

Trilogical Enterprises

Sociotherapy Through Work

By José Ortiz Neto, B.A.

The first opened in 1984 in New York City, but were soon spreading to London, Stockholm, Helsinki, Lisbon and São Paulo. All of them had certain characteristics in common: financial stability and/or constant growth, satisfied workers and very happy clients and customers. What distinguishes the Trilogical enterprise from existing traditional companies? Mainly the fact that they are scientifically organized and tested to provide sociotherapy; that is, they are structured in such a way as to help make society and the individuals in it more sane.

The psycho- and socio-therapeutic function of the Trilogical enterprises is easily understood, given the immeasurable difference that exists between being an employee (or manager) of a business and being an owner of the enterprise in which one works.

As employees, we are restricted to one single function, alienated from the global functioning of the firm, with no real motivation to increase our productivity or develop ourselves, inasmuch as we know that the profits gleaned from our labor go to an organization that is not ours. In this climate of economic penury, our psychopathology (anger, envy, alienation, inversion) tends to increase instead of decrease.

On the other hand, if we are owners (in the traditional system whereby we own the means of production and contract the labor force), we harbor strong feelings of guilt because we know down deep that we are exploiters, and yet we are unwilling to conscientiously recognize and admit to this fact so as to correct it.

Sociopathology (social conflict, class struggles, crime and other types of violence) is severely aggravated by this unsatisfactory system which confines the people in a pronounced state of alienation; so deep, in fact, that they permit dangerous power to remain in the hands of pernicious individuals and institutions.

In the Trilogical enterprise, there are no owners as opposed to workers; rather, the two categories are unified (fused) into one: that of worker/owner. This resolves the problem in dissatisfaction with work because, as we can observe in the person who is self-employed and independent in an activity that is beneficial, useful (i.e. aimed at good), work is indeed fulfilling: it fortifies and develops mind, spirit and body. In contrast, the idle person not only becomes atrophied physically; early on he invariably shows mental imbalance and develops physical illnesses.

At the same time that it calms the worker and his family, the Trilogical enterprise develops the worker's intelligence and alertness so that he is no longer fooled by the powerful and thus can take measures to thwart them.

The purpose of the Trilogical enterprise is not only to "psychotherapize" and develop the worker, but also, and especially, to therapize the greater society, which is controlled by powerful individuals and families who represent less than one percent of the population, and who, because they do not work, but sustain their fortunes by exploiting others, have reached such mental imbalance as to make them a serious threat to civilization.

Principles and characteristics

The Trilogical enterprises were created in by Dr. Norberto Keppe, philosopher, educator, social scientist, psychologist and psychoanalyst with training in Existential Analysis under Prof. Viktor E. Frankl at the University of Vienna.

This new business concept is the result of Keppe's fifty-plus years of experience in psychosociotherapy, both in his private clinic and at the Clinical Hospital of the University of São Paulo Medical School, where he founded the department of psychosomatic medicine.

The principal characteristics of these enterprises are:

1. The capital, installations and equipment – that is, the company as a whole – is the property of all who work in that enterprise (and only them) in equal parts.
2. Every member (partner) of a given enterprise receives regular remuneration based on his productivity, calculated according to current labor market averages for each type of job. In addition, all workers participate as owners and receive equal shares of the profits.
3. A person who does not work in the company cannot be an owner, even in part. Private loans are accepted, and, if necessary, the company will pay interest at current market rates. The investor does not, however, receive shares that enable him to own or control any part of the enterprise, nor does he benefit in any way from profits or growth. (The aim of this measure is to encourage investment yet eliminate the parasitism and speculation that results from the possibility of earning profits without actually producing).

A partner who ceases to work in the enterprise cannot remain as a partner. He may receive his part in money, or he may sell his share to someone else who wishes to become a partner.

4. No one person or group of persons in the enterprise is allowed to abuse power. Coordinators are elected by consensus and their mandate lasts as long as their attitudes are good. If they begin to abuse that power, they are replaced, again by consensus.

This policy is maintained through required participation in a program especially designed to increase understanding of the socioeconomic system, develop entrepreneurial skills, and increase individual productivity through deeper awareness of problems and their causes.

The Trilogical enterprises, described in Norberto Keppe's seventeenth book, *Liberation of the People: The Pathology of Power*, are based on ideals and standards which ensure that all who participate in such an enterprise are directly benefited.

To receive a free copy of Keppe's book, [click here](#).