

Faculti Summary

<https://staging.faculti.net/embodying-the-market/>

This video presents a study analyzing significant societal changes in organizational behavior, particularly during the market turn, often characterized by concepts like financialization and neoliberalism. The speaker highlights how organizations, since the industrial revolution, have treated workers' bodies as capital, employing various techniques for productivity. Starting from the 1980s, there has been a marked increase in the overworking of highly educated professionals, with examples like bankers working extreme hours—a situation so severe that it can lead to sleeping under desks.

The notion of the "body entrepreneur" emerges, referring to workers in competitive environments like investment banking, consulting, and academia who treat their bodies as capital for achieving competitive success. Unlike traditional employees, these individuals assume entrepreneurial risks, working hard and engaging in extreme self-management, often manipulating their biology through medications and lifestyle choices to meet the demands of their jobs.

This video also addresses how these professionals perceive their health issues, often believing that their struggles stem from personal weaknesses rather than organizational demands. This video mindset leads them to take radical measures to maintain productivity, viewing their physiological states as malleable in response to professional needs.

The overarching themes center around the transformation of work practices, the personal consequences of intense overwork, and how workers increasingly intervene in their biology as they navigate the demands of their jobs. Ultimately, the body entrepreneur framework portrays a new understanding of the self, emphasizing a chemistry-focused view of personal performance shaped by external pressures.