

Eight Keys to the Ultimately Prosperous Business

Class 8

Theme: Wealth Building for Stakeholders

Recording for Class 8 May 28, 2013:

<http://AttendThisEvent.com/?eventid=40037097>

Enter the Password: Prosper

Tools: Print an extra copy of the 12 Tips and keep them in a handy place. Refer to them often.

Today's main points are:

Wealth Building for Stakeholders

Creating wealth is about the inflow process or how you attract prosperity and abundance, including money.

Wealth building relates to what happens to what you've created or attracted.

Wealth building is all about the money going out and how we maintain our creations or how we work with them or "shepherd" them to create higher levels of wealth. Being in the flow means being in a circle of inflow and outgo.

As we move further into the 21st century and move fully into Unity Consciousness, businesses have a higher purpose: to do no harm and to fully respect all life on earth.

Unity Consciousness was the last phase of the prior Mayan Calendar that ended December 21, 2012 and it carries over into the present one. So we are in a new cycle of Unity Consciousness.

Unity Consciousness is about understanding that we are all one. It is about accepting and respecting our differences, and understanding how we're all related to each other ... that everyone and everything is a part of the whole, a part of the same divine energy that created the Universe.

Examples of Emerging Truths:

Deadly Spin by Wendell Potter (Healthcare),

Going Somewhere: Truth About a Life in Science by Andrew Marino (Scientific Research and EMFs).

As this shift continues, the way businesses and governments run will continue to change. As we learn to accept and respect our differences, we'll appreciate and utilize them in new ways. We will make choices, products and services that do no harm. Eventually we'll move to a higher level of making choices for the greater good of all. We are seeing this emerge in new fields such as renewable energy, organic farming, the healthy and sustainable building movement, alternative healthcare, social investing. This is just the beginning.

Unity consciousness will change our relationships with others and how we use power. As we learn to see others as a part of ourselves, we will acknowledge and integrate our shadow self. We will tap into wisdom and learn tolerance, understanding and acceptance.

We'll also learn to use our intuition (heart and gut) in conjunction with our rational thought processes (brain). We'll make better and faster decisions.

In every business there are several groups of stakeholders that impact wealth ... they influence expenses, income and profits, and how wealth is or is not created. A stakeholder is someone who holds a share or interest in the enterprise.

They are:

- Employees
- Customers
- Shareholders
- Vendors and Suppliers
- Colleagues and Advisors
- Community at large

Notes:

The presence or absence of money is a response to OUR energy, and specifically to our physical, emotional, mental and spiritual energies. When we think and feel positively we create positive things. When we think and feel negatively, we create negative things.

Businesses, like people, have an energetic signature. The mix, or average, of all of the energy signatures determines the outcome. The owner or people at the

top such as the Board of Directors, the CEO, the President or the owner set the tone and lead the charge, but everyone involved contributes to the outcome in one way or another.

Shareholders are the company's investors. Their objective is to earn the best return for their investment. If the investment in the company (through shares of stock or an equity position) does not provide an adequate return, they will withdraw their investment (sell stock) and place it elsewhere. We may see this shift in the coming years with a more balanced emphasis on making money while doing the right thing.

Notes:

Employees' incentive is different than investors. In addition to receiving a paycheck they may or may not have a vested interest in the outcome of the company. Labor unions contributed to a split of interests: management vs. labor. As we move into Unity Consciousness win-win situations must be created for all involved.

The Swedish word business, Naerings Liv, translates to "nourishment for life." The Swedes seem to know that the welfare and happiness of employees translates to a healthy bottom line. Many Swedes are also in labor unions. The Swedish unions seem to work more collaboratively with management vs. against management as in the USA. When everyone is happy, the business thrives.

Notes:

Vendors and suppliers provide value-added products and services. Their energy and their products or services contribute to the output of the company or business. Consider the energy, intentions and integrity of your vendors and suppliers. How does their energy impact your business?

Notes:

Customers drive revenue and vote with their money. As long as there is a competitive marketplace, customers have choices. They can take their business to the companies that they prefer.

Notes:

Colleagues and Advisors contribute a valuable experience and perspective. Make sure your colleagues and advisors are in energetic alignment with you and your business. Does their energy, intentions and integrity have a positive impact your business?

Notes:

All businesses impact the health, well-being and environment of the **Community at Large** and the Community at Large impacts business. Businesses that offer relevant products and services and build rapor with the community thrive. Many new companies are raising the vibration of the community by providing products and services for the 21st century.

Notes:

Each group must feel positive about their position and their involvement in the business, in order for the business to thrive. If any one group is dissatisfied, the bottom line will erode over time. Each stakeholder must be satisfied that they

have made the right choice by being associated with the business. Otherwise, they send low energy into the company or they withdraw their energy altogether. (Withdrawal of energy is actually preferred over low or negative energy.)

Notes:

7 Principles of Mindful Wealth, Mike Adams, from *Healing Waters Online*

http://www.naturalnews.com/Report_Mindful_Wealth_0.html

Principle #1: Most people limit their wealth by choice. (Either consciously or unconsciously.)

Principle #2: Money is not evil. The way money is EARNED and SPENT is good or evil, depending on the ethics applied to it. (*Although this one may seem duality oriented, the point use to use money for good.*)

Principle #3: Money shall be accumulated (earned) in service of protecting sustainable life. It shall also be earned ethically, honestly and without deception.

Principle #4: Money shall be redistributed (spent) in service of protecting sustainable life.

Principle #5: Wealth shall not be hoarded.

Principle #6: Poverty is not pious. You do not gain bonus karma points for living in poverty.

Principle #7: Natural living advocates have a moral obligation to mindfully attract and redistribute vast amounts of wealth, in alignment with their core beliefs, and with full honesty in their methods.

These principles reflect our new paradigm. It is ok to be wealthy and to earn money. Each of us has a responsibility to do so in ways that help people and our planet to thrive.

Building Wealth with the Energy Behind Decisions

It's important to understand that the wealth you're building is a circle. Money and energy comes in. Then part of it gets re-circulated again in order to build a higher

level of wealth. How we maintain and utilize the money and energy that comes in will determine how much more money and energy comes back to us.

Consider the energy behind the decisions and choices you're making every day at work or in your business. The energy behind your daily decisions impacts the energy of your products and services. That in turn impacts the amount of money that comes back to you.

Each stakeholder uses different energies to make their decisions. The owner or CEO sets the tone for the entire company. Managers take their cues from him or her. Employees take their cues from their managers.

The question to ask yourself is what type of energy are you using to make your choices? Are you excited about what you're choosing? Are your choices made in trust? Are you in integrity with your values and what you want to create? Or are you in fear as we make your decisions? Do you feel frustrated, anxious, or stressed by circumstances at work?

The feelings you experience as you make the daily decisions that create or market your products or services is what will either attract more customers and sales to you, or push them away. Making these choices in trust, joy, or excitement allows you to build the wealth of your business. The money spent on decisions made in positive energy continues to return to us again and again.

Madeline shared the Polaris phone story, when they discovered 3 weeks prior to launching our operations that they needed a different phone system than anticipated. It needed to be installed and operational within 3 weeks and the budget was only \$500. That situation could have generated lots of stress and anxiety. Instead Madeline and her partner started thanking the Universe for having already provided the perfect solution. Then they trusted the Universe to provide the solution, which it did very quickly. The new phone system was complete and operational one week later for \$150. That choice, which was made in trust and joy, set the tone for all customers who called the company. It was only one decision, but that energy impacted all our customers.

The same thing is happening to your work or business on a daily basis. We tend not to notice the energy behind our decisions, because it's not one of the measurements that we track. However it should be. If you want to build the wealth of your company or your own personal wealth, write down how you feel as you make every important choice or decision. Then track their results.

Notes:

Consider when it's time to let go of something. Sometimes we need to stop putting money and time into a product, service, or employee that isn't working well, so we can refocus on something more profitable. Or we need to let go of a job that we've outgrown. Can you see these situations as opportunities to create a better situation or product? Can you let an employee go with gratitude for their service and see it as an opportunity to create a better situation for both of you?

Notice the energy you use for making these changes. Whenever we make choices based in fear, worry, anxiety, stress, frustration, resentment, anger, despair, etc, we are depleting the energy and money that the Universe already sent us. It's a circle. The money has to go out again to pay overhead, buy inventory, advertise or for marketing. You want it to come back again to build your wealth. You need to send out good energy to do that.

Consider strategic or policy decisions? Are they made for the highest good of all concerned? Take your cues from the mistakes of corporate America and make these decisions for the highest good of all concerned. You can easily use the prayer of leading for this: "Universe, if this decision is for the highest good of all concerned, then expand it. If not, take it away."

Remember to also use good timing for your important decisions. If you use a Good Timing Guide, or watch the free, Today's Guide online, it's easy to see whether the present energies are challenging or flowing. Is there a good Final Result code? Is it a money-making Green \$ day? The energies of the moment will be played out over time in the choices you're making. It's important to make vital decisions and new starts on good dates, with good energies, so you're launching your decisions with the best energies available.

Building wealth is like taking care of your own body. It's something you need to do on a daily basis. It builds up on a daily basis. When you encounter a challenge, ask, "What's the opportunity that's before you?" To trust in the face of fear or anxiety? To choose tolerance or compassion instead of anger or polarity? To create something positive from a different approach? Focus on the opportunity that's before you.

Notes:

Wealth Building Tips

Business Wealth Building Tips

The Wealth Building Budget

In a business, work toward paying all operational expenses out of 70% of the revenue, and pay off debts and taxes with 20% of the income. Then use the remaining 10% to fund research and development, growth and profit share. Set aside this money in a special fund, so you can track how it gets used. When you add money to it, say out loud three times, "This business is a money magnet!"

Your Business Wealth Ceiling

The wealth ceiling of a business is the revenue it regularly earns. Start imagining it growing to a higher level on a regular basis. Start raising the company's revenue and profitability ceiling.

Who is Managing Your Money?

A business earns revenue and profit based on its overall energy. In a smaller company, often the owner manages the money, but it can also be an outside consultant. In a larger company this is the Chief Financial Officer or CFO. No matter who manages the money, the primary shareholders and/or CEO need to stay involved in the choices.

Donations or Tithing

It's always in a company's best interest to have a donation program as a way to prime the pump for increasing customers, sales and profitability. Find ways to donate to your community or a particular cause which has a direct tie to the company. Consider making matching donations for donations that your employees make.

Personal Wealth Building Tips

The Wealth Building Budget

Work towards living on 70% of your income, paying off debts with 20% of your income and paying yourself 10% first. Put this 10% in a wealth building fund, not to use for emergencies, but to attract more money to you and build up your wealth. You can invest this money any way you like. You can borrow this money from yourself, but when you do, pay yourself back with interest. When you add money to your fund say out loud 3 times, "I am a money magnet!"

Your Personal Wealth Ceiling

People also have wealth ceilings. It is your comfort zone about money. Notice what your personal income ceiling is and how this relates to your wealth. Energize raising your income ceiling. See your comfort with higher income increase daily.

Who is Managing Your Money?

Your money came to you because of *your* energy. If you turn the job of managing your money over to someone else, they may lose your money, since they don't have YOUR energy. Stay involved in the decisions. Don't just take someone else's recommendation or turn over your money to others to manage without your input.

Donations or Tithing

Donations prime the pump for your prosperity. However, it's never wise to donate or tithe out of a sense of duty or obligation. That depletes your money and energy. Always donate or tithe from a feeling of joy. When donations are made in this energy, this money multiplies and comes back to you.

Every Dollar is a Money Seed.

Every dollar of revenue that a company earns can potentially grow into a million dollars. Make financial choices for a company with this idea in mind, so that resources are used wisely and all forms of waste are avoided.

Choose Faith and Trust Over Fear

This is essential when making important choices for the company! Trust your employees or let them go. Train them well, so there is no need to micro-manage them. There's not enough time and energy to second guess employees or yourself. If you're the CEO or a manager, trust yourself, your intuition and your gut instincts.

Make Conscious Choices

When the company bids a job, or provides a bid for products, be sure to include a provision for changes to the job. When additions are made, make the change to the contract to reflect these additions or changes. If your company is giving away product or services as samples, be sure to do so consciously, as part of the company's donations, or as part of a marketing promotion. You could also choose to give away time or product as a way to rectify a challenging situation with a client. If you do this, do it only with joy.

Always Pay Your Bills Joyfully

- Send your client invoices in joy, accurately, and on time. Express gratitude on your invoices.
- Pay your bills on time and in joy, grateful for the products and services that were provided. See your funds creating prosperity for others and returning back to the business.
- Involve your Accounts Payable department in the joy of circulating the company's money.

Every Dollar is a Money Seed.

Every dollar has the potential to grow into a million dollars or at least many, many more! When we recognize this and value each and every dollar, we make the best choices for using our money wisely.

Choose Faith and Trust Over Fear

Choose to trust both yourself and the company which employs you. If you stop trusting the company, get a job elsewhere. Don't stay where you can't work in trust.

Make Conscious Choices

As an employee, you're conscious of the time you're putting into the company. If you're putting in more time than the value you're getting back (on a salary), you can choose to give yourself a raise by reducing your hours. This is a conscious choice. You may be able to become more efficient by doing this.

Outside of work, don't give yourself away to organizations unless you get a fair energy exchange in return. Never donate time out of a sense of duty.

Always Pay Your Bills Joyfully

- Always pay your bills in joy, grateful for the products and services that were provided. Even if you can only pay some of your bills, be happy about that.
- As you do this, see your money circulating out to others to create prosperity for them and then returning back to you.
- Sign your checks "With tenfold blessings," or "Many prosperous blessings." Then see your money multiply and returning back to you.

Maintain the Energy in Your Company

Every company is constantly creating new products, services, customers, vendors, and employees. All of these creations need a certain amount of attention in order to maintain the energy (money and time) invested in them. Whenever this attention is lacking, these creations start to deteriorate.

Forget about your employees? Morale will suffer and soon your customers will be headed elsewhere. Stop attending to your products or services? Your market will drop and your competitors will surpass your offerings. Ignore your customers' needs? They will soon look elsewhere. Put financial matters on autopilot? You can't build wealth if you aren't paying attention to the money.

Set up a schedule that allows you to focus on each important area of the business on a regular basis. If you cannot handle all those areas, find a way to delegate some of them to a manager or sub-contractor, so they all get enough attention.

Which Choice Brings More Joy or Excitement to Your Business?

Every business faces many possible ways to use their resources. The best use of those resources depends on what brings the company the most energy/money. You can gauge this relatively easily. Notice which choice brings the most excitement or joy to the owners and employees?

In some cases, this needs to include responses from your customers. What do *they* find most exciting? Follow the path with the most energy and more money will come back to your firm.

Maintain Your Energy in Your Creations

All of our creations are literally made of energy – and some of it is OUR energy. It doesn't matter what kind of creation we have, a car, house, clothing, relationship, investments, etc. When we start removing our energy from our creation, it starts to deteriorate. As this occurs, you are losing some of your wealth. Pay attention to this phenomenon in your life.

If you have prematurely withdrawn your energy from an object or situation, re-energize it before you sell or donate it, so you can get more energy back from it. You can do this by cleaning or repairing the item, or by appreciating it.

There are many ways to turn unwanted or unused items into cash via garage sales, E-bay or local swap meets. Donations also bring more energy that you can use to recreate more money.

If you know you want to find another job, re-energize the one you have, so that you finish it on a high note. That will ensure your old boss appreciates your work and that your next job starts on a high note.

Which Choice Brings You More Joy?

When you're about to make a purchase, ask yourself what brings you more joy? Is it the item you're about to buy? Or the money you already have? If it's the item, then go ahead and purchase it. The joy the item brings you will easily bring you more money to replace what you circulated. If the item does not bring you more joy than the money you already have, keep the money. Don't make purchases out of a sense of obligation or duty. That depletes your money.

Monitor and Track the Energy Behind Your Decisions

In order to build wealth in a business, decisions are best made from a feeling of joy or excitement. Essentially, the right choice made with a negative energy equals a negative decision, one that pushes away money and prosperity. Decisions made with positive energy impact the prosperity of the company over the duration of that choice. Add this as a measurement and track the results.

Monitor and Track the Energy Behind Your Decisions

Notice how you're feeling when you're making an important choice. Journal about your decision and how you feel as you make it. This allows you to reflect on the success of the choice and the impact of the energy behind it. Make adjustments as you go along.

Mind Your Wealth

Wealth is an asset that provides your business many options. Pay attention to your finances. Know what your operational expenses and anticipated revenues are. Refer to the Seven Principles of Mindful Wealth to help you make conscious choices.

Mind Your Wealth

Wealth is an asset that provides you many options in life. Pay attention to your money. Know how much you have and what your expenses are. Refer to the Seven Principles of Mindful Wealth to help you make conscious choices.

Notes:

The Relationship Between Money, Business and the Environment

We are living through unprecedented change on all levels.

Businesses that are providing products and services that are relevant, meaningful and produced with integrity will grow and thrive in our new economy. Businesses that take advantage of people or are built on greed or fear or that are not producing goods and services that are in tune with current times will continue to cease to exist. The free market will guide the process and entrepreneurs will step in to fill the gaps.

What is the relationship between you, your money, business and the environment? Firstly, it's all energy. When we are in joy, we thrive. When we are not, we spiral down and everything we touch begins to decline.

Second, everything is connected. Whatever we are thinking and feeling is reflected in the larger field of mass consciousness. We all contribute to this. The decisions we make on personal level and business levels affect the larger world around us.

Doing "no harm" is key. Providing a social benefit is even better. Many mainstream companies now see the advantages and are making changes, driven by economics. They are seeing it as a way to be more profitable and socially responsible at the same time.

Notes:

We will continue to see the connection between money, business and Unity Consciousness strengthen. People are taking responsibility for their choices and exciting new jobs are beginning to emerge. Lots of change is underway and business is playing a fundamental role.

Ultimately you have to connect with your heart and work with complete integrity. Everything less will continue to break down, fall apart and disintegrate. Your deep connection between your heart and your intuition or higher wisdom grounds your energy and builds personal stability. As you become more heart-centered, you will find it easier to navigate through the rapid changes we encounter.

Make the wisest and most responsible choices you can every day. As you make decisions and choices, first, do no harm and second, create a greater good. Everything adds up and everything has an impact, whether we realize it or not.

Remember that everything is a circle and we are part of the whole. What we give out is a reflection of what will come back. **We are in relationship with money through every thought, action and feeling. Each of us can build wealth by doing work we love with complete integrity, awareness and consciousness.**

Notes:

Working in JOY

In this course, we've tried to convey that *real wealth comes from living and working in joy*. However, our culture has given us many messages about work being hard, difficult, challenging or painful. *Otherwise it wouldn't be work*. These concepts are out of alignment with creating prosperity and we need to purge them at every level. Instead we'd like to offer you an alternative vision of what it means to work in joy, so you can continue to prosper from your work.

When we see our work as opportunities to serve others in joy, we send a completely different message to our bodies, the company we work for, our customers, the communities we serve and the Universe. In class 3, we discussed the Gregg Braden material that suggests our energy is always going out to all parts of this Earth and the entire Universe. We're all connected in energetic ways we cannot even imagine. Whenever we make the choice to serve others in joy through our work, we send joy out to everyone else, and this literally helps to create more joy on Earth. As others encounter this energy, they feel joyful and pass it onto others as well.

It may be easy to suggest that we use our work to "serve others in joy." But the real question is how can we do this? First of all, it helps to love your job. If you don't love your work, start looking for a career or job that you DO love. This is a basic and fundamental piece. If you're considering starting a business, make sure it's something you absolutely LOVE to do. A business should be an expression of who you are and the skills or talents that you came to express. If it's not your passion, why would you want to take the major risk to do it? Second, don't settle for less than working in joy. Don't compromise about what you want to do in your daily job or career. That's just another method of staying

in lack. Has anyone ever told you to “be practical” when it comes to your career choice? Have you been encouraged to give up your ideas for something that can pay the bills? That advice is a sure way to deplete your energy and your money. Stick with your intention.

Third, have you heard that you have to have a well organized plan in order to be successful? These days the boat will be long gone by the time you research and write your plan. It’s more important to set your intention, stay centered in your heart and use your intuition to follow the path the Universe is unfolding before you. You can’t know what path the Universe has in mind for helping you create your intention until you follow it. Remember this: Nothing destroys a good WHAT faster than a HOW. Forget the how. Listen to and take action on the messages the Universe is sending you. You’ll discover the how.

Notes:

Fourth, be willing to invest in yourself and your joy. Would it give you joy to purchase tools, equipment, or training so you can provide XYZ products or services to the world? Then that’s a far better investment than anything you can buy in the stock market. In this economy it makes far more sense to invest in whatever brings you joy than to invest your money in a stock market that is highly unstable. This is especially true since we cannot tell from week to week which companies will survive.

To help you remember this point, here’s a story about Charles Revson. At the height of the Great Depression, he quit his job when unemployment was 25% and invested \$300 to start a new company. Of course back then \$300 was worth a great deal more than it is today. Nevertheless, Charles Revson had an unusual idea. He believed that women wanted to be able to buy small luxuries, particularly during the Depression. His idea was that instead of charging 10 cents for a bottle of nail polish, which was the price at local stores, he was going to sell it for 50 cents a bottle at salons (5 X more!).

If you really think about this, you’ll realize that this idea is NUTS, especially during a major depression. However, Starbucks actually used the same idea to become a major coffee company many years later. Of course many potential investors told them they were nuts too. However, as we all know, Charles Revson was wildly successful with his company, which was Revlon. Your idea could be just as crazy and just as successful as his.

We hope you will commit to working and serving others in joy as a method of creating prosperity and building wealth for yourself and others.

Final Notes:

- We've prepared a complete list of all the tools from this program. We hope you'll print this and use it as a reference often.
- If this class has helped you and your prosperity, we'd love to get a written testimonial from you. Our thanks to you for being open to learning these new ways of working!

Notes:

Program Follow up: Check the Polaris website for our previously recorded classes about Conscious Language and Taking an Energy Inventory for Prosperity. Also check out Peg's EF&H recordings for a variety of releases.

End of Class Quote:

From: Money and the Law of Attraction by Esther and Jerry Hicks

"Do not let others set the standards about how much money you should have – or about what you should do with it – for you are the only one who could ever accurately define that. Come into alignment with who-you-really-are, and allow the things that life has helped you to really know that you want to flow into your experience...

The action of saving money or investing in assets, in and of itself is neither positive nor negative, but ... you cannot get to a place of security from an insecure footing. *Our encouragement is to use the power of your mind to focus upon the good-feeling security you seek and then take whatever positive action that is inspired from that place of feeling good. Anything that feels good to you is in harmony with what you want. It is truly as simple as that.*" P. 90-91.