

SUNHEART BUSINESS LEADERS

Encourage The Brave to Empower The Good

Personal
Mr. Federal Councillor Alain Berset
Federal Department of Home Affairs

Rotkreuz, 6. March 2020

Letter of thanks and encouragement

Dear Mr. Federal Councillor Berset,

With these lines, I would like to express my heartfelt thanks to you and all those involved for the invisible efforts in dealing with the coronavirus. We are all faced with a very unique situation, and I have the utmost respect for your office and the associated responsibility for the safety of the Swiss population.

As a management consultant and co-founder of a network of entrepreneurs who are deeply committed to responsibility and ethics in business, it is of great importance to me that we can overcome such a crisis through united efforts. Therefore, allow me to address a few words of encouragement to you, hoping that I can make a modest contribution to improving the situation.

The Art of Maintaining Calm

Currently, I see the greatest challenge in ensuring that the concerns of the population do not turn into fear or even panic, and I am grateful that this is repeatedly emphasized by you as well. **We must not forget that everything that eventually manifests itself begins in consciousness. Through our thoughts and feelings, we continuously create our own reality.** In medicine, we know this mechanism as the placebo effect (positive reaction) or the nocebo effect (negative reaction). What the individual believes or is convinced of is crucial for how things unfold.

If fears arise among the majority of the Swiss population or people worldwide in relation to the coronavirus, we collectively accelerate and amplify what we fear the most. **On the other hand, a strong mind, when it can maintain the positive image of a desired end state in its consciousness and nourish it with the feeling of selfless love, can hold peace for an entire nation.** I am confident, esteemed Mr. Federal Councillor, that you carry a great deal of love for your people in your heart. Therefore, I encourage you to maintain this positive image and the certainty that we will triumph over the present challenges... You are not alone in this.

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One of my mentors told me many years ago, "When something negative comes your way, embrace it! Draw it into your heart, nourish it with your love, and transform it into something positive to give back to the world." Why shouldn't we, as human beings, be able to transform the current situation surrounding the coronavirus into something beautiful, uplifting, and wonderful? The Chinese language provides a profound insight by using two characters to represent the word "crisis" - one for "danger" and the other for "opportunity."

In the present crisis, there is certainly an opportunity... the opportunity to come together, support each other, extend a helping hand, and find creative ways to solve the problems that arise. But all of this can only happen if individual egoism gives way to the well-being of the whole. That is love... and LOVE is indeed the antidote to fear. We should make every effort to alleviate the fear of the population because we should prevent a nocebo effect in this situation whenever possible.

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There are many reasons to see things in a positive light, and countless opportunities to bring a little sunshine into the lives of our employees, superiors, suppliers, competitors, colleagues, and so on. Sometimes, people just need to be reminded of that. In all humility, I want to encourage you in this regard. Because especially now, it is extremely important to nurture uplifting feelings of joy, warmth, connection, and to give people hope. **Inspire us, the Swiss, to shower the world with all the goodness we have to offer and to maintain the image of healthy and radiant individuals, in thriving companies, in healthy nations, on a healthy planet, even in these challenging times, and to be at peace.** By doing so, we will emerge strengthened from this crisis. Switzerland is a wonderful country with wonderful people... and they will listen to you.

In this spirit, I wish you strength for the weeks to come and a wonderful weekend filled with joyful encounters. Thank you for taking the time to read these lines. And if there is anything I personally or we, the SUNHEART BUSINESS LEADERS, can do for you, please let me know.

From the bottom of my heart



Karin Fuchs-Häseli
Co-Founder & Vice President of
THE SUNHEART BUSINESS LEADERS