

Abundance in a time of crisis

Empowering ourselves by transforming
FEAR into OPPORTUNITY

2008 was a high-flying year of international consulting, challenging projects and awesome results from our personal empowerment workshops. Business for 2009 was really looking good until our international clients suddenly started cancelling bookings due to the global economic meltdown.

I know I am not alone in my experience, as more and more projects, capital expenditures, budget cuts and retrenchments continue to affect every household across the globe. When I started receiving the “bad news” (the day before my wedding), I knew I had to make some choices. The short-term choice was how I was going to let this news affect my very special day and new life that is supposed to be filled with joy and happiness, not fear and anxiety. The long-term choice was how I was going to manage my perceptions and attitude while my income source dried up. Independent consulting has long marketing cycles in good times, but in an economic downturn ... I couldn't be sure when my next project would come in.

The biggest threat to my happiness and ability to create new opportunities was FEAR! Fear comes in many guises, mostly around the theme of loss: we fear losing our possessions, our lifestyle, our reputation, our self-esteem, our relationships and our provider image in the eyes of our loved ones. The biggest fear of all however is the fear that “I WILL NOT COPE” with whatever comes my way. Underlying that fear is the even deeper fear or shadow belief that “I AM NOT ABLE TO COPE”, or not deserving or not smart enough, or some version of “I AM NOT GOOD ENOUGH”.

Fear feeds on fear. When we fear, we become anxious and desperate. And you know that no-one buys from a desperate person. Our underlying thoughts and emotions send out very powerful signals in waves (resonance), which either attract or repel who we are interacting with. There are many people who recognise that the global financial crisis has been exacerbated through this very principle, as more “bad news” fuels more fear and reaction. The ripple effect is people closing their hearts and hands in survival mode instead of reaching out and finding enlightened and creative ways of doing things differently, adding value and turning things around.

What if we turned our questions and activities around?

- From how can I hold on to what I have, to how can I share what I have?
- From what is wrong with South Africa, to what is right with it
- From competing aggressively with others to investing in clients by adding more value for less
- From moving out of fear; to calmly learning to work smartly with less income
- From spending time worrying, stressing and pushing for appointments, to investing in myself and learning new things

ABUNDANCE is a state of mind. ABUNDANCE is courage and creativity in the face of adversity. ABUNDANCE is being able to change your expectations from what should have been to what can be.

ABUNDANCE is adopting an attitude of opportunity and learning. ABUNDANCE is about believing “I CAN” or even better, if I can coin a phrase from one of the most influential optimists today, US President Obama, “YES, WE CAN”.

The old adage, “TIME IS MONEY” is not just “selling” time, but investing your time and your energy. Money ultimately translates into energy that we spend wisely or waste. E-motion is energy in motion. So how we choose to manage our time, our emotions, our money and our energy becomes critical to our perceptions of success versus failure and ultimately to our state of happiness and health.

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