

The Spirit of Business in the Future

In touch with soul, intuition and energy



The Spirit of Business in the Future

In touch with soul, intuition and energy



Photographers – Author Photos:
Anna Hammarstrand: Marie Sjödin
Lina Lanestrand: Jessica Lund
Marjo Särkimäki Saramaa: Matti Saramaa
Camilla Sporre: Katja Thorson
Regina Schwartz: Mikael Schwartz
Frida Alsterlund: Therese Wiberg
Carina Gunnarsdotter: Anders Karlsson
Yvonne Frank Månsson: Felix Frank

Förlagshuset Siljans Måsar
www.siljansmasar.com
ISBN: 978-91-89773-11-0

© Lina Lanestrand, 2023

The material in this book is protected under copyright law
Cover image: istockphoto.com

Swedish original by: Hansson Produktion

Graphic design: Kathleen Graphic Design
www.kathleen.se

REGISTER

Introduction s. 7

ANNA HAMMARSTRÖM p. 10
Choosing the soul!

LINA LANESTRAND p. 14
You and your visions are more important
than you realize

MARJO SÄRKIMÄKI SARAMAA p. 46
Out of your way
– Set yourself free and create magic

CAMILLA SPORRE p. 70
We all walk each other home
– Entrepreneurship of the new age

REGINA SCHWARTZ p. 96
Your core is pure and you are light

FRIDA ALSTERLUND p. 124
Why think about your life
when you can dance through it?

CARINA GUNNARSDOTTER p. 152
The future of sustainability

YVONNE FRANK MÅNSSON p. 180
Whispers from Your Future Self

Last words p. 206

INTRODUCTION

Co-creation in the Spirit of Business in the Future

The spring sun is shining, the birds are chirping and anticipation is hanging in the air. Time passes and my deadline for this book that combines spirituality and business development is approaching. It feels titillating and exciting. I feel an overwhelming gratitude for the book idea that came to me as a clear job assignment from my soul.

In my work, I combine spirituality, intuition and magic with conscious leadership and business development, both for myself and my clients. The purpose is to contribute to a loving and sustainable world – where we nurture and experience the paradise on earth. It is a blessing to take part of the results and effects that occur in these processes, when people feel good and make a positive difference for themselves and others. When the idea of writing this book landed within me, it felt so good to be able to inspire more people to let their soul lead, not only when it comes to work, but in order to affirm ease, energy and love in all parts of life. Soon after the idea came to me, names began to drip into my mind. One by one, the names of wise, creative, courageous and powerful women from widely different industries came to me. My soul explained that I would ask them if they wanted to

participate in writing and co-creating this book. I asked them and they answered sincerely yes. Now, you as a reader will meet these amazing souls as well as their perspectives and insights that aim to inspire you on your soul's path in your work life.

Co-creating is a hallmark of the spirit of business in the future, the days of the lonely wolf lays behind us. The spirit of business in the future connects us with soul, intuition and energy . This book is based on collective wisdom and power – through us who wrote it together. During the writing process, we have been sharing questions, thoughts and feelings in a very vulnerable way. That's part of the spirit of business in the future. Creating together gives us all power, energy and courage. Together we are strong and able to embrace the free flow of light, love and creativity. The old Swedish myth that “alone is strong” belongs to the past and the more we welcome co-creation in touch with synchronicity, intuition, vulnerability, energy and magic, the easier and more fun all of life becomes. When we together realize visions for the highest good, the results reach beyond our logical imaginings.

To get the best out of this book, I ask you to let your intuition guide you through the texts. It holds the key to what you are meant to embrace. You know what's right for you. Your intuition can be described as your gut feeling, your inner voice, the language that your soul and heart speak. You can experience intuition as a certainty in the body, as the language of the universe that communicates through images, signs or words that come to you. Intuition can also speak through synchronization, sudden events, messages that comes to you, perhaps through a conversation, a song, animals, nature, something you read or see. Often intuition can come through as a feeling in your body – you may become heavy, tired and cold when it wants to flag something that is not good, and when you are on the right track, you will instead be light, happy and tingly. The language of intuition reaches beyond our logical thinking, so I encourage you to open

up for your soul to speak and to trust what your built-in life wisdom wants to tell you. The Hopi people says that WE are the ones we've been waiting for! In your life, this means that you are the one you seek, you are the one you have been waiting for, and the more you enter into your intuition it will guide you to your full power and potential and the more resources you will have available to realize your dreams and visions. Your soul and intuition will always show you the way. With this book, we want to inspire you along the way, and the key is to listen to your intuition, your soul and what is right for you. Your soul knows, so much more than you probably realize.

AFFIRMATION TO OPEN UP TO CO-CREATION, SYNCHRONICITY AND MAGIC

I meet a lot of people who wants to co-create with others, but they don't really know how make it happen. Affirmations can help you and can be described as positive self-talk with creative power. By repeatedly pronouncing an affirmation for yourself, you strengthen your ability to receive and open yourself to what you desire. An affirmation for more co-creation in your life and work might sound like this: *I welcome co-creation, synchronicity and magic into my work/leadership/entrepreneurship*. Repeat the expression over and over and over again, it is awesome if you can repeat it while you are moving your body for example during a walk or when dancing. If your logical mind has difficulty letting go of control and instead comes with critical response and negations, you can tap lightly with your fingertips on the side of your head, just above your ear, when you repeat the affirmation. The knocks help to promote the positive power of affirmation and reduce the negations of the inner critic. Feel free to end the affirmation session by giving thanks for the wisdom and magic of life that comes to you with joy and ease.

Lina Lanestrand

Choosing the soul!

I choose you
You swallow me
Word You chose
Road You chose
Is it right for you?
The feeling in the stomach
What's it like?
At the moment?
This day?
Do you allow yourself?
Be enthralled, completely taken?
End up in bliss
Feel the tingle
There in the stomach.

The body takes you to feel
Light Joy Ease Balance
Dare to follow the feeling
Give the soul a chance
Land in your center
With the heart as a compass
You ease

Feeling the breeze
The heart helps you
Becomes completely
Absolutely shortly

Daring to feel everything
Is to purify your compass
You feel how to lighten
Releasing heavy loads
Daring to choose the soul
Is to bathe in its light
Reaching to new heights
Be touched from within
Without noise

I choose you
I am your soul
One with all souls and our earth
that wants us well

Anna Hammarström



ANNA HAMMARSTRÖM

Anna Hammarström grew up in the countryside with animals, nature and horses. She is a wellness therapist, healer and a poet with focus on vibration and sound. Since 2007, Anna runs Nylands Hälsöhus and lives on a horse farm by the Göta Älv river with her family, animals and horses as her guides.

www.nylandso.se



LINA LANESTRAND

Lina is filled with life energy and creativity. She has dedicated herself to a soul-driven life where visions and dreams lead her path, both privately and professionally. She lives with her family on a horse farm, where farming and socializing with the forest, lake, horses and dogs characterize her free time. Lina has twenty years of experience in leadership and organizational development, and has, among other things, worked as a marketing manager. She is a behavioral scientist, transformative coach, practitioner and trainer in energy medicine. Lina is focused on feminine leadership which is connected with intuition, nature and the cycles of life. Since 2018 she runs the Scandinavian Energy Medicine School. There, energy medicine practitioners and consciousminded leaders are trained to achieve their visions with alignment and flow, without stress, worry or hard work.

info@linalanestrand.se

www.linalanestrand.se/home-2



You and your visions are more important than you realize

Energy medicine wisdom is based on shamanism and in this book it is combined with modern business development with the aim of inspiring you to realize your visions. When we create our lives based on dreams and visions, we open ourselves up to experience the paradise on earth. The paradise is actually already here now, fully accessible to all of us in every moment. But as a result of education, social norms and structures, most of us are limited when it comes to both body, thoughts and feelings. We therefore find it difficult to experience the magic of life and be a part of it, as we are meant to be – all of us in our unique way. Dreaming our life into reality can help us experience the paradise right now, because the new reality will feel like a dream and vision – and in that energy the paradise is easier to experience in the reality of human life. There is a shamanic expression that talks about dreaming the world into being, and letting our reality be created from our innermost desires. When we consciously dream our world into reality from love, in contact with heart and soul, a sustainable world is not only possible but our actual real reality.

In this chapter, I describe how to realize visions by:

- follow the path of the soul
- learn to receive
- switch from linear to circular approach

- create alignment from conscious intention and vision to reality
- consciously face and heal doubts.

My dream is that you make your visions come true, that you will feel good and stand in your power in your life – both as a person and as a leader. I also wish that you embrace the person you truly are and start to create your dream life. My mission is to challenge people like you, so that you can transform and live your potential and make all of your visions and dreams come true.

CONTRIBUTE TO PARADISE

Every human being who follows her intuition, her soul and her heart and have visions for the highest good, contributes to a sustainable world where the paradise on earth flourishes. Each of us has unique gifts, abilities, and is an inseparable part of the whole. When we dream the world into being, we make a difference in the big and in the small. We weave the web of life, we create the future now. When the spirit that guides us in creation starts from love and co-creation, anything is possible. We can nurture and enjoy both life, work and paradise, just as it is meant for us to do.

In my work, I combine energy medicine and business development to help people achieve their dreams, with intuition as the inner compass. What does business mean in this context? Ultimately, it is about being *of service*, to be of service, to life, the earth and the highest good based on one's own unique abilities. Being of service is about living your task and vocation based on your soul, and taking action to make visions come true. The task of your soul might be big and daunting, but it can also be about making a difference in the seemingly small. The path and vocation of the soul reaches beyond the valuing, judgmental and

measuring perspective of reason. This is so liberating and helps us to be with what is instead of being preoccupied with thoughts and opinions *about what is*.

FOLLOWING THE PATH OF THE SOUL

The path of the soul is meant to be followed, from the heart, far beyond our judgmental thoughts and opinions and definitions of a great or small contribution. Some people are meant to stand on the barricades, others on big stages, some are meant to sing, paint or dedicate their lives to presence with kids, animals and nature. Everyone has their way to go and only the soul and heart know what that path is ultimately about. You can strengthen the connection with your soul and your path, by setting an intention like this: *my deepest intention is to follow my soul and its guidance*. Repeat the intention to yourself in your everyday life as an invitation to your soul to lead you on your path. By following our soul, we take steps to dream the world into being from a place of love. When you follow your soul and its tasks in everyday life as well as at work and leisure, you apply Gandhi's wisdom about being the change that we want to see in the world. For the greatest change would be that love is the force that guides us and our choices, from the individual to the societal and world level. When you follow your soul and take steps towards your visions to come true – you contribute in creating a world filled with love.

Visions are often described as unattainable directions in life or in a company or business, and the concrete desired results are instead described as goals. This chapter is about understanding how visions and the seemingly impossible can be realized. We live in a challenging time, and if we realize visions, we can create a new sustainable world together. What's more urgent than that?

Do you and your visions feel too small?

Maybe you think you're too small to have an impact and make a difference in the world we live in? Anita Roddick (the founder of Body Shop) responded to that attitude by comparing it with going to bed with a small mosquito in the bedroom, only to be remind us that size has nothing to do with the power of impact. A small effort can have a big impact. Your visions can make a big difference. I believe that our visions together realize paradise on earth, a sustainable world. Most likely, there is nothing as important as that.

And I just want to add that I know that you have power, I know you can realize so much more than you think is possible. Because I know you have magical competences and a bright inner light of love within you. You are meant to apply these magical competences in the best way to make a difference in the areas of life and work that you are committed to.

LEARN TO RECEIVE

The single most important key to make visions come true is learning to receive. It's astoundingly powerful. If you're a leader or entrepreneur, you might think that you should bring in customers to create results, but instead it's about receiving customers and results. Instead of hunting, you attract, invite, welcome and nurture, like a farmer. You cultivate your visions so they can grow and become your new reality. If you're a leader, it's about being there for employees through your way of being and leading, instead of doing things for your co-workers. In business development, there are widespread masculine principles that emphasize on chasing, exerting effort, capturing and getting. Here these principles will be complemented by feminine wisdom, so that a powerful balance and wholeness arise. It's about moving

from *doing* to *being* and from *accomplishing* to *receiving*, and it makes a great difference.

Reflection – Receive

What is it like for you to receive a compliment or a gift? What is it like for you to accept help, to receive money or to receive more than you have expected? How does it feel for you to receive and how do you receive? How do you for example respond when you receive a heartfelt compliment or a gift?

Receive to give

Most people I meet say it's easier to give than to receive. And that's great, but your ability to GIVE from yourself and your services grows the more lovingly you can RECEIVE. It is about everything from receiving presence, security, success, love, relaxation, life's good, health, customers, energy and money, to receiving flow and ideas. Accepting help or a compliment (without reducing it in any way) is something most of us need to practice. Many people find it difficult to fully accept help without giving back or experiencing guilt. It is also common to belittle compliments instead of embracing them fully.

Continued reflection – Receive

If you were to practice receiving with an open heart and really allow yourself to feel "Yes, this feels good", what is it that you want to open yourself up to receive? Is it pleasure, joy, ease, calm, customers, money, results, health, energy, cooperation or success? What is it that you want to receive and embrace?

What's going on inside you as you read this? Do you get motivated and inspired, provoked or annoyed? Maybe the ego and its view of what's good in life is triggered? Note the feelings that arise, they can provide valuable information to have in mind. No matter what is awakened in you – go back to your heart for a moment and explore if you can feel what it is you want to allow yourself to receive. Ask yourself how it will feel to fully and with an open heart receive just that.

Invite the feeling of receiving what you want right now. Get fully into the feeling. Stay there for a little while. How does it feel? How does it affect your condition?

Expand the ability to receive

Right now, I'm expanding my capacity to receive in my life. We have recently moved from a house to our dream farm – a small horse farm with meadow and forest pasture located right next to a lake. We have brought the horses home and built a riding track. The dogs can run freely in the forest. It is a vision that has come true in the lives of our family. We have space to grow our veggies, berries and fruits and premises for my courses and events. And above all, we live in sync with nature on the farm.

For me, it's really big to receive the dream that I didn't even fantasize about just ten years ago, and I practice daily to embrace the gratitude that overwhelms me. I can see the sun glistening in the morning dew of the blades of the grass, I feel the earth against my feet, I hear the whispering of the wind and the murmur of the stream. It is possible to change the covers of the horses whenever I want during a rainy day and I can see the stars in the dark night here on the countryside. It's great to receive everything nature offers and to be a part of it together with my family. The more I

genuinely feel the gratitude in both small and big events, the more I expand my ability to receive the sweetness in all parts of life.

So what does the farm dream have to do with business? Well, the more I as a person expand my limits for what I allow myself to receive, the more I can give. And the more I give, the more flow I get to receive. I run my own business and the flow in the company is a direct reflection of my ability to receive in all parts of life. The ability to receive is not entirely easy to train. Most of us have practiced the opposite and focused on holding back and mastering ourselves to not receive. I remember very well how I, as a young teenager, practiced not to look too happy when I received a compliment during picture lessons. The feeling of hiding my joy was so important, because the joy inside somehow made me vulnerable and fragile in the face of those who gave me the compliments. I didn't dare then. Now as an adult, I practice receiving and occasionally experience a feeling of muscle soreness. I've felt dazed by how much help we get from friends, how many great visits we get from loved ones here in the countryside, how much I enjoy life and all the gratitude I feel in life.

To receive in entrepreneurship

With each dream and vision that is realized, I learn more and more about magic and the process of realization. Our move to the farm turned out far better in reality than I had dreamed of, and by staying here and letting the feeling rush through me, the flow of entrepreneurship is also promoted. I will give a concrete example: In connection with the move, I worked half-time in my company for four to five months. I terminated larger customers who were located where we used to live, without it being noticeable in my turnover. Or yes, it was noticeable. I reduced my working hours and pushed the boundaries of what I could receive in life – and turnover increased. The company did better even though I

worked less. With rising turnover, I have been able to assist more people and this has meant more realized visions, but less effort. Good ripples spread, without me having to work more hours. Intuition shows the way for how the seemingly impossible becomes possible. The same is possible for you! When my clients and students train themselves to receive more in life, they attract what they have longed for like magnets, whether it is a new job, new employees, new opportunities, new energy, new board members, new consultants, new results, new customers or more money. It all comes along when they expand their ability to receive. It will also come to you when you wholeheartedly expand your capacity to receive. The advantage of having worked on this for twenty years is that I know it works. So, what do you want to receive more of?

Continued reflection – Receive

Now imagine that what you desire to receive in your life flows to you. Maybe it's energy, time, money, customers, success, happiness or presence. Feel how what you want comes to you and how you take it in and receive it fully. Feel the gratitude that what you dreamed of reaches into your life and is felt in your heart. What will be different when you receive this in your life? How does it feel and what do you get out of receiving? Observe who you are when you receive this in your life. And now; imagine that you are fully receiving it right now and allow all your emotions to flow, experience the gratitude and let it expand even more. Let the gratitude fill your whole body and energetic field.

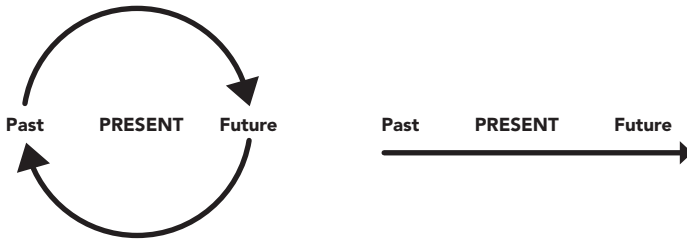
Affirmation – Opening up to receive

An affirmation to receive can sound like this: *I enjoy and embrace the flow of...* (enter what you desire, such as health, energy, help,

appreciation, joy, love, customers, money, cooperation, ease) *into my life and work*. Finish by giving thanks for the wisdom and magic of life that comes to you with joy and ease.

SWITCH FROM LINEAR TO CIRCULAR APPROACH

When we open up to receive – whether it’s in our work or our private life – we follow nature’s example and we act like a tree. For the tree to be able to grow, set leaves and flourish it must have nutrients, sunlight and water. A tree does not start by giving away its flowers and its fruit, it first needs to receive in order to bloom. So next step is to reverse our linear thoughts. We don’t turn the thoughts around by bringing them in a different direction, instead we bring the line together, so that a circle is created, or a cycle. In linear thinking, we start from what has been, what is and what is to come.



A cyclical or circular thinking holds more perspectives and a broader overall picture. When we move from linear to circular thinking – where everything fits – sustainability is promoted for life itself, which includes people, animals, nature and Mother Earth. The circular perspective connects then, now, and then into the only thing that we have, the prevailing present moment. In the present, endless possibilities open up, which also affect what has been and what comes, far beyond the limitations of

logic and linear perspective. So let yourself be led by a circular perspective and welcome the universal cyclical flow of what you want to attract or what is better than you even imagined, in business or in your private life.

Cyclical rhythm in entrepreneurship – follow the cycle of the moon and the sun at work

Nature is cyclical and this means that everything has its phases of energy/activity and rest/recovery. This can be seen in the day/night and in the month (in relation to the lunar phases) and in the seasons (in relation to the sun). Living in harmony with nature's inherent wisdom and rhythm is magical because it gives room for all phases of life, creativity, creation and rest. It helps us to live in balance between activity and rest, doing and being, giving and receiving – both privately and professionally. Below I explain how you can use the moon to live a life of cyclic rhythm and reflection.

During new moon and full moon energy the membranes between the worlds (the invisible and the visible world, the spiritual and the physical world) are thinner, which means that visions, goals and dreams have an easier time manifesting in physical material form. By applying this knowledge in business and work, an ease is created and everything has its time and place in harmony with the higher wisdom of life. Applying the cyclical rhythms means affirming the natural endless flow into the business, allowing for thriving results and harvests.

New moon

The new moon is the darkest time of the month since the moon is not visible then. Metaphorically, the new moon is more fem-

inine in character. The new moon is an excellent time to go inward to nourish yourself, rest and recovery and to sow intentions, dreams and visions like seeds into the arms of the universe (just like you sow seeds in the arms of the dark soil in springtime). Then nurture what you energy-wise sowed with nourishment, care and attention – so that day by day you can see how what you desire germinates, grows and thrives.

Reflection questions for entrepreneurs and leaders at the new moon:

- What is your vision in your work/entrepreneurship/ leadership?
 - What is your intention for the coming quarter and month?
 - What are your goals for the coming month, quarter, half year and year?
 - How does it feel if you reach the goals? Get into the feeling and take it in fully.
-

Full moon

The full moon metaphorically corresponds to the summer flower season when life is at its brightest phase. The full moon has a more masculine energy that represents completion and holds an active, energetic and outgoing energy. It is excellent to be more social, seek collaborations, make launches, set up new contacts and be more active during the full moon time.

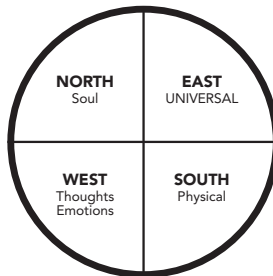
Reflection questions for entrepreneurs and leaders at the full moon:

- How are your goals and visions going?
 - What is completed and can thus be harvested and finished?
 - What are you prepared to let go of?
 - What are you grateful for?
 - What new desires and goals do you have for the coming month?
-

Cyclic wisdom

For the cyclical perspective, we can draw on energy medicine and its basic principles, which are based on the ancient wisdom of shamanism. We can consider life as a wheel, a circle or a cyclic flow, and it can be described as a wheel of year, a wheel of life, or a sun wheel. The wheel contains four dimensions of life that together create the cyclical whole. The wheel is divided into four dimensions corresponding to the four directions. The wheel also represents the phases of the sun in the seasons of the year, the phases of the moon during the month, and the cyclical motion of the day. Each dimension contributes to the whole, which together is larger than the parts individually.

Four dimensions of the cyclical whole



The different dimensions of the four parts of the wheel are based on the directions south, west, north and east. Below is a brief description of what the four dimensions represent. These occur in all areas of life, privately and professionally. Each dimension has a connection with the season and lunar phase, which is mentioned in parentheses. When the dimensions are consistent with each other and build up a clear whole in your life and work, you are in alignment and the conditions are created for magic.

SOUTH (summer solstice, summer, full moon) is about physical and material life – all that we can see and touch, that is. The South represent all the practical and material dimensions of life, such as physical health, energy, housing, premises, flows and money. Here we often have blockages that prevent us from reaching our visions and dreams. It can be about the experience that there is not enough space, time, money or resources. Thus, when reflecting from the dimension of the South, you should consider the physical material dimensions.

Reflection questions for the south

- What does your physical material life look like? Your physical health, housing, car, energy?

When it comes to business and working, it's about everything from premises to flows with customers, goods, services and money, to how it is with time, work environment, physical health and possibly staff.

- What do you do in your business (service/product/offer)?
- What problems do you solve for your customers and what results do the customers get?
- Who is your target group and dream customer?

- What is the structure of your service/product flows, customer flows and supplier flows?
- What about work premises and physical work environment?
- How is your health and energy as a self-employed person or of the management and the staff group?

WEST (autumn equinox, autumn, crescent) is about thoughts and feelings, both about who you are, how you feel and about what you think both consciously and unconsciously about yourself, about your own feeling of self-worth, your self-confidence, your competence and your abilities. If you feel good or insecure, if you feel safe or scared. This may differ in different contexts and relationships. Maybe you feel safe in intimate family relationships, but insecure in working life, or vice versa. In this dimension it is also about everything you feel and think about when it comes to your work. In this direction we have most of the blockages, which prevent us from reaching our visions and dreams. These blockages often create feelings of inadequacy, doubt, worry or stress, as well as shame, guilt and lack of feeling for one's self-worth. It's about thoughts about who you are, about daring to stand out, about taking risks, about making a difference, about believing in yourself and the fear of being alone, exposed or left out, both privately and professionally.

Reflection questions for the west

- How do you feel about your life? What do you think about your life? How is your self-esteem (your experience of your own worth) and your self-confidence (belief in your own ability)? Do you stand in your power? How is your mental and emotional health? What do your relationships look like? What is your ability to set healthy boundaries?

When it comes to business and working, it is about values and values, goals and relationships and how anchored these are within you and the staff.

- What is important in the company? What values prevail in the company?
 - How do you do what you do?
 - What are the short- and long-term goals? How are the thoughts and feelings in relation to the goals? Is there a consensus on the goals in management and personnel? Are suppliers on board? If you are self-employed, how do you feel about the goals and what you think about them, is there inner coherence or inner conflict around the goals?
 - How are the relationships at work with customers, suppliers, in the personnel group, with management? How is the culture at the company nurtured?
-

NORTH (winter solstice, winter, new moon) holds the perspective of the soul, your interior, your core, the one you are as a soul and fundamentally beyond all layers, roles, masks and illusions. The core of your soul can be described as a brightly shining diamond that lives in your heart, which helps you to be yourself fully and do what you love to do and are good at. When you do things that make your soul sing and your inner diamond to shine, people and your dream customers are naturally attracted by your light, your abilities and your skills. By letting your work consist of what you love to do, and do best, you can charge for the value you deliver, which creates the conditions for profitability in work and entrepreneurship. Here it is about not compromising yourself, joy, pleasure and soul longing, but to stand up for and follow the voice of your soul.

Your soul knows what makes you feel good, what you enjoy, and what makes you happy. The soul guides you to do what you

love and what you feel good about, helping you to transform obstacles that exist on a physical, material level, or on a thought and emotional level.

When we follow the longings of the soul, we learn to enjoy the good things in life, and the seemingly impossible becomes possible. The more we listen to, tune in to, and follow our soul's guidance, the stronger our soul confidence becomes. This means that we trust our soul and that the soul trusts that we follow its wise guidance.

At companies and organizations, there is a company/organizational soul that is based on the basic business idea. The power of the idea of the business can carry the company past obstacles, blockages and contradictions on a thought, emotional and physical level. When we are in contact with the soul of the company, anything is possible, but when we get caught up in our thoughts, feelings or material conditions, reason and its logical limitations instead looms. The soul can lift us above the limited perspectives. Einstein has explained that a problem cannot be solved at the level where it was created, so to find the solution we need to change level. The secret is to shift perspectives from limitations and problems to soul level based on ideas, joy, fervor, opportunity and pleasure. Thus, being able to receive the sweetness of life is a spiritual dimension.

Reflection questions for the north

- What do you love to do, what gives you energy, what are you good at? What do you enjoy in life? What is the longing of your soul? What is your life path, your task, and your spiritual calling? How do you give your spiritual connection space in your life? What nourishes your soul and your spirituality?

When it comes to business and working, it is about the very idea that underlies the company's existence, about what you love to do and are best at.

- What is the company's business idea – is it clear and attractively formulated so that people feel the energy in the company's soul when you pronounce the idea?
- What do you love to do and what are you good (the best?) at at work? How much of your working time do you devote to exactly that?
- Is job satisfaction, desire and energy prevailing in the workplace? What exactly does this promote?
- Do you enjoy the work, both the process and the results?
- In what way are successes and instructive setbacks celebrated?
- Is the right person in the right place – that is, is each and everyone's unique abilities allowed to flourish?
- Does the pricing of products and services reflect the value delivered to customers?

EAST (spring equinox, spring, crescent) is about holistic perspectives that includes the entire earth, all of humanity, the entire universe and all of life. This means daring to let go of control and fly at a high altitude to be able to see what is going on from a helicopter perspective, but also to acknowledge a razor-sharp gaze that can easily and quickly detect and handle details/obstacles on earth. In the east direction, it's about the vision, but above all it's about the intention. The intention behind what you're doing. What do you really want to achieve, what's the motive/reason behind the will to achieve that? And for what reason do you do what you do? The intention comes from the deepest motives behind our choices, decisions and actions. Basically, there are two types of intentions, those that come out of fear and

those that come out of love. The intention behind our actions governs the results and the outcome. What is done based on fear creates problems and difficulties, while what is done out of love creates opportunities and magic.

Reflection questions for the east

- What do you dream of? What does your relationship and contact with life, the highest wisdom and the universe look like? Where in life are you guided by the intention of love and where is fear the intention behind your choices and actions?

When it comes to business and working, it is about the deepest intention of the company and the business.

- What is the deepest intention and driving force in the work and the company's idea? Is the intention guided by fear or love?
- What is the vision for the company? Is the vision widely spread and shared by the employees, suppliers and customers? Is there a coherence about the vision in the company?
- What is the vision for those who work in the business and their health, well-being and contributions?
- In what ways are life, the earth and the universe considered from a larger perspective in the company?
- In what way does co-creation take place between people but also with higher life wisdom, intuition and guidance from the universe in the company?

The cyclic wheel creates conditions for magic

When we put the dimensions together in the cyclic wheel, and let them form a whole that cyclically connects, then the conditions are all in for realizing visions and achieving magical results. But it's not enough to just read about it. It is only when a deep reflection takes place based on the different dimensions, and both opportunities and obstacles are made aware, that the power of the cyclical work is released. When we indulge in letting the soul lead in tune with the universe, we move our limiting minds out of the way and are willing to follow a higher guidance to make visions come true. I'll explain this more concretely in the next paragraph.

CREATE ALIGNMENT FROM CONSCIOUS INTENTION AND VISION TO REALITY

Our innermost vision and intention for our lives, jobs and companies serve as conditions for real flow. The “poof effect” is a concept that deals with immediate transformation, which is possible when all dimensions are involved and interact in a whole and with alignment. Alignment is a centered line from intention and vision, to your soul's diamond, to thoughts, feelings and the physical material reality. I have experienced the poof effect both in my own and in the lives of customers. It's magical every time logic steps aside so that the magic has room to act: POOF!

I've seen “poof” happen when people connect with their intention and vision, causing past problems and obstacles to disappear altogether. Many clients, business owners and managers have reached out after a session and asked what really happened during the energy medicine session – because the problems are inexplicably gone. The problems have been transformed, whether it has been conflicts, ill health, shortages, finances or other

difficulties. Problems can cease when you put yourself strongly enough in your and the company's soul's intention and vision, while choosing love and joy. Then you no longer attract the problems that you attracted when you focused on limiting thoughts, negative emotions, obstacles and blockages. Being in contact with the soul and the universe provides a spiritual immune system that resists low vibrations, frequencies and problems. But none of this can be done as a mental construct and quick fix, it requires genuine presence and intention as well as a deep willingness to face any challenges ahead and dare to stand confidently in the power of intention and vision, even in the uncertain and sometimes storming life.

Intention is a key

Your intention can be seen like a key that chooses which doors you open in life – privately and professionally. There is a big difference between contributing out of fear and acting on the intention of really wanting to contribute from love – to the highest good, contributing your vision, contributing your idea. A fear-driven intention wants to avoid feelings, thoughts and problems that may have been swept under the rug. Instead of facing the fears and allowing them to heal, they are hidden, and because of the hiding of them they operate in the hidden, where they often gain greater power. Many fear-based intentions are basically about being afraid to make mistakes, to fail, to lose everything, or about worries about being worthless. Fear-based intentions often consist of an unconscious fear of being exposed, abandoned and alone or not surviving at all. A fear-driven intention is a strong driving force for fighting and wanting to succeed – to avoid facing and feeling the hidden emotions and dangers that lurk in hiding. Remember: your intention affects what results you will get.

When you do something because you're fundamentally scared, the fear will increase. That's how it works even if you do something that seems benevolent, like helping someone because you don't dare to say no. That's because, regardless of the nature of the action, you plant fear with your actions. When you instead do things with the intention of love, for example helping someone because you really, from the heart, want to help and contribute, then it is love that controls and you will get more. This is true both when it comes to the private life and professionally. When you act out of an intention of love, you can also deliver top-notch results, acting forcefully on your idea, vision and mission without burning yourself out. The reason is that you get energy, and you attract customers because you become like a magnet – for what you want to create based on the intention of love.

Sum up the whole picture for you in the four dimensions of the wheel

Feel free to make a short summary of the reflection from the different parts of the cyclic wheel to clarify your professional dimensions in the four dimensions of the wheel. Go through the questions and answer from your innermost, in touch with your heart, soul and intuition. Then you have the key to your successful entrepreneurship. The crux is that many of us figure out the answers. But if we think them out, what dimension is that? That is the thought and emotional dimension, and then we remain in the realm of mind and limitations. So there is a big difference between knowing your vision and intention and going into contact with your body, your soul and your whole system by feeling it. So how do you do that? Well, by doing what you love and feel good about, what takes you into a creative flow. It is from there that you can create at your best. Invite your soul and its creative flow and answer the questions from that place within you. Perhaps

you begin the reflection running in nature, sitting in the forest, meditating, singing, painting, dancing, writing or being with animals. Let answering the questions be an act of flow from your soul and not just a mental task.

Realize visions through alignment

The basis for realizing visions is to be able to consciously answer the questions in the four dimensions of the wheel. Whether you are an employee, manager, leader or entrepreneur.

Why?

EAST
Universal

Intension
Vision

What?

NORTH
Soul

Idea
Skillset

How?

WEST
Thoughts
Emotions

Values
Relationships

Do?

SOUTH
Physical

Offers
Surroundings

When the questions are answered and deeply rooted from the inside out with you as a leader, entrepreneur or manager (and for you with staff also as a process with employees), there is a stable foundation to stand on. That foundation is about what you do and for whom, in what intention you operate and for what vision. The answers to the questions create a basis for clear messages that formulate WHAT (service/product/offer) you do for WHO (target group/dream customer), WHAT PROBLEMS YOU SOLVE for your clients and WHAT RESULTS it can give the customer. This type of summary message is a valuable help in communication with potential customers, but also with partners and potential suppliers. The one who can clearly articulate herself embodies the four dimensions. This is attractive, and customers are attracted by the clarity and energy as well as the frequency of the message. When you know what you're offering and which customers you want to attract, it's easier for them to be attracted and understand what problems you're helping them with and what results you're offering. When the four dimensions accommodate coherence, alignment occurs.

Alignment from intention and vision to the material and physical life create magical results and realized visions. Conditions for magical results are created when the intention and vision on the universal level matches your soul/company soul and what you love to do, feel best about and are really good at. And when your thoughts are in line with intention, vision and soul, and you believe in yourself, when it feels good and it is reflected on the physical level of what you/you actually do, conditions are created for magical results.

What's happens in you when you read this? Does it feel possible and doable to create alignment from intention and vision to reality? For most people, it feels like an impossibility and the usual thing is that there are differences and chafing that break the centered line and thus counteract magic, results and realized visions.

A broken centered alignment counteracts flow

You may have a vision of making a difference for people, your soul may love to coach or lecture, assist with law, write books, teach, provide care or teach yoga, but your thoughts may doubt whether you are good enough or not. You may not even know that you have doubts, it may feel more like a nagging in the background. Or do you experience an underlying feeling of inadequacy or stress, which makes you think that you are not capable of doing what you think is required of you? Perhaps you doubt if you can make enough money on the idea and vision of the company. That kind of doubt and thought disrupts the centered alignment and prevents flow from entering your life and your business.

CONSCIOUSLY FACE AND HEAL DOUBTS

What do we then do when we discover that there are disruption of the alignment, like for example doubts about whether we will be able to, manage, have time or have enough money? Well, then we have to go into the obstacles and facing the doubts and fears that exist. Instead of pushing them away, denying or hiding them – say "hello and welcome" to the doubts. Choose to get to know thoughts and feelings by facing them, familiarizing yourself with them to allow them to heal and thus shift. Sometimes we can heal blockages on our own, through, for example, reflection and meditation, while sometimes you might need the help of a coach, therapist or healer. Do not hesitate to ask for help if it is difficult to face the obstacles on your own. If you doubt your ability to realize your vision, enjoy life and receive, it is up to you to choose whether to keep doubting or if you instead want to look at what chafes so that it can heal and change. If you get into doubt, your frequency gets low and it might be hard to

attract clients – for how can they believe much in your products/ services and be willing to invest in you, if you don't believe in yourself? Doubt is an effective way to counteract the realization of your visions.

Raised to doubt

In our culture, we are raised to doubt. Often the very existence of doubts provokes a feeling of failure, in which many feel bad because of the eternally roaring self-doubt. That is why I would like to remind you that we are brought up like that. In Sweden we have the “law of Jante” which basically says “You are not better than anyone else” and most of us live in a patriarchal social system that has trained us that someone else can and knows better than we do on our own. In the patriarchal system of society, the exercise of power has been about controlling people and it is easier to exercise power over those who doubt themselves.

A patriarchal social system has nothing to do with gender, but it is about oppressing and exploiting life, people and animals, the earth and its resources for the sake of power and profit. We humans have internalized oppression with self-doubt as a result. It makes us diminish ourselves, our visions and our power. Oppression is embodied through our doubt.

Your self-doubt is an expression of an oppression with the intention of keeping you small. You, like most people, have internalized oppression by belittling yourself. It is the most effective way to keep your power in control. Together we have forgotten that it is possible to make a difference even if you are small. Consider the mosquito. The mosquito does not doubt its ability, it does what mosquitoes do. Just like that, you are meant to do what calls you and your soul. You and your visions are important for a sustainable and loving world – far more than you think. When you are aligned with your intention, your visions, and

operate in that line, your power grows. At the same time, you are involved in creating the new world. When you believe in your visions and your abilities enough to act on them, you cease to nourish the patriarchal system and instead you empower the greater good. You embody the new world, you are the change yourself – and that's far more important than you think.

I feel your power

When you have doubts, remember that it's perfectly fine, you're raised to it. But that can be changed. I'm passionate about this. **I know what power you possess.** We live in a time when we cannot wait for the next generation. I know the most effective thing is to get to know and look at your doubt to let it heal. It is in that healing process that you will get in contact with your own inner power, your soul and your abilities, as well as your vocation. Meeting the doubt is a key. This applies both privately and professionally. If you find it difficult to know what your task and vocation are, what you crave and what it is like to live from the soul in harmony with the universe, then it is a consequence of internalized doubt. Start by giving the doubt space to heal, and curiously explore what brings you true joy in life.

Another fear that prevents us from realizing visions, is the fear of standing out and being too much or too good. We humans are pack animals and terrified of being excluded from the pack. For a pack animal, standing out for its qualities raises fears of alienation and can therefore be associated with life-threatening danger. Most of the entrepreneurs, managers and leaders I meet are afraid to be as much and as good as they are, so they belittle themselves. When we hold ourselves back, we don't give what we can to those around us. It is really selfish not to take care of fears and doubts, because it is generous to give of oneself, find one's power and fully stand in it from a loving intention.

You are raised to doubt and you have a choice. You can leave it to create a new, sustainable and loving world that assumes that you believe in you. It's not always easy, but it's possible, and one way to start is to look at your visions and what you love to do. Do what you love to do – it makes a difference both for you and for the people around you. When you do what makes your soul sing, you are filled with energy. That energy is invaluable in the process of realizing visions.

Do you think this feels banal and too simple and think: "Yes, yes, I love to paint, but how is it supposed to contribute?" Then you have just experienced an example of how thoughts get in the way of your passion. Maybe it's meant that you should work with painting – as an artist or just paint because it gives you heartfelt joy. Sometimes it is meant to work with what we love and at other times the highest purpose is to have it as an interest. I love horses, they are my family and my hobby. They fill me with energy so that I have more to give in my work that I also love, but I don't want to work with horses. Some things we are meant to do for work and some things we are meant to do just to replenish our own energy. The only way to know what your path is to give you the space to do what you love and explore how it affects you and your life path, both privately and professionally.

The path to the sweetness and realized visions of life starts from your heart, soul and intuition. From that place within you, it is possible to create results beyond the limits of logic. Your soul reaches higher and can transform obstacles that you face on a mental and emotional level.

The poof effect in practice

The poof effect can thus occur when we have alignment from our intention and vision that is in line with what we love to do, while thoughts and feelings fully support the vision. When we get a line

without chafing or breakage in our alignment, immediate transformation can occur in health as well (through sudden healing) as in our work (through immediate results and easy solutions to seemingly impossible problems). Sometimes it takes time for our logical consciousness to understand the magic of life. Sometimes it takes time to understand when the good is happening.

I'm currently expanding my ability to receive. I do that by transgressing my own thoughts and limitations, and it takes some time for me to reprogram my system. But actually, it is physically possible to immediately begin to receive and affirm the gifts of life. What makes it take time is that I, like many others, am used to unconsciously thinking limiting thoughts. That's okay. I'm healing.

It can be the same with results. Often we can't handle too much success at once. Standing radiant in our light can be terrifying. We can be afraid of what others will think if things go too well for us and then it can feel safer to hold back. Marianne Williamson has a famous quote on this where she explains that our biggest fear is that we already are powerful beyond measure. We can be afraid of our light, our own competence, our own abilities. Sometimes we need to get used to the light and the success little by little. If everything is in place in your business and what you have expected has not occurred, then perhaps it is because you need to train your ability and cordial willingness to receive your visions and your success. You may need a kind of personal trainer to help you strengthen your spiritual emotional muscles in receiving. Or you might have unconscious obstacles that hold you back. Sometimes we need to train our mind and emotions consciously. We can compare this with artists who break through quickly – there can be a bang afterwards with, for example, drugs or performance anxiety, addiction, stress or fears of not being able to live up to the success. These are examples of the poof effect in breakthroughs and that it is not always so easy to remain in alignment. Sometimes we need to practice

remaining in alignment in order to receive the realization of our dreams and visions.

Train the muscle of realization

You can practice making your dreams and visions come true and receiving the success you want. You train by imagining that the vision is already real and exploring what you experience, see, hear and feel when the vision is your new reality.

Think about what it's like to have a vision of building a house. It starts with a vision, which becomes an idea, which becomes a drawing and eventually becomes a physical house. First, we imagine it within us, then we make it happen. It's the same with other visions. If we can build houses, we can make visions come true and build a good sustainable world – these are the same basic principles.

Reflection – Realized visions

Imagine that your visions are fully realized and it becomes better than you could have ever imagined.

- How does it feel when your dreams and visions are real?
- What do you hear and see when your visions are realized?
- How do you notice that the visions are realized, what is different?
- Who are you when your visions are your new reality? How do you feel, what do you do, what do you think, how is your health, how do you express yourself, how is your body and posture looking, what do you say – and to who?

Affirmation – Realizing visions

An affirmation to realize visions can look like this: *I make my visions or something even better come true with energy, ease, intuition, joy and magic.* You may want to end the confirmation session by thanking for the universal guidance that assist you in the path of your soul.

I look forward to your realized visions

My dream is for you to open yourself up to make your visions come true. You can allow it to happen beyond the limitations of reason by following the path of your soul, learning to receive, switching from linear to circular approach, creating alignment from conscious intention and vision to reality and consciously face and heal doubts.

Good luck – you and your visions are important and I look forward to seeing them come true in our world.

Lina Lanestrand

The spirit of business in the future as we see it is about staying in touch with your soul, your inner voice and your intuition. This means listening to your longings, dreams and visions in your working as well as your daily life.

The book invites you to let intuition and spirituality be a natural part of your life in order to generate well-being and joy. In it, seven successful business women describe concepts such as attunement, balance, mutuality, feminine and masculine within, a sense of meaning, participation and retreat, the need for darkness as well as light, resilience on the inner as well as the outer, and honouring natural rhythms. Fully appreciating these is healing and creative journey. It can bring energy and manifest seemingly magical results.

Personal and professional stories are combined with universal spiritual wisdom. All the authors live what they write about, which means they have embodied the wisdom they share. They are writing from experience and the heart, and not just about opinions and theory.

Connection with the soul is seen as key for inviting universal wisdom to reveal itself to you and help make your visions come true. Your contributions, your abilities, intentions and visions are important – probably far more significant than you realize. They contribute to the spirit of business and can help us build a sustainable loving world together.

Contributing authors: Lina Lanestrand, Carina Gunnarsdotter, Camilla Sporre, Frida Alsterhund, Marjo Särkimäki Saramaa, Regina Schwartz and Yvonne Frank Månsson.