

Business *On Purpose*

Using the Wisdom of Nature to Re-design Your Creative Endeavors

Introduction

Everything you know and understand to be physically real and tangible is formed from the Universal Field of Creation. That sounds like a lofty statement but what it really means is that everything has five basic ingredients: forms of Earth, Water, Air, Fire, and Ether (Spirit/Intent). These are rock bottom...at the foundational core of everything and every person...every creation. Every single thing you can think of has a specific balance of these basic ingredients that make it what it is. If that balance changes, it changes the object. For instance, there is a certain configuration of these elemental energies that form spinach leaves. Change the balance by plucking those leaves from the ground and putting them in a bowl of boiling water and literally change the physical object into spinach soup – not bright shiny leaves.

Everyone uses these elemental forces anytime they create anything whether they are aware of it or not. Knowing how to use them effectively and efficiently can make the difference in how successful your outcomes are and if you are really effective in creating what you truly want. And when you consciously connect with these forces and harness their energy to assist you, your outcomes can greatly improve.

Our ancestors knew this basic truth and were deeply committed to utilizing this wisdom and leaving this information for future generations to follow. Because life on this planet is so precarious and information here can become quickly distorted, they left us very versatile tool that can assist us as we learn to work with these energies in a conscious balanced way. We know it as the Medicine Wheel.

Part one of this workshop is designed to introduce you to:

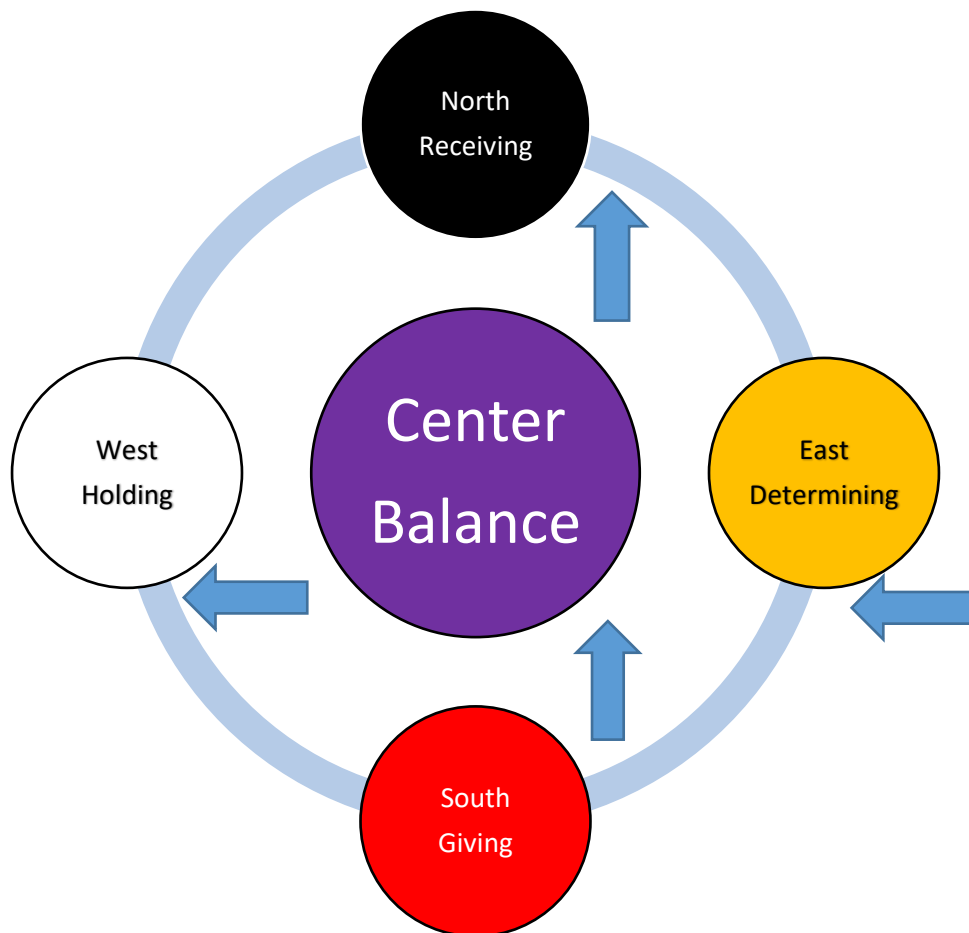
- The basic Medicine Wheel, Nature's Moving Manifestation Matrix, and how energy moves within it;
- The basic characteristics of each elemental energy and how to work with it;
- The basic flow and pattern of creation;
- Filling in all the pieces to create a business or life goal.
- Utilize this formula to harness the elemental forces and remember your mission and your vision: ***YOUR WHAT AND YOUR WHY.***

Below is an outline of the classes:

- Class 1: Remember Your Mission**
- Class 2: Earth Your Vision**
- Class 3 & 4: Create An Abundant Flow (Attracting Divine Right Clients)**
- Class 5: Focus on Success**
- Class 6: Take Divine Right Action**

Medicine Wheel Basics

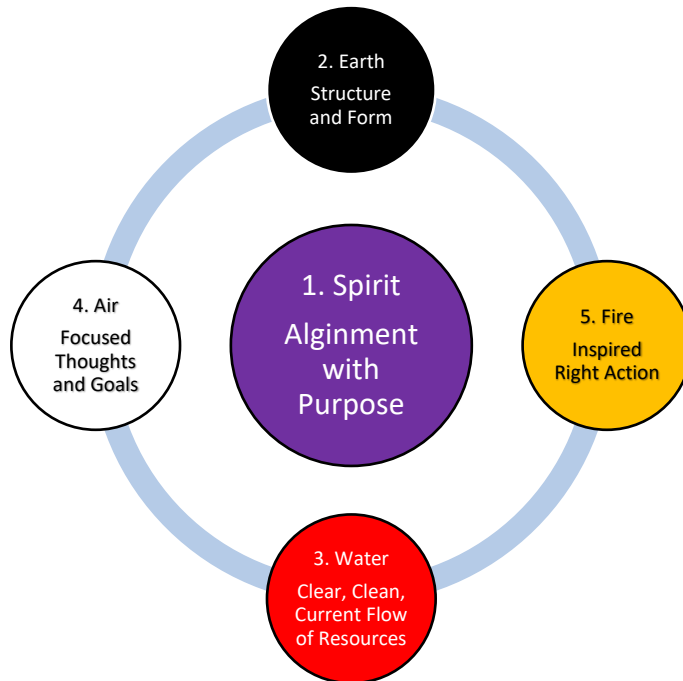
The Medicine Wheel is many things to many people. Because of this it can be a very powerful tool when used appropriately. For our purposes in this class, we are going to use it as a map or a guide for our creation. Think of it as the “hard drive” in a computer, or the basic structure that the elemental forces flow into. You will notice that on the template below, there are five directional positions as well as a description of how energy works or flows in that particular direction. Another way to understand it is that, in a wheel, not only does energy flow around it, in a circle, holding it together, it also flows from the East to the West, just like the Sun appears to move across our sky, and South to North, just as plants grow from the ground up.



Placing the Elemental Forces of Earth, Air, Water, Fire, and Spirit in this basic template is how you determine how they are going to work with each other. If you have studied any Earth Traditions that use the Wheel as a template, you will see every configuration of these energies imaginable. They are all different because they were used for different purposes and to harness different outcomes. Where you place these energies does make a difference if you are working to have a specific outcome.

For our purposes we are going to use the configuration below:

Medicine Wheel Creation Template



You will notice that I have numbered each of the elements since this is the order that we are going to follow.

First, we are going to re-align and remember our purpose for coming to the planet. We are going to define that in very concrete terms so that anytime we get distracted by the many things we are involved with we can come back and anchor ourselves to that Mission and Vision.

Second, we are going to determine and design the structures that are necessary for us to create a flow of individuals to us that are going to need our services.

Third, we are going to determine who those individuals are, what they need, and how we can meet those needs and call them to us.

Fourth, we are going to lay out goals and outcomes to focus our mind and work toward.

Fifth, we are going to decide on focused action steps that are going to give us the maximum amount of outcome for the least amount of effort. We are also going to make sure that we are doing the things that are going to bring the outcomes we desire.

Characteristics of the Elements

In order to better understand why the elements fit well in this configuration and work the way they do, it is good to know a little more about them. Below is a brief description of the function and characteristics of each element.

Earth – The Ability to Stand on Your Own

Structure and Form
Abundance and Fertility
Beauty and Aesthetics
Body Wisdom
Containment and Wholeness
Foundations
Grounded-ness
Cycles and Timing
Nature
Stewardship and Tending
Touch

Air – The Gift of Mental Focus

Breath and Communication
Focus
Freedom and Peace
Meditation and Prayer
Perspective
Power of Intention
Soaring
Thoughts
Vibration
Vision
Whole Brain Integration

Spirit – The Unified Field

Co-Creation
Connection to Higher Self
Compassion
Creativity and Sacred Union
Desire
Divine Feminine and Masculine
Grace and Trust
Life Purpose
Personal Divinity
Personal Responsibility
Power of Choice*

Water – The Ability to Run Clear, Clean and Current Energy

Emotional Awareness and Maturity
Ebb and Flow
Nourishment
Holding Space and Floating
Play
Power of Love
Regeneration
Source
Relationship to Others and Self
Surrender

Fire – The Power of Action

Dynamic and Energized
Growth
Illumination
Life Force
Passion
Movement and Action
Radiance and Warmth
Sensuality
Spark of Life
Transformation
Strength of Will

*Adapted from Elemental Forces of Creation Oracle by Lisa Michaels

Part I: Remember Your Mission

“You do not create your mission, you detect it.”

--Victor Frankl

Today we are going to help you remember why you incarnated upon the planet. We are then going to put it down in writing so you can see it and remember it. To do this we are going to use the basic format of a mission and vision statement. Let's begin by learning what a Mission Statement is and what it is not.

There are three simple elements to a good mission statement:

- A mission statement should be no more than a single sentence long.
- It should be easily understood by a twelve-year old.
- It should be able to be recited by you from MEMORY at gunpoint.

False Assumptions about a Mission Statement:

1. **My job is my mission.** Your job may be, and ideally should be part of your mission. But a mission is always larger than a job.
2. **My role is my mission.** While roles such as mother, father, or partner can be a completely engaging task, having a role as a mission puts you in a very precarious position, because those roles change just like jobs do. It is always larger than your current role.
3. **My “To Do” list is my mission.** Your mission is certainly much broader than the details you have on your plate today.
4. **I am not currently living my mission.** Many leaders do not feel powerful when, in fact, they are exercising their power to its greatest potential. It is highly probable that you are already living your mission at some level. The goal here is to extend and broaden it so you can be more aware of it. It can begin right where you are.
5. **I am not important enough to have a mission.** Nonsense! Physicists and scientists agree that even an apparently insignificant event such as a butterfly flapping its wings in Africa can affect the atmosphere in Alaska. ***Your life makes a difference!!***
6. **My mission has to be a grand one or help a lot of people.** As we just learned, no act is insignificant.
7. **A mission must be full of suffering.** Just the opposite is true. We gravitate toward things that excite us. That is how our mission calls to us. What a dysfunctional set-up it would be if our mission tried to beckon us through things we did not like or that caused us pain. When the teacher said, “Wear my yoke, it fits perfectly,” he was indicating that a divinely ordained mission is a perfect fit.
8. **My mission must be the same as those of my peers.** Your mission is unique to you. When developing one, it is helpful to temporarily dissociate yourself from the influence of those around you lest you become a mere follower.
9. **Geography is destiny.** No. It is merely a technicality.
10. **What I am doing is as close as I can get to my real mission.** You don't really believe this or you wouldn't be here. This is what this class is about.

Your mission will fit you perfectly. If you are constantly complaining or feel bitterness, you are probably not following your DIVINELY ordained mission. You may be following your ECONOMICALLY ordained mission or your CULTURALLY ordained mission, but not your divine one. ***Because bees hum while they work, they don't whine.***

The following exercise are designed to help you “stalk” your divine mission. They are meant to help you remember who you are and re-acquaint you with yourself. From them we will derive your beginning Mission and Vision statements. Notice I said “beginning.” These are not written in stone once they are finished. They evolve with you. These will give you one to work with and show you the process should you want to continue to work on this on your own.

Reflection Exercise 1

People say, “Oh, you are so good at...”

What are some of your talents? Name 10

Which of those have you buried?

What most excites you in or about the world?

What most angers you in or about the world?

Reflection Exercise 2

Below is a list of verbs. Pick out the three verbs that excite you the most. You may have to pick several and then eliminate some. You can only use three.

Accomplish	Acquire	Adopt	Advance	Affect
Alleviate	Amplify	Appreciate	Ascend	Associate
Affirm	Believe	Bestow	Brighten	Build
Call	Cause	Choose	Claim	Collect
Combine	Command	Compel	Complete	Communicate
Complete	Compliment	Compose	Conceive	Confirm
Connect	Consider	Construct	Contract	Continue
Counsel	Create	Decide	Defend	Delight
Deliver	Demonstrate	Devise	Direct	Discover
Discuss	Distribute	Draft	Drive	Educate
Elect	Embrace	Encourage	Endow	Engage
Engineer	Enhance	Enlighten	Enlist	Enliven
Entertain	Enthuse	Evaluate	Excite	Explore
Express	Extend	Facilitate	Finance	Forgive
Foster	Franchise	Further	Gather	Generate
Give	Grant	Heal	Hold	Harness
Host	Identify	Illuminate	Implement	Improve
Improvise	Inspire	Integrate	Involve	Keep
Know	Labor	Launch	Lead	Light
Live	Love	Make	Manifest	Master
Mature	Measure	Meditate	Model	Mold
Motivate	Move	Negotiate	Nurture	Open
Organize	Participate	Pass	Perform	Persuade
Play	Possess	Practice	Praise	Prepare
Present	Produce	Progress	Promise	Promote
Provide	Pursue	Realize	Receive	Reclaim
Reduce	Refine	Reflect	Reform	Regard
Relate	Relax	Release	Rely	Remember
Renew	Resonate	Respect	Restore	Return
Revise	Sacrifice	Safeguard	Satisfy	Save
Sell	Serve	Share	Speak	Stand
Summon	Support	Surrender	Sustain	Take
Tap	Team	Touch	Trade	Translate
Travel	Understand	Use	Utilize	Validate
Value	Venture	Verbalize	Volunteer	Work
Worship	Write	Yield	Imbue	Ignite

Please feel free to use others that you think of as you look over this list. Write down your three most meaningful, purposeful and exciting verbs here:

These verbs are Piece Number One.

Reflection Exercise 3

What do you stand for? What principle cause, value, or purpose would you be willing to defend to the death or devote your life to? What are you passionate about? For example, some people's key phrase or value might be "joy" or "service" or "justice" or "family" or "equality" or "creativity" or "freedom" or "faith" or spirituality" or "excellence." You will know it when you put it down because it will resonate with you. It will describe you perfectly. For instance, mine is "empowerment through Spiritual Connection." Write the word or phrase here:

This is Piece Number Two.

Reflection Exercise 4

Who are you here to help? Every mission implies that someone will be helped, a nation will be freed, a bird will be returned to its nest again, a child will have a new image of what parental love can be. Whom is it that you were sent here to help? The more specific you can be, the more focused and powerful will be your energy. So now is the time to focus on WHOM you really want to help. Below is a list of groups and/or causes to help you think creatively. Please do not feel limited to this list.

Animals	Environment	Family Issues	Education	Media
Health Care	Elderly	Children	The Poor	Homeless
Immigration	Energy	Agriculture	Parks & Rec	Veterans
Nutrition	Justice System	Law	Politics	Government
Youth	Roads & Bridges	Business	Non-Profits	Churches
Synagogues	Substance Abuse	Spirituality	Disease	Disabled
Public Safety	Human Development	Infants	Child Care	Justice
Home Health	Child Protection	Water Rights	Tourism	Defense
Animal Care	Animal rights	Labor Relations	Literacy	Civil Rights
Border Issues	Space Exploring	Fashion	Art	Sexuality
Books	Knowledge	Music	Movies	Design
Technology	Sports	Food	Administration	Management
Construction	Labor Relations	Travel	Finance	Real Estate
Printing	Publishing	Religion	Spirituality	Research
Biotech	Community Develop.	Women's Issues	Gardening	Ecology

Pick the one group, entity or cause you would most like to help or impact in a positive way. Write down that cause, entity, or group's name here. Remember the above list is just to stimulate thought. Please feel free to choose anything you are the most passionate about helping.

This is piece number three.

The formula for your mission statement is 1 + 2 to, for, or with 3.

My mission is to:

_____, _____, and

(your three verbs)

(your core value or values)

to, for, or with

(the group/cause which most moves/excites you)

As you work, please remember:

- A good mission statement will be inspiring, exciting, clear, and engaging.
- It will be specific to you and your particular enthusiasm, gifts, and talents.
- It should be broad enough to encompass a lifetime of activities. (Jesus's Mission Statement was "...to give life, and give it more abundantly.")
- It should be powerful and encompassing and cover both work and personal life.
- It centers around the process of what you need to be doing, not the end result.
- You can't get it wrong. If it is not right, you will be guided to what is.

Some Examples:

To create, nurture, and maintain an environment of growth, challenge, and unlimited potential for all those around me.

To inhale every sunrise, and look under every rock for the joy life has to offer.

To uphold, discover, and support trust, honesty, and integrity in all relationships.

To ignite, inspire, and restore Spiritual Connection and Right Relationship with the Earth in those whose lives I touch.

The Vision Statement

“Not to have your own vision is to live somebody else’s.”

--Laurie Beth Jones

While a mission statement is centered around the process of what you need to be doing, a vision statement is *the end result*. The vision is what will keep you going when the mission statement feels too big to ever accomplish. It is what many trainers call, “Your Why.” Some key things to remember...

- Write it down! Keep it where you can see it everyday.
- Always write it in present tense, as if it is happening now!
- It covers a variety of activities.
- It is filled with descriptive details that anchor it to reality. Consider making a collage or some kind of creative work to further allow your subconscious to get in on the action.

The following is an exercise that will help you create vision statements. Remember, your point of power may very well be when you discover *what you don’t want*.

Who is living the life you most envy? This could be several people, depending on the portion of their life you are most envious of. List them and what you envy about them.

Describe what you think it feels like.

Who is doing the kind of work you most wish you could be doing?

Describe what their work life must be like.

In your work

Describe your ideal work setting:

Describe your ideal work day:

Describe your ideal co-workers:

If money were no object, what would you be doing with your life?

What would you do if you were ten times bolder?

In you primary love relationship

In your work setting

In your community

In your family

In your place of worship or spiritual community

Imagine this is Monday morning, 9 a.m. three years from now. Where are you? What are you doing? Who are you seeing? What are you wearing?

It is now noon, the same day. Who are you going to see? Where are you going for lunch?

It is now Saturday, 6 p.m. Where are you? What are you doing? Who are you seeing? What are you wearing?

You are now a very old person, walking with a school child who asks you, "What are you the most proud of about your life?"

You are about to die. What did you accomplish before you left?

As a result of your having lived, three things have changed or shifted in the world. What are they?

Below is an example of a Vision Statement that is predominantly job related. Using it as an example, work to create a vision statement that encompasses your whole life. Think of a perfect day for you. What would it look like? What would the perfect job look like? Get detailed. How much money would you have? How would you spend your time? If you could ask a magician for the perfect life, what would it be?

Once you have your vision statement, you may want to anchor it further by creating a treasure map collage so you can visually call this into your life. You can create one that you see everyday and hang it in a prominent place. Your Mission and Vision Statements go in the front of your planner or in a place where you can review it everyday.

Your Next Step

“Putting Your Vision and Mission to work.”

You have just determined what you are going to “be about” from now on. For some of you, this is plenty to keep you busy for awhile. For others, you may be ready to translate this into some form of income for yourself. This series is designed to help you do that. So if the above exercises have told you “what you are to be doing” the next one will describe “how.”

If you were going to describe your dream business, what would be? What would it look like?

Begin on page 8 and do the exercises again. This time you are going to formulate a vision and a mission statement for your business, based on what you know you should be doing. You may use the template below:

The Mission of my business is to:

_____, _____, and

(your three verbs)

(your core value or values)

to, for, or with

(the group you are here to serve)

Business Mission Statement
