



Holistic business means conducting business in a way that:

- 1. Honors your values and beliefs
- 2. Adds to the life of the world
- 3. Unfolds your potential in mind, body, and soul

Leading your business in alignment with your core self empowers you and your organization.

This is the way of the holistic CEO.



#### USING THE WORKBOOK



This workbook is designed to help you:

- Define your principles
- Clarify your goals
- Align your thoughts, words, and actions with your principles and goals

Go through this workbook one week at a time. Think about the questions, how the ideas apply to you and how they don't. Let the questions guide your thoughts into new insights about where you are coming from, why you are here, and where you are going. It is certain that you can do what you want to do; the desire to do it is proof that you have within you the power which can do it.

-Wallace D. Wattles



Wealth is the ability to unfold your full potential in mind, body, and soul. Your desires stem from your potential abilities and talents. Clarifying your desire into a detailed vision is the first step in the process of achieving wealth. And as we work toward our vision in a way that is aligned with our principles, we develop wealth.

### WHAT ARE DESIRES? WHERE DO THEY COME FROM?



#### WEEK I



Genuine desires are those that align with your principles and remain unfettered by fear.

When you are living life in alignment with your genuine desires, you are able to enjoy harmonious relationships and confident decision making. All the while you are contributing to the growth and expansion of those you interact with. This is the life of the truly wealthy. Acquiring money, belongings, and other resources is only **part of the process** of becoming wealthy.

### WHAT IS YOUR DEFINITION OF WEALTH?



WHERE DID YOU LEARN TO THINK OF WEALTH IN THIS WAY?









DO YOUR CURRENT CIRCUMSTANCES IN MIND, BODY, AND SOUL ALIGN WITH YOUR DEFINITION OF WEALTH? IN WHAT WAYS? IN WHAT WAYS DO THEY NOT? Intuition is our pure knowledge unencumbered by fear.

When we are living intuitively, we know what the best next step is to continue the unfolding of our potential in every aspect of life.

### WHEN IS YOUR INTUITION AT ITS STRONGEST?



WHAT IS THE DIFFERENCE BETWEEN FEAR AND INTUITION?

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### How do you know when you are experiencing intuition?



WHAT PRACTICE(S) HELPS YOU TAP INTO YOUR INTUITION?

A man is but the product of his thoughts. What he thinks, he becomes.

- Mahatma Ghandi

Reality is created by the mind. We can change our reality by changing our mind.

- Plato

### HOW DO OUR THOUGHTS CREATE OUR REALITY?



WHAT IS THE DIFFERENCE BETWEEN TRUTH AND REALITY?

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### WHAT POWER LIES IN FOCUSING ON TRUTH DESPITE REALITY?



WHAT PRACTICE(S) HELPS YOU SEE TRUTH IN THE FACE OF OBSTACLES?

# Make the most of yourself for that is all there is of you.

- Ralph Waldo Emerson



## ARE YOUR DESIRES Aligned with Making the most Of yourself?

### NOTES

