



The Diamond Cutter

The Buddha on Managing Your Business and Your Life

by Geshe Michael Roach

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293 pages

The Big Ideas

The Diamond Cutter

Cutting the absolute.

The Buddha

Think: tall, graceful Prince.

Business Peeps

Please apply.

Produce Results

w/ intensity & perseverance.

Emptiness, Emptiness

It's ALL Emptiness.

The Hidden Potential

Can you see it?

Imprints

They're powerful.

"Set the Day"

Morning imprints.

Your New Business:

Mental gardening.

Your Forest Circle

Check out and in.

The Ultimate Wealth

Oneness.

"To summarize, the goal of business, and of ancient Tibetan wisdom, and in fact all human endeavor, is to enrich ourselves--to achieve prosperity, both outer and inner. We can enjoy this prosperity only if we maintain a high degree of physical and mental health. And over the length of our lives we must seek ways to make this prosperity meaningful in a larger sense... we should see that we have conducted ourselves and our business in a way that had some lasting meaning, that left some good mark in our world." ~ Geshe Michael Roach from *The Diamond Cutter*

The Diamond Cutter. Great book by a cool guy.

Imagine yourself as an American, Tibetan Buddhist monk living in a monastery in New Jersey going to work for a diamond business in New York where you're deliberately applying the truths of one of the classic sutras of Tibetan Buddhism called, sure enough, *The Diamond Cutter*. Every day you wake up early, do your meditation and prayers, then you hop on a bus to rock your job as head of sales at a quickly growing diamond enterprise before returning home to your little room at the monastery... without ever telling the peeps you work with that you're a monk!

That's the back story to this book by Geshe Michael Roach--a scholar of Tibetan, Sanskrit and Russian who, after twenty two years of study, became the first Westerner to qualify for the Geshe degree at Sera Monastery in India. The book's *packed* with Big Ideas as Roach walks us through *The Diamond Cutter Sutra* and shows us how to apply these ancient Buddhist truths to our modern lives. Very cool. Let's start with a quick look at why the book's called "The Diamond Cutter":

■ The Diamond Cutter

"Although the diamond is the nearest thing in the everyday world to something ultimate, it cannot compare much at all to the hidden potential we have been talking about... for this potential is something truly ultimate. In this sense then the diamond is an entirely inadequate metaphor, and so it is "cut" or outdone by the power of what is really ultimate. And this is why this ancient book of wisdom is called *The Diamond Cutter*. It teaches about a kind of potential which is even more ultimate than the diamond, the hardest thing, the closest thing to an ultimate in the normal world around us."

Love it. We'll get into more about "hidden potential." For now, let's take a peak at the Buddha, who was most influenced by his teaching and why his wisdom is relevant for us business peeps today. Then we'll get into Emptiness, Karma/Imprints, Gratitude, and