

Creating Business from Love



What Does This Mean & Why Does it Matter?

This is a call to bring love back into business and heal the divide. It's an invitation to challenge and release traditional business paradigms—many of which are rooted in fear, scarcity, and profit-driven separation, distancing us from our true nature: love.

Here, we open the doors to a new way of doing business—one grounded in love, connection, and cooperation. By embracing higher states of consciousness and intuition, we can infuse every decision and action with purpose, unity, and authenticity.

This excerpt from my recent PhD sets the stage for a new way of creating business from love:

THE KEY CONCEPTS AND PRINCIPLES

Self-love and free will are essential for all who are involved in what we do.

Businesses cannot truly be founded in love unless their creators and foundational members learn to embrace true deep love of self, and this is an inner journey. Otherwise, we are building a business on a faulty foundation and it is easy to tip over and come apart. Free will plays an essential role as we begin to recognize we are all free-will souls here on this planet. We are not to impose our belief systems any longer on others. We are here just to open the door to love and see what evolves.

There is no separation between what we create and what we do.

Business has historically been created in the energy of separation and duality, spiritual concepts and love had no place. The separation between profit-driven enterprises and charitable/non-profit endeavors has been significant and there is a current blurring of the lines that needs to shift.

This call is for a unified approach to business where both sectors work from the same principle of love and mutual benefit for everyone. The traditional duality between business for profit and charity for the greater good needs to be transcended. It's this energy of separation that is being asked to shift.

Generosity and pay it forward are at its core.

A key component of a love-based business or organization is the energy of generosity inside and out. Rather than focusing solely on profit, businesses can begin to operate with the intention to create abundance, support and mutual growth for all. We do this by consciously allowing the energy of wealth and resources to flow freely where the need to go to stay in balance. And by enabling others to benefit and enhance the collective well-being of the organization as a whole it creates a winning environment for all.

The ripple or resonance of what we create now impacts the future.

Businesses rooted in love can create far-reaching positive changes, not just within our own organizations but in the wider world as this energy gets ripples out into the collective.

As businesses begin to evolve to prioritize love, they naturally influence and inspire others to adopt similar approaches. This ripple effect can impact shifts in global economic systems and this is the calling to help impact the future that we are looking for to help love be the dominant player.

Letting go and trusting the process is essential.

Letting go of rigid control structures is another hallmark of a business rooted in love. By trusting the natural flow of creativity, innovation, and energy, businesses allow the universe to guide them towards higher purposes, rather than adhering strictly to conventional business metrics or expectations.

This requires that we get comfortable with letting go of the need to know. That the ideas and resources will present themselves when they are ready. Fluidity is required to adapt to shifts and higher states not from the linear concepts we have co-created.

Creating a network of beings founded in love is required, we cannot do this alone all by ourselves.

No great idea in the history of humanity has ever really been created all alone. We are consciousness manifested into the human form. We are not separate from each other or from the universe so why do we continue to act in this way?

This is a space where beings can come together with the common intention of founding their businesses based on love. In that common intention, there is an opportunity to do something different that has never been done before. Co-create from love.

In essence, doing business from love is about creating organizations that operate with authenticity, integrity, compassion, and collaboration, setting aside profit as the sole driving force. Instead, businesses would aim to serve people, communities, and the planet, ensuring that all benefit and co-evolve together from love.

For the full deep dive, you can explore my draft paper [here](#) to catch the resonance of what I am calling in. Join me in this space to create business from love.

In Love and Light,

Andrea Leigh Austin, Msc | Co-Founder

Anchoring More Love on the Planet

About Andrea

Andrea Leigh Austin is the co-founder of **My Conscious Wellness**, an organization focused unique ways to deepen the love of self and others by leveraging divine sciences, sound and unique tools.

Andrea is a former CPA with 22 years of experience with KPMG, a global accounting firm. She holds a degree in Commerce and Economics and is a former tax professor from the University of Toronto.



When Andrea discovered Metaphysics 13 years ago her world took off. Andrea has completed her Masters in Metaphysics and a PhD in Conscious Business from the University of Sedona.

Andrea's calling is to explore how we can create businesses and organizations from love by setting the stage to begin to heal the history of separation between businesses and helping others. She is an advocate for higher states of consciousness and love and its application within the business and non-profit arena. All of this is designed to anchor a higher resonance of love in everything we do.

Andrea gets to practice in the MyCW organization thanks to her divine partner, Bill Little. And she is seeking others who wish to do the same to come and explore what is possible when we come together in love.

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Love & Business:
A Conscious Connective

A space to explore leading and creating business from love.

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