, Ross and you're starting to get traction and your this is your full time thing. And you've really worked hard to teach with authenticity and depth. I like to joke about the deep end of the pool. Like what would you say to somebody who's emerging with that, like, practice that has the fullness and the richness and they're not just doing the weekend workshop and they're starting to get traction and you know, that's a beautiful but Also complicated place like suddenly a lot of people are your attention. Russ, we do this and Russell, you do that and we do a blurb for my book. And

when you do this for free, and when you do this for like, you know, \$200 and it's gonna take you 27 hours, like, how would you? What kind of suggestions do you have for emerging leaders who are starting to get lift in what they're doing? And when we get lift them, people want things from us?

R

Russ Hudson 18:24

That that's such an important question you're asking and one that people seldom ask me. You know, I, unfortunately, was a slow learner and I was in a team and I wasn't always the one who got to make the decisions. But as I've grown along, I do that more and more. I'd say there's several kind of decision points that arise. I would say at the beginning, it's really hard to do it on your own. That may be your predilection. But it's good to have at least someone else like Don sought out me. It doesn't necessarily have to be someone who teaches with you. Though it could be, but someone who is working on the business with you to bounce things off to see things that you don't see, I find that two heads are definitely better than one. And it's some as it grows, of course, you may end up having a few people, you may have somebody doing the admin stuff, you may have somebody doing business stuff. But I'd say there's a really tender and difficult moment. And this is not just true in those of us doing this kind of work. I think it's true for any business, where you're kind of going from a mom and pop store to really being a viable company. And there's a lot of decisions to be made there. One decision that I had to make, and there's no right answer here, there's just what feels right to you. When you're doing this kind of work. You can do it more. From the point of view of you as a consultant, you as a teacher, you as someone going around or you create an organization of teaching these presenting what you do, and they both have their advantages. If you have an organization and it works, it's things are going to grow a lot faster. But the downside of that I have found from my friends who went that way, is that then you spend a lot of your time running and managing and administering that organization. And if you leave that entirely to other people, I have yet to meet a teacher or facilitator who is entirely happy with how that went for them. It's very unusual. Usually you have to be involved to some degree if you're creating a school of you know, body work or school of meditation or school of mindfulness in business, whatever it is. So you know, you hadn't you have to sort of decide how big you want things to be. Another thing I found that I learned, we learned the hard way is the contracts. helpful, it seems like an obvious

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Paul Zelizer 21:03

write it down, we've heard





Russ Hudson 21:07

about it, right? It doesn't hurt if your work if you're traveling and teaching as I was. And as Don was, we really got together a little presentation of what we have is kind of non negotiables. And what may be not necessary, but we'd prefer in terms of venue in terms of our accommodations in terms of how and when, where we're going to get paid. All that nuts and bolts stuff. And sometimes, you know, there can be a tendency, I'm a spiritual person, you know, I don't want to deal with all that. But to me, it really is part of our, our spiritual work. It's part of our, our Dharma, to actually be mindful and responsible of that undergirding of our work and to be clear and communicating our expectations. To the people we'll be working with, even if only in a limited basis, people like sponsors and hosts and so forth. I think it is really a good idea. work cooperatively with people who aren't in your field so that people in the overall movement of consciousness, shall we say, know who you are, and can put in a good word for you and you for them. It's helpful if you can get into some of the established places for teaching now, now that we're in the midst of this epidemic has, he knows how that's gonna play out? Although I think some of the places are exploring the possibility of opening with you know, limited enrollment, but your whether you found like the



Paul Zelizer 22:49

southlands



22:50

Yeah,



Paul Zelizer 22:52

in May Institute and all those kind of places,



Russ Hudson 22:54

all those kind of places Kripalu, you know, to get into that circuit, even if it's just something You do once or twice a year gets, I think when we start off we are in a little bit of a bubble, we get a little bit of an echo effect, where we're, we're preaching to the choir, so to speak, the people who have gone to the trouble to find our work and seek it out are there. But if you're gonna grow the business beyond that, if you're going to get beyond that initial group, you have to be visible in places that people who might be interested in it can find out, for example, you know, a lot of people that I would encountered that I think would

benefit greatly by the anagram where, you know, meditation practitioners, mindfulness teachers, so on and so forth. But they thought the anagram was just you know, a simplistic typeology which box do you go in? I used to my sort of cheeky quip was always the anagram doesn't put you in a box. It shows you the box you're already in without knowing it and the way out beautiful. But you know, when you want to have those kind of conversations with the people who would benefit from what you're doing, and that takes time and patience. But the cool thing about that is yes, it grows your business until you get to meet some other cool people that will may become your friends or allies. And the third thing is that it's very important not to get ingrown it's very important to stay abreast of other developments, other teachings, other ideas, a because you want to keep up with latest findings and so forth. Even if you've got a very powerful thing you're bringing. You want to be able to talk about it in different contexts. You, you know, I get I talk sometimes with heads of major international organizations and get together and we talk about things. They're both for kind of leadership Congress personal coaching, team building stuff like that. On the other hand, I'm working with people in religious life from working with nuns, and I'm working with devout Muslims in the Middle East. And, you know, if I can only talk about it one way, then there's a limit to how well I'll be able to bring this to other people. And that's another way you know, it's another doorway into we've talked a little bit about diversity, but I think it really behooves us to learn some different ways of talking about what we do. I used to say to my students, if you have to keep always using the same PowerPoint using the same jargon, I would question that you really understand it.

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Paul Zelizer 25:45

One of the frames that's been most impactful for me in the past six months and frame by fabulous conscious entrepreneur called Pam Slim, and I'll put a link to the episode but she called them watering holes. Right, in everyone's face, there's a watering hole. Like think about, you know, if you're a hunting animal, on any grasslands, it could be the grasslands, you know, the plains of the US or the savannas in Africa, right? You could wander around in the grass and look for something to eat, or you can go to the watering hole, because everybody has to go to the watering holes, right? And in every space, whether it's, you know, spiritual living space, or conscious business space or social impact space, there's watering holes, there's places where people gather and if you go places and you build a relationship there, your work is going to grow much more quickly. Then if you're siloed and isolated, so I'm hearing Pam egg. You're talking so I'll put a link to that episode, but I just love the way she had language for that, like yes, watering holes, Pam eyes as soon as it came out of her mouth. I'm like, Pam, I'm gonna steal that and give you credit for the rest of my time in business because we need language for that. Right. So thank you, Pam, for giving us language for that.



Russ Hudson 26:57

Thank you, Pam. Like I can remember That one, right?



Paul Zelizer 27:00

Good.



Russ Hudson 27:02

Very good. Now it's some of these watering holes are established places like the ESLint Institute or like Kripalu, or, you know, places that have been around a long time. Some of them are new places that are trying to establish themselves. But also there are conferences and things. The thing I want to say about that is a lot of these conferences, you don't necessarily make a lot of money. So if you're going in with that as an aim, you may not want to do it or you may be frustrated. But in terms of what we talked about in terms of visibility, in terms of turning new people onto your work in terms of connecting with colleagues who might have really important pieces for what you may be called to go forward into, these are really important. I always look back and realize that my habit of mind is that I think I know where I'm going. And then I meet somebody or I met a person conference or something and something just like the penny drops, go, Oh, wait a minute Hold on, that's so much cooler than what I was thinking of that's, that's where I really need to go. And you know, like the most interesting opportunities of life, I seem to come out of left field. But that being said, we are playing these watering holes we can go to where the chances of having that kind of opening are increased. There's a few conferences I go to every year and I don't go to them for money, I go to them for the opportunity to network and meet people and also to present to people who might really appreciate what I'm doing that might not understand what it is if I wasn't there, you know, making that presentation.



Paul Zelizer 28:45

Totally, totally agree. So let's do this. Let's just take a quick break to thank our sponsors. And then I have a whole much more questions for Eros.



28:55

Okie dokie

P

Paul Zelizer 28:56

we're printers isn't like most podcasts, many podcasts have like meal delivery plan are a website service to sponsor the podcast, we don't have one or two sponsors, we have hundreds. It's called the aware partners community. And if you have a business that's about making positive impact, while living mindfully on planet earth in these really poignant times, what we do in the carpenters community as we help people in really specific concrete ways, like for instance, via LinkedIn pot, never thought about using LinkedIn to grow your business fabulous place, particularly if you're interested in doing work with leaders and people who are decision makers, like a lot of them are on LinkedIn. But a lot of people who have conscious business are like, I don't know what to do. There is fabulous two of them actually now have 12 to 15 people in a LinkedIn pod that will give you feedback and help you like we'd like and comment and get to know each other and introduce each other so you don't feel like you're starting with nothing. You're starting with a community of people who understand this kind of work. You also have one for Instagram. We help people think about either starting a podcast or being a guest. Like a Brussels today on other podcasts that are watering holes for your space, we're really granular group of people who understand these kind of businesses and look for very grounded ways to help you grow them, and comfortable and supportive ways. So if you could use a little more support to help your conscious business, social impact business grow, go check out the aware printers community at [aware printers.com](http://awareprinters.com) forward slash community. And thank you so much to everybody who sponsors this podcast. So Ross, our title today is increase your alignment and impact with the enneagram. So talk to us now to understand a little bit about where it is and your journey and getting into this work. Like how does the enneagram if somebody's using it in this deeper way? How does it help you be more aligned in the impact you want to have in the world? And how does it help you have more of that impact?

R

Russ Hudson 30:52

Well, there's obviously several answers that would come to that but the first that comes to mind relates to Something that we were already talking about that again, with the anagram it's it's giving you a way of tracking a tendency in yourself. And that has two benefits. One of them is that tendency tends to be one that when it gets out of hand or less connected, shall we say to other parts of ourselves it creates trouble creates some of our difficulties our relationship or business the

P

Paul Zelizer 31:33

good trouble that john lewis was talking not



31:35

know not didn't



Russ Hudson 31:37

know. We're talking about the kind of trouble like wow, I botched that



Paul Zelizer 31:42

ego getting in there and messing things up kind of



Russ Hudson 31:45

go not getting an imbalanced view of the situation. Okay, so each of the nine points has certain vulnerabilities, certain things it does, what we're learning is to spot that that tendency without judgment with or without, if I have judgments to notice the judgments, but also to meet myself with more contact presence kindness, when that comes up. So then not only does it put a little some brakes on that tendency, which itself is a good thing, it also becomes a reminder to come back to myself if I have found my core pattern, and sometimes we might end up working with more than one in the beginning. And it gets more subtle as we go but as we locate those patterns and how they sit in our body, but how they they sit in terms of a pattern of tension or breath or posture or habits, how they feel as an emotional state or condition and what kind of thinking they produce in my mind, we start to see that we go back there I'll be very kind to say hundreds of times a day. Probably a lot more than that. But what that means is, if I begin to track this exit strategy, the way I check out from myself in some of us check out by being busy some of his checkout by being uninvolved some of his checkout by being really focused on somebody else's needs some of his checkout by looking for, literally for an escape, we're all different that way. And we might have smatterings of all of it. But there's a favorite way we leave ourselves. But if you see that, it becomes an alarm clock, it becomes a reminder to come back to yourself to come back to the here and now. And in the here and now. The intelligence the body, heart and mind combined to something more than the sum of the parts and then we can call that intuition if we like we can call it whatever we like. But there's a different kind of knowing And understanding and capacity for response. One of the other big things I think the intagram teaches us over time, is to recognize our patterns of reaction. Because when we can presence, our reactions, we can transmute them into intelligent response. You know, the world is such that how could we live without having reactions? I mean, it's not a reasonable thing to say, don't have reactions, lot's of luck with that. But if we catch our reactions, if we see them, suddenly we're trying to repress them,

we're bringing sensitive awareness to them. When we do that the reactions are, let's say fuel or food, for the cultivation of a capacity to be affected by what's happening, but to respond instead of react, so that when we're teaching or facilitating people or we're conducting important business meetings, or we're working with a colleague Wow. If, if we could do that even one out of five times, it could really make a difference in the overall outcome in our lives. So that's on a very basic level, that knowing this material can save us a whole lot of grief, especially in our relationships. Beyond that, I think people use it to understand where other people are coming from. We all assume that everybody sees the world more or less as we do. And of course, there are things that are universal, and that we all share. And that's, I just want to say Thank Heaven for that. But there are also ways that we don't see things the same way. And, you know, we're in a time where we're beginning to discover about that in terms of culture or ethnicity or race or religion and okay, but I mean, even more fundamentally on this level of temperament on this level of, kind of, what we take as a given is not necessarily a given and what what we think is needed to solve the situation may be different than what someone else sees. If we understand that we get better at receiving the gifts of others, and signaling to them our appreciation for their effort to bring their gift. But we also learn to come up with more successful combinations, for the practical things we're trying to do or for the larger issues in our world now that we're struggling to find better ways to address. So and I think that's just scratching the surface of it. But, you know, ultimately, the anagram is about a movement into wholeness. It's about seeing the contradictions or paradoxes in myself. And by holding those contradictions and paradoxes from a deeper place, it becomes a way of integrating these diverse elements and moving into a more coherent integration or to use the word you used an alignment alignment with our true heart, our real purpose. And I think that's the primary use of it really.

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Paul Zelizer 37:08

One of the contacts and a matter of fact, we're here having this interview, which I'm really enjoying thanks to a mutual friend of ours, Katherine bell. Right. Thank you. Yes. And I get thanks. Social distancing, how? Catherine right. And one of the ways you and Catherine have connected is bringing not just the enneagram, but a conscious business kind of body of work. That certainly includes the enneagram known as the awakened company, and I'll put a link to Catherine's episode. We just did it about a month ago. Right. Talk to us about the enneagram and business and organization. That's something that you're you're, it's grown over the years for you.

R

Russ Hudson 37:48

Yeah, it's been really interesting. We did a bit of work of that earlier on in my career, and

then I tended to you know, hand things off to people who already had active careers working in organizations by still get called in, you know, sometimes they want the old, the old dude to come in and, you know, sprinkle some wisdom or something. But really I see a few areas that are very useful one that was obvious was team building. And there's a few different ways that works. One of them is not so much just knowing the types of everybody on the team. That's one way you can approach it, but I find it less interesting. We did, one way I used to work with it is I would give everybody on the team, one of our enneagram tests called the ready Rh GTI. And it doesn't just tell you your type, it gives you like a bar graph of how you sit with all nine of them. And then we I make a composite chart so to speak of everybody on the team. So I'd have a bar graph of the team. And then that would launch us into really interesting conversations about what was maybe getting overdetermined in the team, what was being neglected, what maybe was there in a good way, it was really a well handled resource, or what was maybe a big concern, but it was not coming out in a way that was working. So I like to use it for team building, not to just say, Well, you know, Fred's three, so do this, but more to get people to think creatively and again, see the box they're in that they don't know. There are other ways it gets used a lot for coaching. I work with a man named James Flaherty who some of you may be familiar with and with the new ventures West coaching school, but I've worked with some other folks in various coaching schools to and we look at it there of how to get our own agenda out of the way to be receptive and available in a creative, spontaneous manner for what might be be called forth and what a client would actually need something to provide them with something more than an algorithm. So a lot of what we're doing is trying to get people to see their situation freshly, to bring more presence to it, to get excited about the creative possibilities in that. I've done a lot of work on leadership. I've done a lot of work on life coaching with leaders, things of that nature. I know that people also use it for marketing and, and so on. It's that's not necessarily my bailiwick. I don't know that much about that. But I know that people have done it. So there's a lot of applications because it's a tool for getting clearer about the dynamics of human relationship, interest psychically and inter psychically,

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Paul Zelizer 40:50

so to speak. And we'll put a link you and Catherine are doing a workshop series and somebody who wanted to learn more about the enneagram and that kind of a coach. And leadership in business in organizational and teamwork perspective, and I'd highly encourage that workshop series again, there'll be a link in this. Yeah.

R

Russ Hudson 41:09

Okay. So one other thing about that this is sort of a basis of what Katherine and I were

looking at. Well, I mentioned Mr. gurdjieff, before as the man who appeared and brought the enneagram into the awareness of the modern world. One of the things he talked about was that inner work had three stages. And that if you didn't really get to the second or third stage, it would tend to stagnate or even reverse itself. And the first, the first stage, what he called the first line of work was that you have to work on yourself. And you need to get clear about your issues. You need to learn how to be present. You need to have to learn to allow yourself to be more effective, without reacting and the things we've talked About and that you need groups to do that the idea of Sangha in Buddhism, it's very hard to do that work on yourself alone, you need a community of people to support that. The second line of work is once you've got some people who've been working on themselves, you've got like the Avengers, you got a team of superheroes, but hopefully with less personal issues than the Avengers.



Paul Zelizer 42:26  
Please



Russ Hudson 42:28

gather that a lot of what makes that whole series interesting is how there's all kind of neurotic, even with their superpowers. Ain't that like life, right? But the idea is that once you've got some people who can be responsible for how they show up, and really can show up for and with each other, then the question arises, what do we want to do? We now have a team here that can do extraordinary work, what work do we want to do and then being able to work consciously together is a huge thing. What Catherine and I saw in looking a lot of companies was that companies wanted the second face, they wanted the second line of work, they wanted a super team that could perform amazing things that could flow together. They didn't get caught up in resistance and neurotic stuff and so forth. But they, they just couldn't get that you can't get that team unless you put enough energy and support for the first line of work. So a company that doesn't do things to create a holding environment for the employees to center themselves and develop themselves can't go past a certain stage. So you know, we could just say, well go do that while you're at home. And you know, you might get some results, but really the come we found that the companies that dedicated some time energy and focus on the cultivation of the presence and capacities of their their employees have their officers way more successful at creating this second kind of team. And then the third part that Katherine also was very moved by and has taught with leaders about. The third line of work is when you start to have this, let's say powerful, enlightened, so to speak group of people who can do amazing things, we start to recognize what really needs to get done. And you know, back when gurdjieff was talking about this, and you know, the 1920s and the teens,



probably people had some sense of that, given the difficulties of that time. But here and now, you know, when we're faced with the various challenges that we human beings are facing on planet Earth right now. We can kind of see that as we are coming from our ego consciousness with our ability to really do the right thing. And to get together for the sake of what needs to absolutely happen, for the subsequent generations to have some kind of a life is going to require something other than how we've been approaching these things. So in that sense, it's, it's the company transmuted into first line of work, it's helping the employees, it's supporting them in learning how to show up. Second, it's creating conditions where those people can work consciously together and have protocols for how we work together consciously. And then third, the company being receptive to this may have been our mission hither to the perhaps our organization is called to a bigger mission. So there was a whole idea of the evolution and progression of an organization along these lines.

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Paul Zelizer 45:49

So much more we can unpack there, but there's a whole other body of work that's new, gosh, you're involved in a lot of things for us, but I'd be like a almost like criminal Certainly not doing justice to our core values and what the word printers community won. If we didn't talk a little about your diversity, equity inclusion work in the enneagram, using the enneagram, talk to us like, that is so exciting to me. And to be honest, the enneagram community, at least as I've known, it has not been the most diverse community historically and to do something using the enneagram with the women of color co facilitator, and go right into some of those questions about how it can be used and how the community can pay more attention to these issues. Boy, was I excited to hear about that. So talk to us about that.

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Russ Hudson 46:42

Well, you know, this one of the most exciting things I'm involved with now I'm working with a marvelous person and Dr. Deborah Egerton, who's been working on these issues for many, many years. And we have an upcoming

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Paul Zelizer 46:57

interview with Deborah. So you're about her, I'm so excited to interview her. She is

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Russ Hudson 47:02

an amazing person, and she is the organization called the Platinum connection. In any

case, you know, we know along the lines of what I was just saying, if we're going to get to where we need to get as a species, we're going to have to understand each other better get along better. And there's a lot of wound healing that needs to occur between, you know, let's as people here in the United States, let's look at the ones we need to deal with here. And right in the center of that is the black white, racist racism issue. So, yeah, what you're saying, if I if I might be so bold, I found that not only is there a lack of people of color in the anagram community, but pretty much all the spiritual communities that I was looking at, aside from traditional religious communities, when I go to other kind of workshops or things I'm not seeing a lot of People of color. So one of the things that's very exciting for me is to work with brilliant, talented, gifted people who come out of these different communities. And we're talking about black community, various Asian communities, Latin communities, who no more their community. It's a question both of understanding how to communicate these ideas within those communities. But also what are some of the conditions that have to be met? What are some of the things that might make people not want to learn about these things. But the other big part of it is simply that as we're looking at diversity training, or racial dialogue, and so forth, my experience and perhaps yours, too, is that we're trying to fix these problems on the level that they're created. And that doesn't work. It's like you can't engage a healing of these different All these on the level of dialogue that they offer these, these conversations often happen. There has to be extraordinary holding, there has to be a sensitivity, there has to be a grounding. And there has to be a willingness of the people involved to go to a deeper place. Because a the wounds of all this are there and be that's also where the healing resources can be found. So my sense is, rather than think, gee whiz, a lot of people from these different communities should learn all about the anagram rah rah rah. I'm more interested in how can the tools of the anagram help people in these communities to achieve what they wish to achieve? How can it be a support for the healing and justice for those communities, but also for a healing of some of the rifts and very old wounds that still Playing the United States in profound ways. I don't think I need to explain that anyone we, if you've been alive, and if

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Paul Zelizer 50:07

you're if you don't understand what he's talking about, then you're not paying attention if you look at us, right,

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Russ Hudson 50:13

exactly. So, you know, I'm aiming for one thing you know, it's it's part of it is me learning how to be gracious and cooperative, because I am a, a white male. And I'm, you know, of an ethnic background that you know, has definitely would be seen as privilege. So, it's, I'm

in a process of learning how to enter into these conversation as co creator and to listen, listen, listen, to receive things that you know, I'm not in a position to understand. But beyond just that, it's it's it's listening from the perspective of creating some kind of new vehicles. I'm not interested as I said, in just teaching the anagram as I've already known it. I'm looking at co creating new vehicles to help people that can spin out of these conversations, things that haven't maybe been in the world before in any particular way that we would recognize. So, so having a team that's I'm working with, that has racial and ethnic and gender diversity is super important to me. And just about my own work, too, as I look to how I want the stuff I've focused on to go forward, I want to hand it over to such a team. I want people who are going to be carrying my work on when I'm gone from the world, to represent the full range of humanity and not just this narrow cultural background that, as you pointed out, tends to look like me and kind of people go to the workshops. So there have always been some. We've always had a certain number of people but I would, I'm really fascinated in the conversations we're having of what would open the gift of what is on offer here to people in these other communities.

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Paul Zelizer 52:11

Well, Russ, there's so much more we could talk about and I want to be respectful of your time and our audience's time. We've got a new book you're working on, you got an audio program of sounds true. And like, I'll we'll put links to those. What I want to ask to wrap up is, if there was something that we haven't touched on yet, that you think is really important for this audience or something you want to leave somebody who's that up incoming, emergent, Next Gen. Impact oriented, conscious living, practicing leader that we haven't touched on Yeah. Why would that be?

R

Russ Hudson 52:52

Well, as you say that Paul, what arises is, you know, a lot of the earliest impatient That I had from being interested in the gurdjieff work many, many years ago. And I'm addressing this to the kind of people I would imagine are very interested in these podcasts in that. One of the things I see as problematic is how much of spirituality has become escapism. And so people use it as a way to not have to deal with certain realities in the world. And there's a growing conversation about that some of my friends and colleagues have been leading a lot of really interesting discussions about that. But what I want to suggest is that people who are entrepreneurs and conscious are already in that wonderful, beautiful paradox of quote being in the world but not of it. People who are trying to make a difference, who have some practical skills who are looking to leverage real transformation and change in our societies, but have their heart and mind oriented in the right way? That is a rare and precious commodity. My senses and something that Mr. gurdjieff said that

we're living in a time, which, which when he said this may be seen more unlikely, but it doesn't seem unlikely now, we're seeing the end of an era. We're seeing the end of a whole stage of human civilization. And I don't mean a little change like a revolution, I mean, a global change. And undoubtedly, there gonna be some bumps in the road ahead, as we're already experiencing up there already. Yeah, we go

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Paul Zelizer 54:49  
to the bumpy times, right

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Russ Hudson 54:51  
now, we're in bumpy times. We're in bumpy times and they're, they're not going to go away quickly. I think a lot of the sort of malaise that's With many people now is the realization that quote, things are not going back to normal. Now you either get overwhelmed and crushed by that realization, or you get interested in thinking, well, since some of these older things are off the plate, do I really want to keep living that way? Or what? How do I want to live? There's a possibility of creating new things. And so I always had the sense that many of us have always felt inside, that we were born into this time of transition that somehow we always have known that this was upon us. And so there's an invitation every day through our practice, and through our good work, to keep coming back to a question in the heart, like, what am I serving? And how are the things I'm doing? able to serve a larger evolutionary impulse that I think is stirring in humanity now. How can we make the great crossing? That is before us because i don't think i think if we don't succeed in finding that it's going to be tough for a long time. And so just my wish for everybody to rekindle that little fire in their heart. It's probably been there all along.

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Paul Zelizer 56:31  
Russ, thank you so much for being on the show. It's been an honor to have this conversation with you.

R

Russ Hudson 56:37  
Thank you so much, Paul. It was it was really fun. I enjoyed talking with him. He asked me some great questions.

P

Paul Zelizer 56:43  
Well, next time I'll ask you the easy ones, but no, I don't do that. Thank you so much,

everyone for listening. Again, I've got on I don't know at least a dozen different links here. So we'll get as many as we can. If I forget one, just email Now I will track it down. I want to thank you so much for listening. In a real quick reminder, we now do episodes twice a week we drop on every Tuesday and Thursday. This was suggested by somebody in the aware printers community, Katherine Bell, if you have a suggestion, we love listener suggestions for topics and guests, just go to the web printers website and use the contact page and tell us your idea. And for now, I just want to say thank you so much for listening. Please, please take really good care in these pointed times. And we really appreciate all the work you're doing to have positive impact in our work.