

Mind Your Own Business!

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Embracing the emotional ups & downs of
entrepreneurship to succeed in business

by Dukeslande Florestal

Mind Your Own Business! “Embracing the emotional ups & downs of entrepreneurship to succeed in business”. Workbook Edition.

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“He who knows the universe and does not know himself knows nothing”

-Jean De La Fontaine-



Danielle Laporte| The Fire Starter Sessions

Acknowledgments

I want to thank life for being such a beautiful partner and co-creator.

I thank everyone who has embraced my way of seeing the world and the ones who have challenged the concepts I bring forth in my workshops and this workbook. I want to thank the ones who have supported me and the ones who haven't. Our encounters have definitely enriched my perspective on what it means to lead an authentic life.

I thank all of the great teachers who have transformed my life with such grace and wisdom.

A big shout out to author Danielle Laporte who has graciously allowed me to illustrate some of her inspiring wisdom in this book.

Last but not least, thank you wonderful reader for taking some of your precious time to consider the information that I'm sharing here. May you find something worthwhile to guide you along your own path of fabulous~ness ☺

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Foreword

I've been an entrepreneur for over a decade. It's been quite an exciting journey so far, but I've also made lots of mistakes along the way. (Sigh) I know...apparently it's a part of the learning curve.

Looking back, I can see that although I had inspiring mentors, took useful business courses and read great books, the most important ingredient of success was never shared with me. Since I deeply longed for authentic success and most people don't even consider the idea of authenticity while pursuing success, I feel I missed out on essential teachings that could have spared me a lot of heartaches and saved me a lot \$\$\$\$. Some helpful tips were hinted at times, but for the most part, I had to figure the entrepreneurial riddle on my own.

Luckily for me, my psychology background came in handy when it was time to evaluate the reasons behind many of my failures. As I carried on, it became clear that regardless of my business abilities, my success hinged on one valuable thing, my *inner* alignment. In spite of my strong desire to be successful, when my *inner* ducks weren't lined up to support me, none of my ventures succeeded.

That's when it became obvious that the success of my outer ventures were a reflection of the state of my *inner* business. If I really wanted to enjoy my life as an entrepreneur, I would need to make sure I had an *inner* company that supported my vision. Without this adjustment, I would never expand to my full potential.

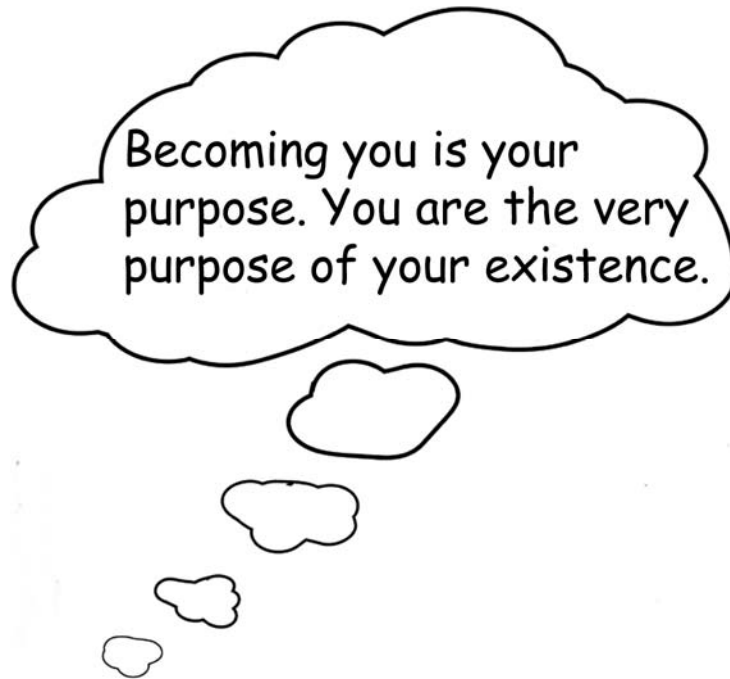
The ideas I'm going to share with you are simple and can have a huge impact on your life and your business. These concepts have been around for awhile, but as Westerners, we are obsessed with material things and lost touch with the essence of a joyful human experience. As a collective, we are now paying the price of our ignorance as the quality of our life is in serious jeopardy. Stress is the *malaise du jour* and is accepted as a normal part of our experience. We traded our natural *joie de vivre* for the latest gadget promising to give back the very thing we are sacrificing. (Huh?) Go figure.

Fortunately, we are now entering very interesting times. Not only are the conventional structures of our society falling apart, but we are also jumping into a new stage of evolution. The way we are relating to ourselves and everything around us is drastically changing. Thank God! Success and authenticity are now merging together in unprecedented ways.

You don't need to be running a business to benefit from the information I share in this little book. Actually, anyone who is old enough to make a decision should know how to run their *inner* business. If this idea went viral like so many of the useless videos we are fascinated with, our world would be a very different place. But most importantly, we would be more successful at the business of life. I'm inviting you to open up to the idea that your *inner* business is just as valuable as your outer one.

My clients often report that they have a hard time letting go and trusting a different way of being. The issue is not whether you can have faith in something new, it's can you release it from where it is right now? The truth is, you always choose where you put your faith (consciously or not). Having faith is never an issue whether you are spiritual or not. As humans it's in our nature to trust in something. You may trust *God* or you may trust your *Reason*. You can trust that life always works out or you can choose that it never does. Either way, what you trust will affect your life experience.

As you go through this book, I ask you to become aware of where your faith resides. Once you realize that you are always in a state of trust, you may find it easier to shift from trusting something that doesn't serve you to trusting something that does.



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Introduction

As humans we naturally seek balance (consciously or not). We engage with things in the hope they will fix what's wrong with us. We see this all the time especially in intimate relationships. The idea that someone or something can come along and complete us is a neurosis widely accepted and promoted in our Western culture.

Albeit the fact the advertising industry has been using this knowledge to manipulate the average consumer, our longings are genuine cravings to be reminded of our wholeness. When you long for something, there's a part of you ready to grow up and balance itself. When the entrepreneurial bug bites, most of you don't realize the rollercoaster you're getting on. You're convinced you're doing this to make more money, to become more independent or to express your creativity. The truth is, your business will most likely test you to become prosperous, independent or creative if you're not already those things in the first place. (Huh?) That's right, if you start your business in the hopes that it will save you from poverty, bondage or an uninspired life, you better run while you still have a chance. (Lol)

Ask any successful entrepreneur. Your business just like your life is a reflection of who you are. So, if you have money issues in your everyday life, your business will magnify them. If you have co-dependence tendencies, your business will demonstrate that too. Any pattern you currently struggle with in your personal life will be accentuated in your business.

I'm not trying to discourage you, especially if you're in the process of starting your entrepreneurial journey. I want you to recognize the brilliant opportunity ahead of you. If you've been dreaming of wealth and freedom, here's your chance to rise to the occasion. Every challenge comes bearing a gift when you have this awareness. But, if you are hoping that your prince charming is going to come rescue you in the form of a business, you are up for serious disappointment.

If you're willing to take a look at the consciousness with which you are creating your business, you will be amazed by the results. Realize that your business/work can be an opportunity to deepen your connection to your true self. You need to tell the truth about who you are before you can experience the truth of what you want. Pretending won't cut it. Fake it 'til you make it won't get you past the first year. Entrepreneurship intrinsically challenges many of our society's core beliefs and that's the reason why those who succeed come out as giants and the ones who fail are forever crushed.

It's essential that you start this adventure knowing what you believe because those beliefs are going to define your whole business experience. If you can catch your disempowering beliefs early, you have a better chance to succeed. It's a process of self-discovery and self-empowerment. If you're open to the idea that your business can help you heal profound wounds and expand beyond expectations, then you're in for a real treat.

As humans **We** naturally
seek balance
(consciously or **NOT**)

You need to
Tell the truth
about **WHO** you are
before **you** can
experience the
truth of what you
WANT

Section I

Emotional intelligence and why it matters



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Emotional Intelligence and why it matters

Emotional intelligence commonly referred to as EI and EQ (for Emotional Quotient), describes abilities that are distinct from, but complementary to, academic, cognitive intelligence also known as IQ. Emotional intelligence is the ability to perceive, identify, manage and re-frame emotions in a way that positively impacts performance and success in life.

A growing body of research is proving that EI is key to effective leadership, increased productivity, team performance and goal achievement. There are 5 important components at the core of the emotional intelligence model:

- Self awareness: the ability to identify your own strengths and weaknesses more effectively
- Self management: the ability to transcend anxiety, stress and staying focused on what matters to achieve your desired goals
- Self motivation: the ability to be intrinsically motivated to achieve goals in spite of external challenges
- Social awareness: the ability to easily identify other people's strengths and weaknesses
- Relationship management: the ability to develop and handle long-term and harmonious relationships

According to Daniel Goleman, one of the top researchers in the field, self-awareness is the most important emotional competence in EI. People with high levels of self awareness really understand their emotions, and because of this, they don't let their feelings get the best of them even in very stressful situations. They are better equipped to succeed because they can clearly identify their strengths and weaknesses and are more inclined to resort to supportive tools that will enhance their performance. When you take equally smart individuals experiencing drastic different levels of success, EQ is usually the intangible factor that can explain the discrepancy.

This workbook focuses primarily on tips and exercises to develop self awareness and self management. I believe that once you have this type of foundation as a person, everything else falls into place easily. As uniquely gifted individuals, our talents are free to take center stage when we aren't crippled by thoughts and beliefs that are often repressed somewhere in our psyche. Unexpressed emotions often do more harm than good and learning tools to become familiar with them serve us in more ways than we can imagine.

Becoming a more emotionally intelligent individual will not only impact who you are, but your business will be deeply affected as a result. Remember, what you are afraid to look at within yourself, is what you will often be manipulated with. And one more thing, shadows are only scary because they are kept in the dark, the moment they are brought into the light they no longer exist.

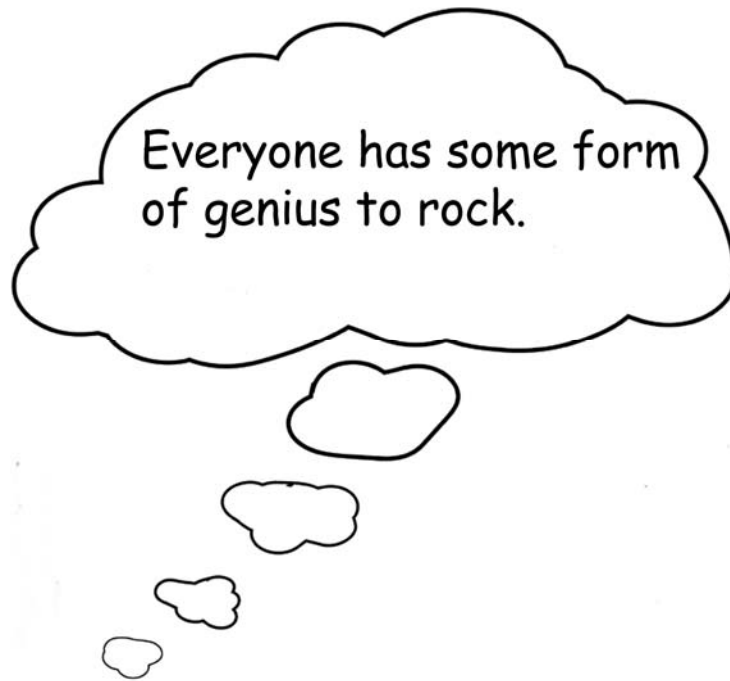
Section II

Activate your inner CEO

Mind your own business!

Show up for the job and say YES!

Work like you don't need the money



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Activate your inner CEO

The task of running your *inner business* requires for you to unleash your creative abilities. Even those of you who are not in creative fields must come up with new ideas and insights in order to move ahead successfully. When you make the conscious decision to become the chief executive officer of your life, you automatically start activating the brain's creative center, the frontal lobe (part of the forebrain which includes the prefrontal cortex).

The longing for love, peace, freedom and things that bring intense pleasure are processed by this part of our brain. According to Professor Joaquin Fuster this is because the frontal lobe is one area in the human brain that is significantly different from any other primate or mammal. This is the most evolved part of our human nervous system and the most adaptable part of the brain. It contains cognition and perception abilities found in no other species. The frontal lobe tends to be considered the creative center of who we are and the brain's CEO because it is the part dealing with executive functions. Some of these functions include our awareness, focused concentration, observation and consciousness. It is the seat of our attention, it's where we form plans, speculate on possibilities, state new intentions, make conscious decisions and learn new things. This part of our brain not only processes content logically, but it also does so emotionally. Thus harbouring unlimited potential of higher intuition, creativity, universal love, joy and all the good stuff we strive for.

You're probably wondering how this information pertains to your ability to create an empowered business/life experience? If you're looking to transform your business/life with more ease, activating your frontal lobe on a regular basis can make a huge difference in the amount of effort you need to expend to achieve your goals. In a culture obsessed with efficiency and productivity a more playful approach to learning may not seem adequate once you're over the age of five, but I'm inviting you to open yourself to a different way of being. The more awakened your frontal lobe, the easier it will be to shake up your old thinking patterns. Taking time to daydream, to dance, to enliven your senses with aromatherapy, to eat exotic foods and to laugh out loud are all ways to activate this part of your brain.

In other words, you need to include more play time in your schedule, which in turn stimulates your creativity. For every hour of work, you should enjoy at least 10 minutes of pleasure everyday. When you're in this type of head space, you effortlessly transcend limiting programming and create more fulfilling life experiences. Therefore, make sure you have moments where you can live with abandon and connect to things that bring you joy.

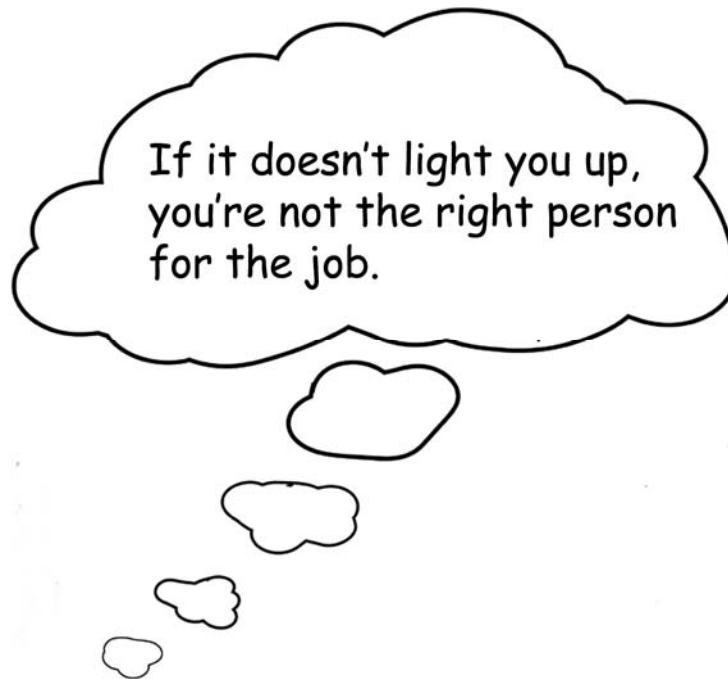
"If you want to build a ship, don't drum up people to collect wood and don't assign them tasks and work, but rather teach them to long for the endless immensity of the sea." –Antoine De Saint Exupery

**In a culture
obsessed with
efficiency
and productivity
a more playful
approach to
learning** may
**NOT seem
adequate** once
you're Over the
age of FIVE

**Your task of running
your inner business
requires for YOU to
unleash your
CREATIVE abilities**

**You need to

include More
PLAYTIME in your
schedule**



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Mind your own business!

Imagine for a moment that we're all *human* companies. Every person is a distinct corporation who comes into this world with a specific purpose. We come to life with unique natural talents that are perfect to support our mission. Our parents help us manage our company and assist in the development of our natural gifts. Eventually we become old enough to run our business and go out to serve our niche in our own unique way. And in the end, we live happily ever after. Yeah right! (I wish) Unfortunately, this analogy is the equivalent of a beautiful fairytale that's too good to be true.

Even though, we each have a unique purpose in life, we are not raised to honor it and most of us don't even come close to fulfilling our dharma. As a matter of fact, by default, we are raised to stay in the family business. Unconsciously, our parents and society program us to carry out their unfinished business. The structures of our *inner* company end up matching our parent's and reflect their ideologies. As adults, we go on to maintain the same operating systems and we end up creating corresponding businesses even if it doesn't suit the lifestyle we want. Obviously, none of this is an issue if you want a life similar to your parents. But, if that not the case, you're in for a frustrating ride.

Don't get me wrong, I don't think our parents are consciously at fault here. Rather, I blame our Western culture's tendency to overlook the importance of our childhood imprints in the development of our identity. Our obsession with our left brain and logical processes has skewed our understanding of the human specie. This has seriously limited our human evolution and social progress as compared to technology.

In the context of a business scenario, by the time, we are old enough, the business structures have been in place for so long that they can run without our input. These systems sustain the day to day operations of our company and provide a strong sense of direction for our organization. This is the equivalent of our subconscious mind. The information that shapes this part of our mind is imprinted during our early years and once the structures are set in, they keep running without our conscious awareness of them. These imprints are the pillars of our identity and they quietly run in the background of our minds. We currently use 10% of our brain functions. Don't you think it would be to our advantage to get acquainted with the remaining 90%? This part of our mind constitutes the mental powerhouse running our lives. It controls everything from our breathing mechanisms to our ability to re-live childhood experiences. Its ability to maintain our survival by operating all these operations at once is quite monumental.

Unfortunately, parents and our care takers are not aware of all the stuff they are passing on to us during our early formative years. And, our society continues to advocate the conscious mind as being more critical in our overall development. Sooner or later, we all come face to face with the consequences of this important oversight. The associations recorded in our subconscious mind show up through many of the struggles that keep baffling us as adults. These conflicts show up everywhere including in our professional lives.

In my case, all my life I've thoroughly enjoyed creative endeavors. I've never been attracted to rigid structures or traditional settings. My parents on the other hand, are my complete opposite. They are very conservative and thrive in predictable environments. On the outside I seem very different from them, but on the inside I was obviously programmed with their values. Since I had been trained to be in the family business of *traditionalism*, you can just imagine what happened every time my natural instincts went against my upbringing. (Woosh!) That's the sound of my internal whip. (Lol) This dichotomy resulted in self sabotage behaviors every time I attempted to do anything unconventional. In hindsight, a lot of things make more sense, but at the time, it was very frustrating.

The point I'm trying to make here is simple. If you want to build a successful business or any other venture, it's a good idea to take a look at your inner structures. It's in your best interest to know from the get go whether you're aligned with the things you want or not. Working from the inside out is an effective approach and I'm hoping that I can help you avoid some of the pitfalls that I've encountered along the way because I didn't know any better.

In the next chapters, I will point out some easy ways to find out if you are aligned to create the business/life of your dreams. When you have inner congruence, the right actions flow naturally and success comes more easily. I'm a strong believer that learning to mind your own business is the smartest thing you can do for yourself. But before you move on to the next chapter, take a break and dance it out. That's right! Put on a song that you really enjoy and get moving. As I previously explained real success depends on your ability to use your body and your mind. All this focus on intellectual stuff has turned us into a culture of physical dummies stuck in our heads.☺ So, get up and show me what you've got.

About the author

Dukeslande Florestal is an entrepreneur and a strong believer in the importance of increasing our levels of emotional intelligence. MYOB is a practical guide to support entrepreneurs and business owners in the achievement of fulfilling success by using introspective tools to master the emotional ups and downs of entrepreneurship. Her own self-discovery journey started the day she realized that all the strategies in the world couldn't compensate for crippling, limiting beliefs. From there, she undertook the task of releasing all the beliefs and values standing in the way of her ultimate life experiences. As she continues to advance on her own path, she facilitates this process of transformation with others who are interested in creating a fearless life as well.

Her shared introspective methods are simple and anyone interested in using their work/business to deepen their relationship to their true self can benefit from them. Inspired entrepreneurship, empowered leadership and authentic success are some of the concepts you are invited to embrace as you learn to mind your own business with her. She facilitates compassionate self-discovery so you can reach your full potential, live the life you want and achieve your sacred dreams.

You can connect with her at www.myobproject.com or on twitter @Dflorestal