CONSCIOUS MARKETING

Session 1 Handout: Conscious Marketing -Values Discovery Exercise

PART 1:

VALUES DISCOVERY  To discover the most important values for your current or future company answer the  following questions:

What are the three values that you believe to be the MOST important for your company?

* Awareness: Being both the spectator & spectacle of one’s experience
* Connection/Body: Leading with the heart
* Relationships: All is relationship
* Servant leadership: Serving humanity & the highest good. Doing what *only I* can do.
* Transparency: Taking responsibility for what I create. Telling the truth.
* Placing the planet & people & children at the center of everything I do & chose
* Empathy & compassion: We are living in social pain & suffering, in a trauma of our own making and paying the price for it.

Immigrants & displaced people

Afghans & BIPOC

Wealth Disparity/Inequity

What values were your company founded upon? What values reflect the origin story of your company?

Trauma is at the root of violence which becomes self-perpetuating. We are designed to heal ourselves and the collective from traumas great and small. It is our evolutionary calling to transform the world.

The Ecology of Being Human is being aware of our multidimensional self in the alignment & coherence of our physical, emotional, mental & spiritual bodies within family, communities, institutions, nations and the globe.

Awareness is required to discern what layer we are operating from at any given time

Connections are meeting points in the grid of awareness

Relationships are the forms that connections take.

What do you think are the most important values that your company currently embodies now?

* Safety is being present, not living in the past or future. This means inner connection to our self, aligned, centered, grounded & oriented within our physical reality.
* Putting nature & children at the heart of our decisions. David Attenborough
* Relating to the Unknown with open mindedness, wonder, curiosity, playfulness, experimentation instead of ceaselessly confirming what we already know. Discernment, learning & course correction allow us to continue growing to fulfill our spiritual unfolding while here in this life.
* Being heart-centered, connected, honest, authentic, understanding that at some level we are one, even in the face of the polarities we experience. The heart is the magical ingredient. When there is lots of air we need to balance it with the heart.
* Community: Everyone has a place at the table and gifts & talents to offer the community with each person being unique as well as being collaborative.
* Understanding connection means knowing how and when to be dependent, independent and interdependent as practices throughout the organization
* Everything is relationship. We are always in relationship within our own body’s health, to each other in society & the collective, to nature, all creatures & the planet.
* Awareness, being generous in listening to ourselves & each other, having emotional intelligence and empathy allows us to regulate ourselves and navigate conflicts which when unresolved hinder achieving a peaceful world.
* The power of vulnerability is far greater and more courageous than force or protection. Brenee Brown: At work vulnerability gives birth to really important things: empathy, trust, innovation, creativity, inclusivity, equity, hard conversations, feedback , problem solving, ethical decision-making.

No vulnerability, no creativity. No tolerance for failure, no innovation. If you're not willing to build a vulnerable culture, you can't create. Inclusivity , equity, diversity involve quote uncomfortable conversations and quote. Of course you have a bias, and it is deep . Choose courage over comfort. Excavate the unsaid. Uncertainty, risk, emotional exposure is the definition of vulnerability. There is no courage without vulnerability. It is a myth that vulnerability is a weakness. Vulnerability is hard, scary and it feels dangerous.

* Life is sacred and all forms are connected to a greater whole. Everything deserves respect & gratitude.
* The suffering, trauma & mortality that inevitably comes with life deserves dignity, tenderness, honoring and transformative healing.

Why are customers attracted to your company and products/services?

I didn’t know that I could grow beyond the boundaries of my known self

Life’s Wonder

Learning, growing

Belonging to something greater than themselves that they are connected to

Crisis of consciousness, releasing past beliefs & conditioning can result in deepened spiritual connection & belonging

Opening emotionally and feeling more connected to themselves

Review testimonials...

What values do you believe your company needs to embrace to thrive and lead in the future?

I will only do what only I can do, and I will find help & support to collaborate with complementary others who have the same goal for themselves and have a shared common vision to mine.

Being unique while working collaboratively

Walking the talk, practicing what I’m preaching impeccably, staying connected to my heart and not escaping into my mind, being true to my word, collaborating, create win/win relationships in all areas.

Self-regulation as conflict resolution and greater communication skills.

Not knowing, listening to emergent future, being vulnerable, tolerating failure, compassion, culture of growth & learning which allows for greater creativity

The outer world lives inside us

We need to take responsibility for what we believe, for our mind.

What do I love? Relating to others, groupwork, collaboration, communicating, writing, theatre, art, creation/creativity, teaching, learning, storytelling, community organizing, advocating, awareness raising, creating.

What do I care about? I care about life on Earth, right relationship, all beings, inner & outer peace, the well-being of generations to come in sustainable harmony with the earth.

I commit to aligning my body, emotions, mind and energy in the direction of being a peaceful, joyful, loving and creative human being committed to creating a peaceful, joyful, connected and loving world.

What brings me joy?

Beauty, literature, art, nature, relating to others, gardening, cooking, learning and making connections, authenticity, sharing, the awe of being alive.

What do you stand for in the marketplace?

Natural & cosmic law

Balance & integration between masculine & feminine

Living to the best of our ability with all cylinders firing

Nature collaborates, cooperates, as opposed to competition

Thriving in collaboration, creativity & interconnected balance with others

Win/win situations

Being at peace

Healing into creativity

Reconnecting with others

Individuated consciousness means valuing yourself, valuing the social systems you are a part of, valuing the planet and all beings.

What does the world need?

Sanity, clarity of vision, peace, collective trauma healing, restorative justice, an new paradigm for decision-making, re-evaluating what’s important, creativity, reconnecting to living systems, a new economic and social paradigm, authenticity, conflict resolution skills.

What do you stand against in the marketplace?

Power & fear driven people, greed, war, discord, overpower and abusiveness, willful ignorance, violence, disconnection, manipulation, control, misogyny, narrow-mindedness. Competition, survival of the fittest, combative, power plays, domination, barter freedom for stifling safety & security.

Limit of resources means we need to compete and struggle for power, control and domination for security and safety. These ideas lead us to her own self destruction.

What problems has the pandemic brought American Society?

Divisiveness, opinion, polarization, aggressiveness, affliction, separation, isolation, disconnection, survival, loss of meaning, grief , feeling unloved, devalued, excluded, lonely, hopeless, helpless.

In an ideal world, how would your clients describe the experience that they have with your company?

Feeling met

Collaborating with each other, each having something to offer and something to learn

Belonging to something larger than themselves

Each having a unique place in the hologram of being

Healing into Creativity

Reaching one’s unlimited potential

Emotional fluency

Feeling connected and uniquely creative

Seeing the world through new eyes

Lifelong learner

Shedding skin, releasing, letting go of a reality that no longer serves health & well-being.

Valuing life even while accepting our mortality

What am I good at?

Facilitating/holding space, being a leader, convening, ability to synthesize, helping people collaborate together, speaking, inspiring, networking, collaboration, providing encouragement.

What can make me a living:

Publishing, podcasting, blogging, teaching, facilitating workshops, curating conversations, collective trauma healing.

PART 2: VALUES ORDERING

Write down the top 7 values below and rank them from most important to least important:

1. love

2. being

3. creative (inspiration, education, information)

4. authentic

5. playful

6. collaborative (brings your gifts & talents together with others in intimate relationships)

7. free

Other values to consider:

-Transforming, releasing, letting go of the past & the conditioning

-Reconnecting the disconnected

-Evolving our consciousness

-Honoring the wounds

-Healing into creativity

-Vitality, harmony, abundance.

-Giving, sharing, inclusion.

-Intelligence serving the heart

-Spiritual liberation

-Deconditioning

-Technological awareness- urgency in mindfulness as we move into air. ideas and ideologies become structured, colonization of space, communication with cosmos, climate change.

-Discard a reality that no longer serves helping well being

-Courage and daring

Core message:

We can change! People can change themselves, their families and the world for the better, for a better future.

Social transformation is possible when we stand for social justice, caring, kindness

Honoring feminine relational principles: Growth, learning, collaboration, connection, creativity, manifestation, relationships, inspiration, playfulness, beauty, nature, discernment, truth, family & children, wisdom. Giving, sharing, inclusion is part of matriarchal paradigm and values around the choice to unite around what’s good for the collective and everybody.