

SM-180621

How to get rich?

...learn "iLove ..."



- qualitative ? – innovative ? – prepared ? – flexible ? – competent ? – value conscious ?

Q:\SM\SM-180621 How to get rich\SM-180621 How to get rich 180731stk.docx

Stand 180627bdk->...->180731stk

See also SM-180202 The Sexy Six of Love

***In life you cannot teach anything to anybody -
you can only help to find it in himself (Galilei)***

Prefix:

As Erich Fromm Sponsor I was asked for to give a welcome address at the beginning of the international Research Conference at IPU in Berlin.

Its title is "**Putting Society on the Couch**". See brochure below

Putting myself on the couch, a series of related events and thoughts emerged in my memory.

*Actually I felt personally **enriched** by Erich Fromm when hearing him on a radio program in 1997 speaking on "Vita Activa". As I looked back on my early life, a related story came to my mind which I thought might be interesting for our many international visitors.*

So I memorized and told my 57 year old story after I gave my welcome and congratulations to the organizers, Dr Funk, Rector Prof. Teising and Prof. Thomas Kuehn- the new holder of our KSG-sponsored Erich Fromm Professorship.

Winning was the sense of life for me as a young 29-year old entrepreneur when in 1961 I sold one of my plastering machines in the US and then came as a tourist to Carmel in California. There I bought as souvenir a belt for myself. It had the typical wild western gun on the buckle for winning the personal battle. Was it "Survival of the fastest"?



If you in reality want to **get rich** --then **Winning in life** is the meaning for success. (Gewinn ist Lebens- Sinn)

In my youth with 29 as a young entrepreneur, I was struck by what I found on a little supplement to the belt package:

**"How to get rich?
Early to bed, early to rise,
work like hell and advertise."**

Winning from America in my first trip to US



Because I realized my way of young entrepreneurship in this, I always kept the note in my wallet as a daily reminder. Recently I photographed it before it fell apart.

The money from my KSG foundation was actually born over 60 years on such personal dedication. As the sponsor I am happy to spend it here for this conference and for Erich Fromm in general since I heard from him in 1977 his view of VITA ACTIVA and studied his famous book "The Art of Loving".

The pistol on the belt buckle symbolized how Americans enriched themselves in the Wild West. Such enriching in my early days was for me hard work and intensive advertising for trust building to my own products, especially for me as a youngster selling expensive machines – even now abroad.

Now, 60 years later Erich Fromm enlightened me that the real answer to the “How to get rich” question was even more straightforward.

Between the lines in his many books I found on the psycho- couch here at IPU now, that you **enrich yourself** when you can say from the bottom of your heart to whom or what it relates.

“I truly love you”

A new way for enriching yourself....?

If you have this, you feel enriched already with greater motivation in all areas of your life

It is not that you love your partner because you need him; on the contrary- You need him because true **love for him** warms your heart

But in case you partly may miss this companionship in your life or want to mollify this you easily **enrich yourself** when you can still say to yourself often:

I love -- what I do

Or in shorter modern form

iLove.....”

How can we reach this art? – Enriching **yourself** by just saying “iLove...”?



Our Friend Prof. Klaus Leisinger might enlighten you now **in his** now following conference keynote lecture – (*)

Also: This research conference as a whole might enlighten each of you on the profound difference for one’s success in life between

“to like” and “to love”

Karl Schlecht

() Professor Leisinger’s key-lecture “The Art of Leading” can be found in SM 180619e and the ppt in SM 180619p in <http://www.karl-schlecht.de/download/sm-stift-mitteilungen/> He however wrote this earlier and therefore could not refer to what I actually found myself in Berlin on the IPU- couch. As it should be that became my free held, honest and fresh memorized welcome speech. What I said was my open-minded – possibly surprising or embarrassing result which I reported from this new psychoanalytic experience – and later documented here. Meanwhile I continued on my own the self-evaluating Erich Fromm- couch method at home with subsequent frankly noted insights in this Afterword...:*

KS- Afterword:

As part of the IPU- E Fromm Study Center EFSC- related Conference Theme
“Put Society on the Couch”

.....where myself just spent and meditated some hours...

Prof Leisinger presented an excellent and enriching lecture with the title **“The Art of Leading”** (SM-180619). The term Leading means in our view **“to teach others how to enrich themselves”** ... knowing:

***In life you cannot teach anything to anybody-
you can only help to find it in himself (Galilei)***

He however was not on the IPU couch there like myself. Enriched with this new experience it is now my turn as EFSC-Sponsor to confess what I learned or found in Fromm’s **“The Art of Loving”**- mindset in myself on the couch. This is based on reflecting my life as an 86 year life experienced successful **engineer** entrepreneur in winning business. Its results became the fundament of my foundation entrepreneurship including this EFSC and our present conference.

Since 1997 it was enriched with Fromm’s wisdoms. Here, knowing that the result of innovation and ingenuity created my true mental and capital enrichment. Without this we all would not be here. Winning is the sense of life... with **“iLove...”** ?

Remembering on the couch Steve Jobs message to students in Stanford (SM 121130):

‘You've got to find what you love’

Well. What then? Love may be music in mind and heart - but not direct money making for a living. Money to enjoy oneself in addition to what in Fromm’s lectures makes life real beautiful: *The God given human Loving* – as our Erich Fromm described it 1952 in his later world famous book **“The Art of Loving”**

The deepening couch process brought me to the question **“what follows—after you find what you love to do”**. Or what you thought even before – your own ideas.

Looking back over 60 years: What made myself as engineer innovative? Ingenious? Creative? – The **“Work like hell”** found on paper in Carmel?

Today, when I would advertise and try to sell something (i.e. printed Fromm memories) to you, my little written supplement compared to what I found 1961 in the belt package at the **“Boot and Saddle”** shop in Carmel would be

How to get rich?

EARLY TO BED

EARLY TO RISE

WORK LIKE HELL

LOVE WHAT YOU DO

Make LOVE with what you Love

And advertise

Advertising in business means to find/gain customers trust, hoping he will love what you sell. I am advertising to all of you for this enriching wisdom here in Berlin. Actually I am trying to explain in my simple words what I experienced and found here as active seminar- participant. That's my "couch – truth". Love understood from Erich Fromm as enlightening **productive** activity, what truly enriched me here in this, hopefully for all of you, worthwhile Research Conference.

As one of his ambassadors let me share this "personal basic truth" with you, hoping it might also enrich yourselves – and make this conference an unforgettable event for you.

All this is not new. I learned it in personal life and business as human reality. It is old existing but mostly unconscious spiritual humanism – also the core of all religions and human spiritualism (*) as defined in the Worldethos Idea. Its Trusting and Loving as heavens gift to enrich life and enjoy this with cosmic power.

Karl Schlecht

President of KSG foundation – find more on www.karl-schelcht-de

(*) see SM 180620 Religion, Spiritualism, Transcendence

Here now in more detail if you have time to read, but *please delete this subsequent issue if not further interested.*

Below is how I would explain this in detail as an imagined and dedicated business salesman offering "life wisdoms" as tourist- souvenirs, including our enriching 5 question probe.

1. **Is it the truth?** Am I truthful? with integrity?
2. **Am I honest?** - candid - openhearted - communicative?
3. **Is it fair to all concerned?** - decent - fair?
4. **Will it build goodwill and better friendship?**
5. **Will it be beneficial to all concerned?**

All starts with an idea, before you become active. To love what you **do** is second—long ahead. The "What" comes first !

Ideas and competence as fundament for liking and then loving must be learned in hard work. Earlier intrinsic activity, based on genes or examples to look at, good furthering environment, and chances discovered or given curiosity, learning form others, winning nature, sharing with friends, then exercising, investing time, "work like hell", sacrificing time, failing, suffering and learning again and again. Listening, seeing and understanding from others, enjoying, playing, training your brain, enjoy learning more, find it in yourself....

The more you know, the more you see, the easier is to learn more and more complex things

Such a self-built life- fundus is needed to have substance in yourself in what you discover, evaluate and then eventually fall in love with – so as Steve Jobs said.

What must follow is **right decision making** and **act**. (LEIZ) With the power of loving as a sort of catalyst things begin to show progress. As feedback you enjoy and create more self-motivation to overcome problems which always come. Not give up. Believe in realizing your

vision. Trust yourself and give trust all those who share your way. Make them enjoy and love what you realize jointly.

Then when acting repeatedly discover and feel “cosmic power of love”, refuel it with love to your partner or love and trust in GOD. That’s the way to mastership, creating values, winning in life, active enjoying and creating trust in your customers.

... the final stage of the “Sexy Six of Love” (SM 180202)... resting on the basic ethic values, loving your next- like yourself. Need your work because you love it.

Let’s come back to K Leisinger’s key lecture--

The Art of Leadership meaning Entrepreneurship, with iLove...and powerful VITA ACTIVA..

On the way to their Vision – born in themselves – good Entrepreneurs repeatedly grow above themselves, pull others with them so that all are winning. The secret was loving what we do, qualified by Erich Fromm’s wisdom.

This I discovered and experienced and learned in my now 60 years winning business life and also in my foundation KSG, which brought us together here.

So realize: Love is this ideal **self-produced fuel** in your body resulting in such life- powers. Teilhard de Chardin named it “the cosmic power of love”, god given, seemingly cost-free....(true love in reality it is hard to reach, therefore an ART).

Now back from the Psycho-Couch in Berlin please remember Erich Fromm as a man, who learned Sigmund Freud’s false thinking “Sex first “ and reflected it and teaches us in a different, opposite way as I learned, experienced and tried to explain it looking back from 85 years now...

But there is truth in it. Our God given human predisposition, the so called SEX,-or in modern terms “having sex” or better “making love” with one’s own ideas is the power chain. Going deep in personal research it is discovered and experienced here ingeniously. This power source is a proven origin, a catalyst for genesis of creativity and new ideas.

Discovering the similarity of human loving, when we fall in love with consequent humane actions is challenging. Life presents and enriches us resulting in true loving with what normally follows between two human beings. Loving what you achieve out of what was born in you, being own ideas or babies. Such loving for own doing can be similar to what enriches us after truly embracing our partner in deep love. In own acting this can blossom in an “Idea – Orgasm” – the so-called FLOW (*).

(*) FLOW: *A mental state of operation in which a person performing an activity is fully immersed in a feeling of energized focus, full involvement, and enjoyment in the process of the activity. In essence, flow is characterized by complete absorption in what one does, and a resulting loss in one’s sense of space and time*

So – when Erich Fromm’s “The Art of Loving” (not of LOVE!) enriched you in your partnership, you **love the whole world** after truly loving your wife or husband. Then you can also become equally enriched by loving what is born in you. It complies with this **Worldethos** “elementary humanities element – LOVE CHILDREN”. In such loving you never come in conflict with the

Core Sins of Worldethos “misuse of sexuality”. Just remember that you must not become a Muslim for simultaneously loving several own ideas without cheating your main love.. As an innovative engineer like myself, this “iLove” helps to feel enriched when you gained such intrinsic loving and make it the basic “Art of leadership” which K Leisinger means. The capability to help your entrusted people or students to understand Steve Jobs message is a convincing story for the success of true universal and cosmic Loving.

Then you exercise “The Art of Leading”, beyond the lecture of Klaus Leisinger’s enlightening good global leadership items. With his academic and own lifelong foundations experiences he enriches us with his realistic views of our todays much digitally enriched global world. Enriching this brings us on the way to “Industry 5.0”. This supersedes our present “Industry 4.0” with spiritual humanism and Erich Fromm’s “The Art of Loving” as fundament and the modern “iLove my doing” as divine catalyst and cost-free comic power.

SO:

How to get rich?

learn “iLove.....” and make it work.

This can be the most enriching experience of your life.

More in SM-180202 The Sexy Six of Love..... <http://www.karl-schlecht.de/download/sm-stift-mitteilungen/>

Programm

Saturday, June 23, 2018

Short Presentations (2) (Room 4)

Chair: Prof. Dr. Thomas Kühn, IPU Berlin (Germany)

11.30 a.m.: Problems of cross-cultural social character research
Plamen Minchev, Sofia University (Bulgaria)

11.45 a.m.: Erich Fromm and the social psychology of the new capitalism
Prof. Dr. Fabricio Maciel, Universidade Federal Fluminense, Rio de Janeiro (Brazil)

12.00 p.m.: Contemporary Fascist chauvinism in terms of Erich Fromm’s theory of alienation
Dr. Takamishi Sakurai, Keio University (Japan) and University of Heidelberg (Germany)

12.15 p.m.: Erich Fromm and American individualism
Dr. Tomohiro Uozumi, University of Tokyo (Japan)

12.30 p.m.: Human solidarity. Discussing Fromm’s perspective on an ethical approach of high currency
Katrin Voigt, IPU Berlin (Germany)

12.45 p.m.: Lunch Break

Panel 5: Towards a Sane Society (Room 4)

Chair: Prof. Dr. Peter Rudnytsky, University of Florida, Gainesville (USA)

2.30 p.m.: Thoughts about liberation: On the way to a humane society
Prof. Dr. Burkhard Bierhoff, University Cottbus-Senftenberg, Cottbus (Germany)

3.10 p.m.: Fromm’s contribution to the analysis and critique of ongoing social change (in Germany)
Dr. Patrick Ehnis, IPU Berlin (Germany)

3.50 p.m.: Coffee Break

4.10 p.m.: Developmental roots of biophilia and necrophilia
Dr. Sonia Gojman de Millán and Dr. Salvador Millán, Seminario Sociopsicoanalítico A.C. Mexico-City (Mexico)

4.50 p.m.: Post-truth politics as a pathology of normalcy: Beyond alienation and narcissism in the age of globalization
Prof. Dr. Takeshi Deguchi, University of Tokyo (Japan)

Panel 6: Towards a Sane Society (Room 5a/b)

Chair: Prof. Dr. Catherine Silver, City University New York (USA)

2.30 p.m.: Fromm, feminist theory and sadomasochism: Exploring an overlooked affinity
Prof. Dr. Lynn Chancer, Hunter College and the Graduate Center of the City University of New York (USA)

3.10 p.m.: Fromm, Marx and species being: Humanism and the abolition of class society
Prof. Dr. Charles Thorpe, University of California, San Diego (USA)

3.50 p.m.: Coffee Break

4.10 p.m.: Human potentials and needs, eurocentrism and global hermeneutics
Prof. Dr. Boike Rehbein, Humboldt University Berlin (Germany)

4.50 p.m.: Toward a humanistic social science: Integrating Fromm’s social character and Bourdieu’s habitus
Prof. Dr. Michael Maccobly, Leadership Consulting and Coaching, Washington (USA) and Prof. Dr. Neil McLaughlin, McMaster University Hamilton (Canada)

Conclusion

5.40 p.m.: Closing Remarks (Room 5a/b)

Dr. Rainer Funk and Prof. Dr. Thomas Kühn

6.00 p.m.: Conclusion in the Biergarten “Moabiter Freiheit” (Alt-Moabit Street 24)



Putting Society on the Couch
Second International
Erich Fromm
Research Conference

IPU Berlin
Thursday, June 21 – Saturday, June 23, 2018

INTERNATIONAL PSYCHOANALYTIC UNIVERSITY
ERICH FROMM STUDY CENTER BERLIN