



Five Easy Steps to Conscious and Profitable Business

by Susan Kavanaugh

Introduction

Dear Reader,

This e-book is representative of a larger body of work that I will be publishing in 2017, “Conscious Capitalism for the Solopreneur.” The five easy steps you’ll read about here are simple jump starts for a business model that truly requires a much fuller scope of attention. Hopefully, as you read this primer, you’ll find ways to realize the great potential you have of integrating your personal life with your professional life.

If you are someone who has launched his or her own business or has owned one for some time, adopting this approach to both life and the bottom line will inspire you to take a second look at the real possibilities that can accrue from being a business owner, freelancer, multi-level marketing (MLM) executive, life coach, artist of any kind, and devoted Truth Student. Abundance will be knocking at your door.

Feel free to get in touch with me. I love to personally visit with those committed to living consciously. Additionally, I specialize in life coaching, including career topics, for women in mid-to-late life transition. I have coaching packages with various options and reasonable prices. Transform your life and your belief in yourself. And, most importantly, put feet onto your dreams!

Namaste,

A handwritten signature in black ink that reads "Susan Kavanaugh". The script is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

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Five Easy Steps to Conscious and Profitable Business ©

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Step 1: Your Conscious Self

Step 2: Passion and Purpose

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Your Conscious Self

“Our true home is not in the past. Our true home is not in the future. Our true home is in the here and the now. Life is available only in the here and the now, and it is our true home.

When your mindfulness becomes powerful, your concentration becomes powerful, and when you are fully concentrated, you have a chance to make a breakthrough, to achieve insight.”

--Thich Nhat Hanh

People respond quite differently from one another when I use the phrase “conscious living.” Some have no idea what I mean and couldn’t care less, some understand the concept but think it’s “woeey-hooey,” and the rest embrace the topic as an aspiration. I can also include those who not only consider it an aspiration but a firmly founded way of living. Depending on where you fall in these groups, determining and understanding your conscious self may be a short and happy journey or a longer one to which you may or may not choose to commit.

The journey begins with understanding your conscious self.

I want to emphasize here that I’m not talking about Carl Jung’s theoretical “id,” “ego,” “superego,” “unconscious self,” and “collective consciousness” (although there is academic overlap). This is about how “present” you are in each moment of your daily life and the choices you make when you are “present” versus simply living life in general.

We live in an incredibly busy world. The pace of life is often frantic, our minds are always busy, and we’re always doing something. And, though our minds may be like washing machines, with ideas going

round and round, we *rely* on the mind. It tells us when we are happy, when we are stressed, when we must make a decision, when our body has needs (such as hunger or sleep), and a myriad of other messages. Our mind can also become focused on the past or on the future. We may relive joyful memories or bind ourselves in regret. We may be planning a dinner party or a vacation, or a project while on the job. We rely on our mind, but are we taking care of it? We take care of our loved ones, we take care of our hair, and we take care of our finances, pets, cars, and so on. But when was the last time we cared for our minds? When was the last time we took a break from the whirling thoughts and just did nothing as a way to relax and nurture the mind?

In discovering our conscious selves, we must first slow the world down (at least in our minds). We can meditate, purge our thoughts through journaling, focus only on our breath, look into a candle flame, and eventually let our thoughts untangle themselves and pass through—until we feel we are suspended while conscious. In these times, we can embrace the present moment. That’s all we really have, isn’t it? The future, which you have not yet entered, becomes the present. The present, as you stay in it, slows into the past. The true, authentic you is what you acknowledge and recognize in the present. A wise ministerial colleague of mine once said, “The point of power is in the present.”

The most significant encounters with ourselves and the most powerful decisions we make are done in present moments, when we are conscious, caring for our minds, and connecting with the sense of something greater or larger than ourselves. In the present, we feel most alive and better able to acknowledge our senses. This mind that

we nurture in present moments is the same mind that we rely on to direct us toward being kind, being creative, or doing our very best. And, we can choose how those actions will “manifest.”

We can't change everything in the world that happens to us, but we can change the way we respond to it. This can only occur when we are conscious. Uncover your conscious self and begin to see who you really are, what you truly feel, **and** what you truly want in life, and commit to mindful decision-making.

Once you have met the real you, it's time to identify your true needs and wants.

Put it to the test.

Try at least one or more of the following exercises:

1. Develop your imagination. You do not have to practice meditation, but try listening to an audio program that helps you focus on the positive. You can find many excellent “guided-meditation” audios on iTunes or by online search. Audible and other audio production companies make some of the finest available. Find one that helps you relax and become receptive to intuitive messages. Visit <https://soundcloud.com/user-938144380/release-renew> for a 5-minute guided audio with a series of affirmative statements about renewal. Or try another short guided audio to help you focus and experience the present moment at <https://soundcloud.com/user-938144380/determing-your-predominant-sense>.

2. Find a quiet place, without distractions, light a candle, and focus on the flame. Take a piece of paper and something to write with, and allow your mind to roll out thoughts as you describe the experience. Focus on your senses while you determine how to describe what you see. What does the flame look like? How does it conjoin with the candle? What colors do you see? What movement? What does the experience sound like? Can you hear a crackle as the fire sparks, or is all so gently quiet? Use your finger to reach out almost to the flame. Do you feel heat? Did you stick your finger in liquid wax? Did you burn yourself? What did you sense physically? Stick your tongue into the air, or taste the finger that you used to get near the flame. What is the taste? Finally, do you smell anything? Maybe it is the smell of smoke or the scent of the candle.

Describe these things in writing, as if you are telling someone about the flame and they have never seen fire before.

Finish your writing. Gently blow out the candle, but then close your eyes and imagine that you still see it. Take a deep breath, exhaling slowly.

When you complete this experiment, notice how you view everything in physical form around you now. Does anything seem different?

3. Get outdoors and take a walk, preferably in a quiet area, perhaps on a beach, along a mountain trail or through the woods. Pay attention to your stride and your breathing. Let your mind wander. Think about anything you want, but keep

your body moving. Hopefully, you'll be able to spend at least a half-hour on the walk, but whatever time you take, allow your mind to wander.

When you return to your starting point, reflect on whether any ideas came to you that may be helpful to choices you will soon make? Does your body feel energized or relaxed? Let the feeling wash over you.

Passion and Purpose

“The mystery of human existence lies not in just staying alive,
but in finding something to live for.”

– Fyodor Dostoyevsky

Many people believe that there is a purpose to their existence, that their birth is not a random act, nor their experiences. Living consciously will help you to move closer to understanding what you believe and are willing to embrace. When you meet your conscious self, begin to explore what your intentions in life may be. Often, those who are in organized religion easily believe that they have a firm grasp of their purpose. This may be quite true. Whatever you believe, your purpose to be is your purpose.

A great deal of research supports findings that children have a unique temperament and personality as soon as they are born. Growing up, children will express their interests even apart from the environment within which they are living. Gender identity may surface early in life. Natural talents may be evident quite soon. Certainly, preferences for food and sleep and comfort are easy to gauge in infants and young toddlers. As the imagination begins development, additional unique qualities appear in us. Whattoexpect.com states that imagination can be seen in children as young as 18 months.

I once read a very good book called “Be Yourself. Everyone Else is Taken” by Mike Robbins. The title is the perfect way to acknowledge that every single soul on this earth is individual and exclusive unto itself. Every person will have different passions, and each will have an unexampled purpose (accepting the belief that we are here for a particular reason).

If you are someone still searching to understand why you exist, begin by looking at your passions.

So what are your passions? What means the most to you? How do you find joy? Examples of passions include satiation of physical, spiritual, and creative needs. Perhaps one person is passionate about French cuisine, both cooking and tasting. Another may feel passionate about engaging in church activities. Or, music may stimulate someone so deeply that he or she learns to play an instrument, or sing, or compose.

In some, passion arises when they are cognizant of the needs of our planet and the people inhabiting it. For those folks, watching suffering, even just knowing of it, compels them to want to assist. The motivation to give or help dates back to our hunter-gatherer ancestors. Some non-human primates also have been shown to step in during a crisis to help their kin or even humans, according to Life Science, a website founded to empower and inspire readers to appreciate the world's every day with awe. So, essentially it's in our DNA. But why do some people want to assist and others don't? Those inclined to not help may be most concerned about themselves or their loved ones. And again, this goes back to survival-of-the-fittest theory. In reality, it's all about us because even those who want to make the world a better place are seeking sustainability and survival.

Which one are you? Neither is better than the other. But the desire for survival is compelling and inherent.

If you are one of those who like to help others, then this may be where you find your passion. Passion can be fierce in some cases, gentle in

others, but it is always the fuel that drives purpose and, in some cases, the lifeline to determining what our individual purposes are.

Once you have connected with your conscious self, you will be ever more alert to what triggers thoughts and emotions. You can move and live and breathe in this world understanding where you want to be and why you want to be there.

Do you want to serve others? Do you want to protect our environment? Do you want to know about the creator?

It can take many years to arrive at this discernment—a matter of maturing on your own before you put two and two together. However, it's also possible to accelerate the process by exploring your inner self with a licensed therapist, minister, or life coach. Through guided support, you'll solve the equation sooner.

Marie Forleo, a truly engaging author, captures some interesting thoughts about passion in a piece she wrote for [Oprah.com](https://www.oprah.com):

Here's the problem: Passion can't be found in your head because it lives in your heart.

And the flames of passion are fanned by engagement, not thought. Juicy, right?

Here's what I mean: No matter how hard you try, you cannot figure out your passion by *thinking* about it. You need to take action and feel your way to your truth, from the inside out.

Does this resonate with you?

So why all the discussion about finding your purpose and passion, and how does it relate to driving your bottom line as a conscious business owner? Here are four key reasons:

1. Knowing your “tribe,” or who is like-minded in your circle of influence, will help you narrow your niche and become of **greater value** to those seeking what you offer.
2. Knowing your passions will automatically drive you toward creating excellence in those areas. Who doesn’t want to be an expert in his or her area of business? If your business addresses something that fuels your passion, you won’t just have a business. You’ll be engaged in joyous, inspiring endeavors. When you feel joy, it can be infectious. People are drawn to others who radiate excitement, happiness, and even simple serenity. It’s a boat most people don’t want to miss. This will bring you more clients and **increase the bottom line** for your company.
3. When you have a happy experience, don’t you feel like telling others about it? It’s similar to knowing an amazing secret and feeling compelled to share it with at least one person because it’s just so incredible that you can’t help but want to “give” it to another. When all of your new clients begin having the happy experience of who you are, what you represent, and working with you and your staff, the best possible advertising occurs. It’s the free kind of advertising that only stops when you stop: **Word of Mouth.**

4. Identifying your purpose will provide **clear direction for your operations**. Your purpose is essentially a mission statement for your business, or at least a foundation for creating a vision and mission. All business decisions can be held up to the mission and analyzed for their adherence to the mission. You'll find it easier to determine even the smallest of choices.

Myths about Abundance

“I release all resistance to attracting money. I am worthy of a positive cash flow.”

- Louise Hay

When we were young, many of us heard the phrase, “Money is the root of all evil.” This misquoted Bible verse impacted millions of people at an early age, creating a core belief. The ACTUAL verse is from Timothy 1, 6:10 and in the New International Version reads, “For the love of money is a root of all kinds of evil.” Why we love money may be for amazingly purposeful reasons though, so release your previous understanding of both the oft-misinterpreted message and the clearer, concise message that has evolved with newer revisions of the Bible.

I’m not telling you to let go of your religious beliefs; I’m asking you to consider a new perspective. I want you to explore how an abundance of money can create a world of positive change.

One of the things we need to look at first is capitalism itself. The Oxford Dictionaries define capitalism simply as “an economic and political system in which a country's trade and industry are controlled by private owners for profit, rather than by the state.” Capitalism is also free enterprise. It rewards hard work and ingenuity. It is one of the trademarks of our national economy and country. Jaana Woiceshyn, a business ethics professor at the University of Calgary, defines it as the “recognition of individuals (including property rights) in which all property is privately owned.” Capitalism avails itself to everyone.

As an entrepreneur or solopreneur, money is wonderful. Everyone who agrees, raise your hand! An excellent income, which you have the right and ability to create, provides more resources for your company to grow, to sell more services and products, and for you to collaborate with the business partners of your choice. If you have employees or contractors, you can pay them more than a fair wage. You can provide for exceptionally comfortable work environments and resources that fuel their creativity and desire to create a better product for you or offer you fresh ideas and suggestions, since they will experience a greater desire to contribute to their “family” or team. Whether we are able to acknowledge it or not, most human beings have an innate drive to support the survival of the family whether as the hunter or the gatherer.

Over time though, capitalism has grown to be associated with greed and ego. For those on the path toward conscious living, capitalism appears to motivate people for the wrong reasons. Yet, freedom to decide your financial future and private financial interests, based on your own hard work as you make increasing amounts of money, is appealing to anyone with clear ethics, values, and integrity. It provides rewards far exceeding those previously mentioned.

Money is a system of exchange allowing us to obtain tangible items, but those who embrace the concept of Conscious Capitalism know it is a valuable currency for *intangible* rewards as well.

If you have discovered your conscious self and know your passion and purpose, money is the facilitator for improving relationships, driving

advocacy, and living in an eco-sustainable manner. It opens a gateway to greater education and freedom to live a balanced life.

Still dreaming about the perfect work-life balance? Then stop dreaming. Take action and begin to create a plan that allows you more freedom. If you are employed full-time by a corporation, can you find ways to create additional streams of revenue? Explore multiple other ways to capture a bigger piece of the pie? Identify what your concept of work-life balance is? Commit yourself to working much harder to put more in the coffers? On this last point, you should decide specifically the number of years during which you plan to devote extra hours for someone else in order to eventually achieve your dream of an ideal work-life balance. How long has it been since you asked for a raise? What is your professional value?

Explore whether you are working for a company that feeds your intellectual and professional needs if not your emotional and spiritual needs. Before you make that commitment to hard work, ensure that you are with a company that you feel meets these needs. How do you think you'd feel working 70 hours a week making widgets instead of spending the same time creating software or other products that benefit nonprofits?

Is this something to which you can commit that much time for a few years?

And, what about nonprofits? Have you thought about finding one for which you can either work or volunteer? You may not make as much income as you'd hoped, but you could move closer to emotional and spiritual abundance while serving those in need. Such a choice most

likely will move you closer to that work-life balance that is so precious.

If you have the courage and ability to become an entrepreneur or solopreneur, learn this one thing first: You may actually spend far too much time launching your business to allow for any kind of balance. The caveat, though, is if you are following what you feel is your purpose or one of your passions, then the extra time and effort you expend will provide balance within. You may have more energy and happiness than before. You may see your relationships improve. You may decide that lots of revenue up front is a small price to pay.

Once you've created the financial base you need to forge forward with your entrepreneurial business dreams, start. Life is short. The past is gone, the future is not yet here, and the present moment is where you will feel the most satisfaction.

Suggestions for reaching financial success quickly:

1. Network. This does not mean that you need to go to every Chamber of Commerce mixer or join several Rotary clubs. Maximize your return by selecting group gatherings of potential clients or those in the same field as you. The potential client meetings are pretty obvious. However, not everyone networks with groups who offer similar services or products. The biggest benefit to networking broadly is tapping into the collective conscious of those attending. These folks will have tips and ideas that may be just the perfect ways to kick-start your endeavor.

2. Find a workspace in an incubator location. You can lease such spaces for as low as \$200 a month in most major cities. Spend time there regularly and engage in conversations with people to whom you feel drawn. Incubator spaces include some of the most creative, motivated colleagues you can find. Nationally, these hubs are offered by groups such as Galvanize and Regus, and are among the more popular working spaces for lease/rent in this decade. Search the Internet for locations in your hometown.
3. Search YouTube for motivational training videos posted by other entrepreneurs and solopreneurs. Russell Brunson, Dom Wells, Yanik Silver, and Mel Robbins all appear, and you can even pull up old Steve Jobs videos.
4. Join groups of interest on LinkedIn and Facebook. You'll have online conversations with hundreds of different individuals launching businesses of their own and who are more than willing to share what works for them.

A New Model

“Conscious businesses will help evolve our world so that billions of people can flourish, leading lives infused with passion, purpose, love and creativity; a world of freedom, harmony, prosperity, and compassion.”

– From the Conscious Capitalist Credo

In Entrepreneur magazine, founder for the Executive JOY Institute R. Michael Anderson hits the nail on the head by sharing this message:

If you had a chance to implement a system that would bring in 10 times more profit than similar firms in your market, would your first thought be about what you’d have to give up to do so? What part of your soul would you’d have to sell?

The truth is that by doing business the right way -- being truly authentic, sticking wholeheartedly to your ethics and morals, and caring more about your customers and employees than your shareholders -- you can achieve that gain *without* losing your soul.

Hopefully, this message will reach your mind as if it were broadcast via bullhorn.

Mr. Anderson goes on to say, “Quit trying to play someone else’s game. Be true to yourself, your customers, your employees. And you will be rewarded.”

Companies have been discovering this philosophy for years. This new model is an old model, but as we’ve heard before, “everything old is new again.”

Though principles of Conscious Capitalism can be traced back hundreds of years ago to businesses established to provide services, many try to say that Anita Roddick pioneered the movement in 1976 when she launched The Body Shop. But conscious businesses in lifestyles, health, and sustainability, and the health food industry have been around even longer. Through the principles of this movement, businesses worldwide have established measurable data supporting the increased revenue and benefits of Conscious Capitalism.

The principles have been shared, rewritten, and discussed for years. However, they boil down to four foundational statements (as defined by Raj Sisodia in an interview with the Huffington Post):

The four tenets of Conscious Capitalism are interconnected and build on important academic work relating to purpose, stakeholder management, leadership, and culture.

Higher Purpose: Recognizing that every business should have a higher purpose that transcends making money. It is the difference the company is trying to make in the world. By focusing on its Higher Purpose, a business inspires, engages and energizes its stakeholders.

Stakeholder Orientation: Recognizing that the interdependent nature of life and the human foundations of business, a business needs to create value with and for its various stakeholders (customers, employees, vendors, investors, communities, etc.). Like the life forms in an ecosystem, healthy stakeholders lead to a healthy business system.

Conscious Leadership: Human social organizations are created and guided by leaders - people who see a path and inspire others to

travel along the path. Conscious leaders understand and embrace the higher purpose of business and focus on creating value for and harmonizing the interests of the business stakeholders. They recognize the integral role of culture and purposefully cultivate Conscious Culture.

Conscious Culture: This is the ethos - the values, principles, practices - underlying the social fabric of a business, which permeates the atmosphere of a business and connects the stakeholders to each other and to the purpose, people and processes that comprise the company."

If you are a solopreneur, apply these tenets to your work. Define your higher purpose. Know that your clients' success is interdependent with your services and their own consumers; all parties should be geared toward healthy and beneficial outcomes.

When you operate from a space of conscious living, you create your own internal culture. If you outsource work to contract employees or even have part-time employees, your conscious approach to your own experiences will impact them. The contractors or part-timers may not see an overt approach, but you will model positive, enlightened behavior that will eventually make an impact. It all begins with you.

Creating conscious cultures in large businesses still boils down to leadership. It begins with one or more leaders modeling the approach to economics and capitalism.

What are the rewards of Conscious Capitalism and conscious communications? Research finds that conscious businesses consistently outperform the market financially. In the second edition

of the book “Firms of Endearment: How World-Class Companies Profit from Passion and Purpose,” authored by Rajendra S. (Raj) Sisodia, David B. Wolfe, and Jagdish N. Sheth, the ratio of success for conscious-culture businesses indicated a more successful profit margin by 14:1.

14:1! This is mind-blowing data. It is the kind of information that should make every entrepreneur want to read “Firms of Endearment” as soon as possible. For solopreneurs, Conscious Capitalism is a lifesaver to keep your business from drowning. Want something shorter, a quicker read? Try Jeff Klein’s “It’s Just Good Business: The Emergence of Conscious Capitalism & the Practice of Working for Good” published by Working for Good Publications. Actually written as a primer on Conscious Capitalism, it will stimulate your creativity in a way that can improve your revenue nearly immediately.

Just what are some of the firms of endearment that Mr. Klein studied and found to be examples of success? You’ll recognize just a few on the list:

Whole Foods Market

The Container Store

The Motley Fool

Trader Joe’s

Costco

Southwest Airlines

UPS

Patagonia

REI

Starbucks

Panera

Dr. Sisodia and John Mackey, the Chief Executive Officer of Whole Foods, tell a very insightful story of Mr. Mackey's company's road to success in "Conscious Capitalism: Liberating the Heroic Spirit of Business." Their book is another wonderful primer that will motivate you to embrace the new business model that they and Mr. Klein espouse.

Begin exploring this model. You won't be able to eat all of the elephant at once, so implement small practices of conscious business and measure each for its outcome. If it doesn't work for you, what have you lost? If it does, create a true business plan based on the concept.

Additional ideas to foster your understanding of conscious and mindful business practices are:

1. Join a LinkedIn group that discusses topics such as the Conscious Capitalism Movement, Conscious Women in Business, Conscious Business Friends, and any other group that may appeal to the part of you that you want to expand and develop. If you don't have an interest in these groups, then create one of your own. You can do this on LinkedIn and also on Facebook. Finding an online support community can educate you, motivate you, and improve your critical thinking on the topic we're sharing here.
2. Expand your engagement with like-minded business people by exploring Meetup in your city. You may find particular events that will be very valuable or even regular groups that provide

soul nourishment while you bravely move forward eating the elephant.

3. Join a chapter of the Conscious Capitalism Movement for a modest fee. Visit <http://www.consciouscapitalism.org/chapters>. The Movement has at least 26 chapters in the United States and one in each of 12 different countries. These chapters allow for ongoing dialogue with individuals and companies already devoted to the conscious business model. The chapters typically have monthly meetings and many special presentations and events. It hosts even an annual Conscious Capitalism conference.
4. Find podcasts about the mindfulness movement and economics to inspire you as you embark on the path toward having a conscious business. Conscious Leadership Weekly with Kym Nelson, Conscious Millionaire with J V Crum III, or Tony Loyd's Social Entrepreneur can all be found through iTunes's podcast store. You can also find a high-profile mentor in the mindfulness business and visit their website to see if they offer audio or even video podcasts. During any commute you make, switch from today's headlines to something much more optimistic and listen to great ideas from some of the podcast conversations you'll hear.

Walk the Talk

“The breezes at dawn have secrets to tell you. Don't go back to sleep!”

– Rumi

A common misperception about conscious living is that once you become conscious and mindful, you will remain that way. The myth is only perpetuated when those who have committed to a conscious method of business begin to lose sight of their original intentions and even, without integrity, “talk” the message but don’t “walk” it. Those who truly remain conscious have the unique ability to recognize the mindless behavior and business choices of the businesses that lose sight of the principle. Fluctuating revenue, prospective financial partners who offer great growth, and even those in your personal life may drive you to make decisions that do not match your mission but create quick fixes.

As a human being, you are guaranteed to fall short on occasion, if not almost always. Self-accountability is one of the sustaining factors in Conscious Capitalism. In a way, it’s like investing in the stock market and feeling confident about where you have put your money. For some time, you will most likely not change a thing about the investment. External circumstances will often drive the market to plummet or even to rise. As this book is being written, President Trump has threatened North Korea regarding the possible action of nuclear warfare. So, on this day the markets fell significantly. Many people who watched the bull market climb since January, 2017 and saw their money increase are in a state of fear. These same people may begin selling stock if the numbers fall even more. They are, in practicality, losing money, possibly hundreds of thousands of dollars in some

situations. Their faith and commitment are shaken, and they fall back into fearful behavior.

Are your faith and commitment to conscious business ever threatened? Of course. And given that, it's your responsibility to pay attention to your choices. Good things will happen in our lives and not-so-good things will happen. The X-factor in this situation is how you **choose** to respond to events. Life can be black or white if we decide it is. In conscious moments, you'll begin to understand that there are only shades of gray (or a rainbow of colors).

Think back on some of the perceived travails you have encountered, times during which you felt suffering. As time went on, were you able to find a lesson or experience a breakthrough? Maybe your choice to feel suffering strengthened you. Maybe your choice allowed you to share your experience with others and support them in their times of need. The point is that you made a choice—you colored the moment black. You put a label on the situation. Living consciously, even if not in a consistent manner, will allow insight into the choices you make. You may find yourself making wiser choices, productive and rewarding choices.

Well-known spiritual teacher and author Eckhart Tolle has a suggestion for us if we feel ourselves slipping into unconscious living. Start with your senses and begin to pay attention to at least one. What sounds are you hearing? Stay with your focus. Do you hear passing traffic, streaming music, or a colleague conversing with someone? Do you hear all three things at once? Choose one thing to truly hear. Perhaps you choose to focus on the traffic. Drill down. Is there

honking? Stops and starts of engines? Can you tell, by listening, the number of cars on the road? Bring yourself into the present moment more easily through this simple exercise. Tolle suggests taking a break from your current activity and washing your hands.

As you wash your hands, pay attention to your senses again. What does the water feel like? How does the washroom look? Can you smell the soap? After this exercise, you should be experiencing some level of mental clarity. You will have been mindful and connected with your senses. When you are unable to center your thoughts and emotions, take a break and wash your hands or go outside and allow yourself to focus on the feel of the air on your skin. Enter into the moment by remaining alert to the temperature or the wind.

These are quick methods to bring you back to the power of the present. For long-term solutions, find an accountability partner. This could be a loved one or a business partner. If they are also committed to conscious living, you will be able to help them too. Schedule check-ins with your accountability partner on a regular basis, such as weekly or monthly. Be a mirror for them and allow them to be a mirror for you.

In the process of accountability, explore your business and the collaborations that help you succeed. Touch base with employees on a regular basis and ask for their feedback. And, any time you sense that you have lost the connection with the moment, pat yourself on the back. Your awareness of what has happened is just as important as your commitment to a conscious life and conscious business. When

you begin to fall asleep, remember the treasures that await you if you, as Rumi might say, “don’t go back to sleep.”

You will evolve in your commitment. You will continue to grow. You will recognize joy and abundance, and you will impact more easily. And, if you chose this way of life and business, you will be the first domino that tilts the next person toward conscious living and the next person and the next. You *can* have a better world start with you.

Reflect on your purpose in life. Is this not the best path to achieve it?

Resources

Sign up for KavCom's newsletter. Visit www.kavcomcc.com. It features engaging articles written by a variety of businesspeople about finding and becoming your best self; quick starts to increase your bottom line whether you are a business executive in charge of a large company, a solopreneur, or even a multi-level marketing (MLM) businessperson; and precious nuggets and inspiration for those who want to make the world a better place.

Books:

(If you don't have the time to actually read, audiobooks are a great alternative.)

"Firms of Endearment: How World-Class Companies Profit from Passion and Purpose" by Rajendra S. Sisodia, David B. Wolfe, and Jagdish N. Sheth

"Conscious Capitalism: Liberating the Heroic Spirit of Business" by John Mackey and Rajendra S. Sisodia

"Conscious Marketing: How to Create an Awesome Business with a New Approach to Marketing" by Carolyn Tate

"Uncontainable: How Passion, Commitment, and Conscious Capitalism Built a Business Where Everyone Thrives" by Kip Tindell with Paul Keegan and Casey Shilling

"Waking Up in Time: Finding Inner Peace in Times of Accelerating Change" by Peter Russell

“The Power of Now: A Guide to Spiritual Enlightenment” by Eckhart Tolle

“Stillness Speaks” by Eckhart Tolle

Helpful Websites:

<http://www.consciouscapitalism.org>

<http://www.consciousconnectionmagazine.com>

<http://themeaningmovement.com>

Questions?

Contact the author at susan@kavcomcc.com



Susan Kavanaugh

President/CEO

KavCom: Conscious Communications

Described as a powerhouse marketing and fundraising professional with years of award-winning communications programs, Susan's emphasis on conscious branding, integrated communications, and strategic planning generates high demand for KavCom services. She has personally served more than eight regional nonprofits by providing leadership, fundraising, and consulting.

Ms. Kavanaugh maintains expert skills in social media and online marketing. She is a certified life and business coach, pastoral counselor, ordained minister, and nationally acclaimed public speaker. A former television news anchor and newspaper reporter, she successfully navigates the realm of public relations for clients.

Susan is also a non-profit business developer with 30+ years of fundraising and a highly successful history of obtaining government and foundation grants and corporate sponsorships. Minor and major gift solicitation and execution of special events are additional areas of her success.

Founder and producer of “Prayer in Practice,” a Radio for Peace International program in Costa Rica, and co-founder of *PeaceLinks™*, community conversations on peace based on Barbara Marx Hubbard’s synergistic convergence (SYNCON) model, Susan’s aim is to guide people to a path of conscious living.

An active member of the Arizona Chapter of Conscious Capitalism, Ms. Kavanaugh brings human resource insight to companies hoping to replicate the “Firms of Endearment” model.

Her achievements include:

- Recipient of first US-based grant from Rotary International for South Phoenix Medical clinic
- Member of Phoenix Rotary 100
- Author of high-profile articles for *Phoenix Business Journal*, *McKnight’s Long-Term Care News*, *The Independent Newspapers*, *The Liberty Journal*, *Evolving Woman Magazine*, *YourHealth* and *SCNM Now!*
- Winner of a National Mature Media Award for *Assisted Living Success Magazine*
- Author of “Five Easy Steps to Conscious and Profitable Business”
- First female evening news anchor in Texas Panhandle, on ABC affiliate KVII-TV
- News anchor and producer for Satellite News Channel (SNC, predecessor of CNN)
- High-profile broadcast journalist in radio and TV, covering Colorado, Hawaii, Texas, and Missouri
- Actor: AFTRA and SAG member, numerous film roles
- National commercial television actor for Walmart, McDonald’s, and Shoney Restaurants
- Contestant, Miss Missouri Pageant, first runner-up