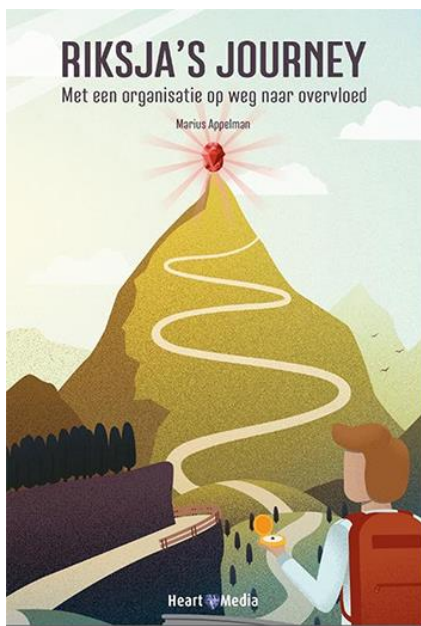


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Marius Appelman - Rickshaw's Journey

Taking Your Organization on the Road Towards Abundance

ENTREPRENEURSHIP | LEADERSHIP | ORGANIZATIONS | TRAVEL



In 2000, Marius Appelman resigned from his role as consultant with a large corporation. Not knowing much about the travel industry, he founded Rickshaw Travel from a pressing need to do things differently than his former employer.

His intention was to put people first in an organization brimming with enthusiasm. This intention was the start of a journey with multiple insights. He discovered that working with loving intentions opened the way for abundance and results. That's why the organization was, in many ways, more successful than he initially anticipated. Not only did Rickshaw and its subsidiaries achieve a turnover of 100 million euros with 250 employees, but these were extremely engaged, energetic, and happy employees.

The path to abundance requires alignment and trust, the willingness to take a detour several times and to search for the right policy. It requires developing the awareness of employees, and of Marius, in his role as director. From his dreams and sense of wonder, Marius set out on his voyage of discovery and took Rickshaw to hills and valleys and unknown territory. Authentic choices and determination were needed to persevere with working from a loving intention and rediscover it when stormy reality struck.

“This is the story of Rickshaw's Journey. About how we did it, what went wrong and what we learned. About the power of love and abundance that turned our world upside down.”

Published in May 2023 | Hardcover | 250 pages | ca. 55,000 words

- Full English translation available
- Dutch edition published by Heart Media



ABOUT THE AUTHOR

Marius Appelman studied Business Economics and worked for years at an international IT company. In 2000, he decided to follow his heart: he turned his passion into his work and set up Rickshaw Travel. His unorthodox way of feeling, looking and handling has resulted in a flourishing company with motivated, engaged employees, thousands of happy travelers and satisfied colleagues in the Rickshaw chain.

RECOMMENDATIONS

'Buy the book and dive into this wonderful journey, filled with lessons to learn about your own entrepreneurship and leadership. It is a story you will not soon forget.' — **Ron van Es**

'Marius runs an organization with a 100 million euro turnover graciously and a spiritually manner. His vulnerable perspectives make the book a true treat to read, the author generously shares all the juicy details.' — **M. Wagenaar**

'This is such a valuable book in which theory and practice are combined in a powerful way. An open-hearted story on how to create a successful organization from a basis of love and trust. And sharing the experiences, even the failed projects, make this a must-read for anyone who wants and dares to follow their heart. A wonderful source for inspiration on a different way of entrepreneurship and easy to read too.' — **Mark Braber**

'Founder and CEO Marius Appelman has written a ground-breaking book. He describes how he used a loving intention to put his employees above the rules, procedures, and profit and create abundance in the broadest sense of the word.' — **T. Schouten**

TABLE OF CONTENTS

Introduction

Part 1 The Mental Dimension

1.1 Introduction

1.2 Choosing the right concept

1.3 Choosing the right business model

1.4 Choosing for purpose

1.5 Choosing for abundance

1.6 Choosing for added value

1.7 Choosing for trust

1.8 Choosing for people over rules, procedures, and agreements

1.9 Choosing for constructive realism

Part 2 The Social Dimension

- 2.1 Introduction
- 2.2 The foundation
- 2.3 The stream: motivation
- 2.4 The boats: teams
- 2.5 The admiralty: leadership
- 2.6 The delta: international cooperation
- 2.7 Final: lay down the social dimension in a story

Part 3: The Physical Dimension

- 3.1 Introduction
- 3.2 Startup
- 3.3 Cell structure
- 3.4 Self-managing organization
- 3.5 Innovation
- 3.6 The sustainable organization
- 3.7 The new startup-thinking
- 3.8 The (post) COVID organization

Part 4 The Spiritual Dimension

- 4.1 Introduction
- 4.2 Consciousness and abundance
- 4.3 Paradigms: the tunnel we're in
- 4.4 Working intuitively
- 4.5 The employee's consciousness

In conclusion: an organization on the road of abundance

Appendix 1: The Rickshaw Quest approach

Appendix 2: Rickshaw's value system

Acknowledgements

Sources

