

CREATING BUSINESS FROM LOVE

by

ANDREA LEIGH AUSTIN

A dissertation submitted in fulfillment of  
the requirements for the degree of

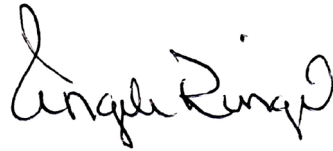
DOCTOR OF PHILOSOPHY, Ph.D.

specializing in

CONSCIOUS BUSINESS ETHICS

On behalf of  
The Department of Graduate Studies of  
The University of Sedona

This dissertation has been accepted by



---

Dissertation Advisor



---

IMM President, Dean

February 17, 2025

## Acknowledgements

I would like to express my deepest gratitude to my divine partner and all of the other beings who have been part of my life for helping me to express what is in my heart. Creating a business from love is not something I ever imagined that I would be doing in this life and I am grateful for the opportunity to do this. I hope this paper inspires you to join me on this ride so together we can create a foundation love for the future of business.

## Table of Contents

Introduction .....	1
Review of Literature .....	5
Discussion.....	27
Conclusion.....	37
Works Cited.....	38
Appendix .....	41

## Introduction

When the title for this paper finally came to me in July of 2024 it felt like a long and deep exploration within myself. Twelve years of navigating consciousness, not following others and pushing the boundaries of how we do business. As a former CPA and University Professor, you can only imagine some of my beliefs around business that were deeply engrained within me. Deep in my heart I have always known there was something more to business than I could explain. I have always seen business and no-profit organizations as a way of serving people, connecting community, a way of being and creating. But something about it and the way it was being done just did not align for me fully. There is a calling to do business differently, I can feel it in my bones and that calling comes from a place of inner knowing that business was meant to be done from love. This is the call this paper set out. To begin to take-action and embody more love in our businesses and on this planet.

Several years ago, I came upon the School of Metaphysics and saw they had a PhD in Conscious Business Ethics. Given my journey of awakening to self I knew I had to explore this possibility. I was curious to see if I could express business in terms of metaphysics, what this means and why it matters to this planet. As the consciousness of this planet evolves the story of business must evolve as well to one of love and co-elevation. Many of us have focused on the development of self now it is time to turn to our organizations and do the same. Consciousness is not just about us it is also meant to be reflected in our business and this paper is the invitation to consider it.

Steven Johnson reminds us in his Global TedEx talk *Where do Good Ideas Come From?* that we are not to do this in separation anymore. The greatest ideas of our time arise from

coming together and exploring ideas as a group and often do not come overnight (n.p.). This is the call of this paper. To call out to those who wish to explore doing business from love again. How we can co-create this possibility of affecting consciousness and love through our creations and in how we exchange?

This quote stood out for me from the book *Ripples from Zambezi* written by Ernesto Sirotli , “...economic development has more to do with people than with so-called comparative advantage” (xv). This rung deeply true to me given my work in the corporate world, entrepreneurship and the metaphysical space over the years. We have let business separate itself too long from actually helping and creating great lives, it too has lost its way, like many, through the journey of separation.

As I pondered an image from a text book, *The Economics Book, Big Ideas Simply Explained*, I had a realization that ALL of this began with someone telling a story, a theory, a belief they had and then built systems and business practices around that story. Many of those systems and beliefs are still being played out today in both the profit and non-profits sectors. Many of the stories are based in fear, scarcity, lack and loss, not the power of love that is within us. “We know nothing” as quantum physics which when translated becomes the same truth for business. Business is a story that is not real it is one we made up. A story that we believe and are still playing out.

When we make decisions about business in our lives from a place of fear and emptiness inside we create something from an imbalanced or energetic perspective. When we do this the business starts on a faulty ground. There is a lot of skepticism around business and charities right now, so what is that telling us about the level of consciousness around the story of business right

now? To me there is not only a call at a personal level for a shift around business but also a collective one that is needed.

We have progressed in so many areas on this planet but for some reason in business we are still striving for money and things and still templating many organizations in scarcity. This invitation is to create businesses and organizations based in love, evolution for all, by beginning to remove the threads of scarcity, lack, greed and separation and by allowing our natural organic state of love to come through in our creations. This requires trust, surrender and accessing of our higher consciousness to guide the way. By not allowing the limiting belief systems and models of our current economic structures to be perpetuated. We have been deeply engaged in the story of a consumer culture for so long the question that arises is can we even get out of this situation?

In this paper I will refer to business and non-profits as organizations and systems and not treat them separately any longer. They are all organizations that are influencing people and communities, they were not no meant to be separate. This paper will share and invite you into a world where they are one as part of our future of founding business in love.

This thesis will demonstrate that much of the history of business has been created in an old energy or consciousness of separation, duality, and faulty belief systems, anything but love in its history. As we begin to create business's centered in love we will naturally serve communities, create more abundant societies and influence change now and in the future. This change ripples out like a resonance, a calling, for more of us to take-action. To found our businesses in love we must include love of self as the core foundation, create space and acknowledge the free will of others and form a network of love and consciousness. This requires that we let go of what we think business should be, let things flow more naturally, move away

from isolation and separation to facilitate connection, and allow generosity and love to lead the way so we can change the story of money and business.

## Review of Literature

### **A Long History of Separation and Faulty Belief Systems**

Peter Block and Peter Koestenbaum in *Confronting our Freedom* set out that the characteristics of business created during the time of the industrial revolution have not really changed in the last several hundred years. We have been deeply engaged in the story of a consumer culture for way too long (xvii). Business has lost its sacredness and its soul as Aymen Sawaf and Rowan Gabrielle point out in *Sacred Commerce*. The last 2000 years has largely been about achieving superiority and domination which has led to the “unconscious exchange of goods and services that we experience today” (Part One).

This history of business has been about creating commodities and selling them and this has created isolation and separation between people and businesses. Separation has been perpetuated by putting structures and rules in place about what we think business “should be”, believing they were needed in order for a business to grow. These control systems have had a “commodifying effect”, objectifying people and organizations, perpetuating separation within them (Block/Koestenbaum 24).

The concept of the “real world” has been so deeply instilled into our consciousness this has contributed to separation from self and spirit especially when it comes to the workplace. Concepts around practicality, being real, and making it hard, all have diminished the energy of being in business and sucks the life right out of everyone involved in an organization (Block/Kostenbaum 21). The workplace has become a place of “false bravado” , just like many



of our current dualistic systems. A false front is often put up to make things appear to look really good on the front face of an organization but when you look at what is underneath or inside the organization this is simply not true in most cases (Block/Kostenbaum 105).

Richard Steele in *Elevated Economics – How Conscious Consumers Will Fuel the Future of Business* identifies three waves in the last 100 years of consumerism that have contributed to consumer mistrust that is still significantly lingering today. The first wave was “triggered by the Great Depression”, the second one in the 60’s during the Vietnam War and the third during the dot.com bust in the early 2000’s. This consumer mistrust is very much a part of our current economic culture we cannot pretend it does not exist (181-182). This fact is highlighted in the article *Trust: the new Currency for Business* from PWC’s 2022 Consumer Intelligence Series. This showed a 57-point gap between what business leaders thought their level of trust is with consumers and what consumers actually think. 87% of business leaders believe they have a high level of trust with consumers meanwhile consumer trust level was documented at 30%. (n.p.).

In the *Story of Separation Podcast* hosted by Jeff Krosno featuring Charles Eisenstein, Charles brings to the forefront how we continue to believe that the material world and spiritual world are separate “The separate self is the myth that underlies our entire civilization. All of our systems and institutions tap into the myth of separation” (n.p.). But separation is a story, a belief system created by humanity it is not the essence of who we are (n.p.). Mark Anielski points out in *The Charter of Love – The Foundations of a Civilization of Love*, that the energy or consciousness of love was created first. Man overlaid that original structure of love with grids, models and patterns for control, separating ourselves from love. These overlaid structures are impacting our current businesses whether we consciously know it or not (16).

Charles Eisenstein in *Sacred Economics – Money, Gift & Society in the Age of Transition* sets out how we have built a society based on separation, debt, enslavement to money and how much of our societies are currently isolated and acting in separation. Many of us are still using money to fill our needs (419-420). The story of separation is happening even within the non-profit system as Dan Pallotta showcases in his book *Uncharitable*. Government, non-profits and businesses are all acting in separation with government and non-profits helping balance out the impact of the profit sector (178). Industries of the last 25 years have come from “chasing success, power and total dominance” (Steele 176) and then business would transition the money they earned to charitable foundations after they dominated and succeeded (Steele 176).

North American business's and charitable structures came from Europe and the early settlers. The early settlers came with the intention to separate themselves from the control of the church and create a new economic system. But in doing so they brought with them two predominant conflicting belief systems that impacted the way business and helping people were structured. One belief was that wealth was a sign from God so if you were doing god's work you would be rewarded with great wealth. But another belief came from the Calvinist theory that at our essence humans are naturally self-centered and immoral. As a result, when creating many of the systems that still exist today the early settlers parceled off business and paid “penance” by creating “charity” to make up for what they were doing in business (Pallotta 177-178). The history of charity and business came about to help “make up” for what we did in business by doing “good work” through giving to charity. What Pallotta shows us is if people did charity work then it was okay to go off and pursue what they really wanted to do in business without any morals whatsoever. This resulted in segregating some of the amazing aspects of capitalism like

wealth and abundance and labour, and has left charity off to the side not being able to access some of the resources a true profit enterprise has access to. This has resulted in “economic poverty” for a charity that operates today. Charities are unable to actually help people and such a system will never “produce the change we seek” (Pallotta 177-178). The concept of helping people has been twisted into bending to rules that have been made up that are not focused on actually serving and helping but accommodating some false reality (Pallotta 16-17). The original concept of charity has become a place where they are now being asked to solve some of the world’s biggest problems and yet we still tie their hands with the limitations originally imposed up on them from centuries ago (Pallotta 16).

As Julie Salamon explores giving in the charity sector in *Ramdas Ladder* after 911, she discovers that even the charitable foundations world and philanthropic world have become big business and have been “stripped of its spiritual content and meaning” (15) “...giving has become another marketing tool” (31). Solicitation for a charity has become a marketing ploy or a sales pitch that people now expect something in return like gifts rather than just giving for the sake of giving (59). This “big business” as Salamon suggests is highlighted in Appendix C showing how Canada’s charitable organizations are outnumbering even the major profit industries when looking at GDP as a marker and that the size of the US Foundations and Charities assets have exceeded a trillion dollars in the US as of 2023, significantly higher than 1975.

Eric Butterworth in *Spiritual Economics – The Principles and Process of True Prosperity* points out that the underlying belief systems around unworthiness and guilt, along with the badge of poverty are still having a significant impact on the human consciousness to truly create and

succeed and create abundance for all (23). The very foundation of the current system is based on the faulty belief systems that people are not worthy of anything (Pallotta 178). Most charities and non-profits are currently based upon the limiting belief systems of self-depravation, like lack of self-love, not feeling worthy which goes against that essence of who we are and our capacity to love and expand (Pallotta 6-7). Business segregated itself from charity based on the belief that we need to pay back for our human selfishness (Pallotta 178).

Many of us are still perceiving the world from lack and that perception is still present today even when there is abundance right in front of us (Eisenstein 31). We have created a culture of “what if” something was to happen so we keep things and hoard things just in case. A culture that operates from this faulty belief system of not having enough we will never have enough even if it is right in front of us (Eisenstein 373). Our current monetary system has created suffering for humanity by creating an artificial scarcity that has shaped much of the behavior we see today as Fernanda Ibarra points out in her talk called *The Unfolding of a Life Affirming Economy* (n.p.)

How did we end up in this abundant society and still end up in scarcity? The belief of scarcity in the human mind is very real. Even in the most abundant of minds many communities are still operating from this misbelief and this belief continues to perpetuate itself (Eisenstein 100). An example of this faulty belief systems interestingly comes from an economic theory created by Thomas Malthus in the 1700’s. Malthus’s theory surmised that population growth would be the devil of all economies and would keep us poor and choke economic growth. But interestingly in this book the authors call Malthus a pessimist by heart. The overall premise of his economic theory suggested that there will be too many people and not enough food, so

people were inevitably going to die (Economic Theory Explained 68-69). The mistruth of this theory can simply be shown by highlighting the world's population today. According to the WorldOMeter's website the world population is approximately 8.2 billion at the time of writing this paper compared to when Malthus proposed that theory in 1798 when the population was only 800 million. The statistics set out in the Appendix B also illustrate that we are holding more wealth than any other generation and yet this belief of lack is still perpetuating itself.

The story of money has played a significant role in the story of separation. "When everything is subject to money, then the scarcity money makes everything scarce including the basis of human life and happiness" (Eisenstein 4). Lavishness and money cannot solve the perceived problems of today (Salamon 53-54) as there is still way more focus on how to spend rather than just giving for the sake of giving (Salamon 44-46).

Most businesses are not based on creativity and happiness but the belief we need to earn money, there is a "cost to living" (Eisenstein 15). We defer living our lives by deferring pleasure in exchange for continuing to make more money so we can "retire" one day and then enjoy the fruits of our labours (Eisenstein 273). We stifle our dreams by setting limits and boundaries by making everything about money (Sirolli 1) and continue to use money and debt when "helping" people rather than giving them what they need to thrive. Money and debt simply stifle people (Sirolli 12-14).

### **Anchoring More Love into Business Now to Impact the Future**

In ancient times business was an honoured spiritual path. It was seen as the solution to many of the issues that faced humanity including survival, fostering community and dealing with scarcity and security. Business or commerce was a gift that was meant to create abundance for

everyone by providing people an opportunity to create happiness in their life and actually live from a more fruitful space. “Commerce can lead to both the individual and society to Prosperity and Peace” and has often been the solution to ending war (Sawaf/Gabrielle Part One).

Our current economic structures and the way we do business are outdated and no longer support humanity for where we are at in this stage of our evolution (Ibarra n.p.). In the book *Conscious Capitalism - Liberating the Heroic Spirit of Business*, John Mackey and Raj Sisodia call out for us all to recognize that at some point “...companies that started as opportunistic, money-making enterprises need to discover or create their higher purpose beyond profit maximization in order to realize their full potential ”(65). If we can reinvent how we do business we have an opportunity to influence magnificent change (Mackey/Sisodia 25-26). Business has an opportunity to impact many things as it “creates multiple kinds of value... financial, intellectual, physical, ecological, social, cultural, emotional, ethical and even spiritual” (32). A business is a living system and as more business leaders become more aware of this and not focus solely on profits, there will be a wave of businesses that can create real change and the story of business might just get a little better (Mackey/Sisodia 53).

Jennifer Armbrust in *Proposals of a Feminine Economy* describes how we do this by applying more feminine or sacred principles for many generations that go way beyond being a woman but rather as a commitment to consciousness (45-46). As we experiment within our businesses we can bring a new social and economic order into the world and facilitate change by creating something as a reflection of the world we wish to live in (78-79).

The next leaders are focusing on compassion, purpose and looking at the bigger picture of humanity before they start. There is a shift on the focus from the product and service to the

business as a whole and what it is doing (Steele 177). “Elevated business leaders are not attempting to build monuments to their own success, they are trying to provide value to the human race long after they are gone ” (Steele 179).

In Bonnie Bogner’s manuscript *Hope for Humanity* co-authored with Team Love, we are reminded that as a group when we all focus on love we enhance the opportunity to make a shift and “orchestrate larger movements, more powerful, and more sustainable movements” (74). Our minds cannot see it all and this movement towards love requires us to take-action from love and let it orchestrate. (74-75). The opportunity to evolve our “human economy” is our choice. Remembering who we are and acting from the place (Fernanda n.p.).

This is a road that is less travelled by most but there is a calling to bring consciousness and love to business. The old way of doing business may seem easier in the moment but there is a calling for this way of doing business that will result in a longer-term vision and success for all. The definition of how to do business will evolve, there is no static template (Mackey/Sisodia 266-267). It will take courage to shift this paradigm that we have built and this is an invitation “to see how we might transform the whole of the society in which we live” (Pallotta 177).

Businesses are creations, created in our own image, and they too like us as humans need to evolve past where they are currently operating from. As we do this we have a huge capacity to influence change (Mackay/Sisodia 25-26). In the audio *Doing Business from Love* Team Love reminds us that in each true creation from love there is always the energy of collaboration, assisting and loving, making a difference to the planet that is present (n.p).

It is a totally different experience when we choose to create and do business through the eyes of love including the creation of products and services and distribution models. “There's a

possibility on this planet that we will be able to conduct commerce, exchange energy movement in a fair, open and loving way” (Bogner 70). But we must choose and take-action all at the same. The primary question in a company is why? Why are we doing something? Why does it matter? This goes way beyond costs, margins and all the other standard questions that we may have asked in the past. This gets to the core of why and how it adds value and more love to the human race (Steele 179).

In the article *The Collective Consciousness; We are Leaves of the Same Tree* Daniel Hannah describes how as part of the collective consciousness we are part of everything, the collective as individuals makes up a whole . “Reality is dependent on the collective consciousness, not the other way around” (n.p.), we are impacting each other more than we know. The energies of love and higher vibrations ripple out into the collective and impact people from afar (n.p.). Love can play a role in guiding our economic systems to shift from our current history to “...a new path and economy based on love, mutuality, reciprocity and joy” (Anielski 1) and in that this becomes a “way of being” . Love is the role to assist us in moving forward by understanding that we are love; and the road back out of this path we are on is to use the principles of love to help us transition to an economy based in love, a state of well-being that nurtures the soul (Anielski 1-2).

We have an opportunity here to apply this at a global level by looking at the whole of humanity not in the silos we are currently operating in, the us vs. them mentality. Seeing the world through the eyes of interdependence and all of humanity as one player and unconditional love (Anielski 4). The issue at the root of an economy that is not working is the “absence of love”. “Love is a solvent which ends all polarity” (Anielski 15). To end the duality



consciousness we are living in, love will bring that balance back in between the extremes of scarcity and greed. Two ends of the same coin so to speak (Anielski 15).

In the book *The DNA FIELD and the Law of Resonance - Creating Reality Through Conscious Thought*, Pierre Franckh points out how science is clearly demonstrating that we are not separate, we are all interconnected. Therefore, what we choose is influencing each other whether we can see it or not we are part of the whole (17). If we wish to embody love on this planet we must do it in the workplace as well. Not just on weekend retreats or spiritual gatherings. This energy of love needs to be reflected in all places (Block/Koestenbaum 19-20).

The vibration or resonance of our work environments matters significantly as Daphne Michaels declares in her article titled *Energetic Awareness in Business and the Future of Leadership*. There is a cost to disharmony in the workplace and leaders that develop this skill of energetic awareness within themselves will be able to assist organizations in many ways. If we can begin to clean up the energy of an environment that we work in we are taking another step towards supporting the organization and its people (n.p.).

In the article *Impact of the Collective* by Emily Lim she writes about how each of us is contributing to the collective consciousness. She directly quotes Greg Braden suggesting that “The minimum number of people required to ‘jump-start’ a change in consciousness is the square root of 1% of a population.” (*qtd. in*). Studies have been done that show when peace is focused on by a group, the effects are felt way beyond just the individuals involved. The numbers required to effect change are much smaller than we would think they are. Each of us impacts consciousness as each of us take responsibility for doing our part (n.p.).

In the audio from Team Love called *Doing Business from Love*, they set out that we are affecting the future with our thoughts and plans in the now. How we create the intentions and energies of our businesses matters as we are creating a cycle of giving that we cannot see yet (n.p.). In *Understanding the Law of Resonance* shared by Peter, he asks us to remember that “Everything in your life is related to some other activity in consciousness. Nothing is isolated from everything else. People think that what they do today is in a compartment” (8). What we do today can affect us years from now. There is a “collective economic journey” that resides within our inner hearts and minds waiting to be explored (Ibarra n.p.).

The intention and energy of an organization matters as this is what creates success when it reflects the hearts and minds of the people creating it. This is the ripple effect we are seeking (Sirolli 23-24). As we change our resonance the reality around us changes, the linear concept of cause and effect is simply not true and does affect the future more than we know. One can consciously and elegantly use resonance causation where the future is created through the present against the backdrop of the past to effect what we wish to see for our future (Sawaf/Gabrielle Part One).

Baxter/Marlow set out in the *Trust Frequency* that the frequency of the universe is unconditional love and that what we focus on is bringing that into literal existence within ourselves and in our world. As we continue to shift to higher frequencies we can change our universe. There is a call to use that power more consciously or we will remain creating the same thing over and over (44-47). As each of us moves more and more to the frequency of trust and love we will be able to do anything since in that higher level anything can be done (47-48). We

have created this world in fear, scarcity and suffering and with that same power we can re-create it over time with the power of positivity (49-50).

In the article *The Law of Resonance* shared by Lily Rose, she describes how everything in the universe is constantly vibrating on all at different levels or states of consciousness. What we project out into the universe will come back to us like a pendulum and the resonance of love is a lot stronger than the resonance of fear. Love helps us connect, not induce more separation. Love impacts everything it comes into contact with. If an object or an organization emanates love anything in its wake will begin to resonate with it as well, like a tuning fork it cannot help itself is just happens (n.p). Knowing the intention or resonance from which we wish to create is important as we move forward. This intention or resonance can be created individually, in groups or even the whole world if we chose. But this must be a choice we make in free will as choice plays a significant role in evolution and the resonance effect of love (Understanding the Law of Resonance 10).

An organization literally becomes a “conscious mind” as the people involved in the organization become fully aligned with the resonance and purpose of an organization and its members (Mackey/Sisodia 70). What would be the impact if we created a world where we were fulfilling our own needs as well as others, that is fulfilling to the soul and not based on depravity (Pallotta 179 - 180) ?

Quantum physics has shown how our belief systems shape our reality including the environment in which we live (Franckh 2). “The most recent scientific discoveries prove unequivocally that through our thoughts, feelings, and beliefs, we are capable of anything”

(Franckh 3). Everything in this world that resonates with that energy will be attracted and amplify it. The question becomes "...what type of resonance field are we creating?" (Franckh 3).

In the article *Everything is Energy* Dr. Alanah Freer points that there are many things we have yet to see. We have yet to understand as a society the impact of energy on everything. We do not operate in a vacuum the way we believe. "Energy goes way beyond just our 5 senses ..." "unseen energies actually do have much more influence than we have chosen to believe." "...everything we think say and do and even our every way of being, has an energetic paper trail" (n.p.). It is time to see more clearly or more consciously what we are actually creating and acting from that resonance or state of being (Block/Koestenbaum 98).

Way more now than ever before it is getting harder to hide incoherency or dissonance of a business. The intention and resonance of the creator of a business matters much more significantly than we realize. Soon it will be hard to hide. The more we can stay in coherency of love the bigger the impact we have for everyone in moving forward if we can continue to align with love (Doing Business from Love n.p.).

## What Key Components Are Needed to Move Forward?

### **Self-Love Plays a Significant Role**

As individuals we must "raise our own consciousness" and then reflect those changes back into the organizations we create (Mackay/Sisodia 25-26). This shift in the way we do business requires that we get our "inner house in order" before we start trying to share with others. We cannot do this for others until we do this for ourselves. It requires that we evolve within ourselves so we can simply be that for others as much as we are for ourselves. This is not something we teach , but something we do, and then share with others the possibility of doing

this as well. The belief systems of the people creating a business matters otherwise it is like trying to build a house with a loose or faulty foundation (Sirolli 106).

Andrea Leigh Austin in her Masters of Metaphysical Science paper *Self-love is the Key* sets out that if we continue to make decisions from lack of self-love or believing we are unworthy than we continue to build the future on false foundations. Without self-love or love of self we are creating a future from limiting belief systems instead of truly understanding who we are and creating from that place of wholeness within ourselves and the truth of we are, love. This is not something that is “out there” but a core building block that is calling our attention as a species (10-11). Team Love in *Self-Love and Worthiness* remind us that focusing on love of self is how we build a new experience on this planet for ourselves and the lives we touch. This all needs to happen naturally by achieving higher states of consciousness and deeper states of self-love within each of us. This foundation of self-love will positively impact our relationships with every element of the businesses we are creating including employees, financiers, and our business models (n.p.).

As we embody love its ripple effect can be felt, it impacts the collective consciousness and everyone we are connected to. “A world that vibrates with love energy is truly an abundant one” but it starts at the core of loving ourselves and then ripples out to everything we touch (Lim n.p.).

### **Free Will Choice Plays a Significant Role**

In his talk *Do we Really have Free Will ?* Eckhart Tolle points out that as we awaken to the conscious mind and sense we have more freedom to choose than we realized, we get a chance to act more “freely” than we did before (n.p.). We often make assumptions “thinking” we know

what people need to solve their problems, and then try fulfill their needs rather than letting them decide from their own free will choice (Sirolli 12-14). We must let people ask for help before it is given rather than assuming we know what is needed (Salamon 57-58).

Currently most businesses have many defined roles including manager and employee. But the role of manager and employee make people behave in a certain way rather than recognizing they are free to choose and do what they want. We have created high control systems including compensation, leadership and management models that all assume we need to control or shape human behavior, forgetting that people at their core are free will beings and will act accordingly. The call is to operate with a commitment to freedom from the understanding we are all operating under a free will system. Operating from this deep level of freedom for people changes the way an organization operates (Block/Koestenbaum 24-27).

In the interview *Unconditional Love* by Marci Shimoff, Ram Dass focuses on that we are here for love, that's all. As we shift from looking beyond the role of the human to the soul and look at the essence of each person we will see we are all the same, love. He commands that we remember that we are all free will souls acting in love and we need to act accordingly and get out of our heads thinking we know what others should be and do (n.p.).

### **Creating a Network of Consciousness and Love**

Doctor Masters work in the *Master's Program Volume One* highlights that most Metaphysical teachings suggest there is one great truth, one consciousness working together that we are all a part. As we tap into that higher mind we are reminded that we are all connected and we can access things we have yet to see (10). All advancements in society including economics

arise from the same source, that is the inner self or higher self that expresses creation through our actions (Butterworth 27).

Great ideas are birthed from us coming together as a group and sharing. “We need to spend time connecting ideas instead of protecting them” (Johnson n.p.), not from a place of trying to control and protect them like most patent and copyright systems that exist today. Innovation happens in random ways by coming together and finding solutions. An idea is not a single thing it is a network. They do not come from one deep thinker like we have been taught. No one person thought of a great idea in isolation rather it is a “liquid network” of people and ideas coming together that brings innovation (Johnson n.p). People like to say that an idea happened in a very short time but when you look back in history that is simply not true. Many had long incubation periods where an idea comes and lingers for decades in the back of our minds until it comes to fruition. This reminds us to create environments to have these discussions so we can figure this out together, no longer acting in isolation and separation (Johnson n.p.)

In the podcast *Economy of Love and Joy*, Justin Paul Abraham and Mark Anielski talk about having different conversations in business by simply forming a heart connection between beings before we do any business . This is about the way we see the world. We can see things as a mess or we can see all the people helping us move forward in many different areas and begin to move from a “corruption culture” to a “love culture”. In higher states of consciousness and love the answers naturally come including how to build things that support the planet and each other. Together we get a chance to re-imagine a better system and this is how we each contribute (n.p.).

### **Let Go of Control, Allowing Things to Flow and Take-Action from Love**

We are required to come at this from a place of not knowing. Love is a power, an energy, a state of being (Anielski 6). Business is an experiment, not structured the way we have been led to believe, it has fluidity more than we know (Armbrust 15-17). Just like life, death is a natural process, but this is not a natural concept in the workplace. Death and letting go should be celebrated and accepted as part of the natural rhythm of any organization (Block/Koestenbaum 104-105).

This starts with beginning to treat business more like an art form or an experiment. This allows it time to innovate and grow more than many of the traditional capitalistic structures that we have today. By doing this we will be able to heal and find our way out of this mess and create something new that we cannot see today (Armbrust 41). There are some core principles in creating a business in this way that include allowing instinct over intellect, taking risks, make space for ideas to arrive from higher states of consciousness, and leading with intuition, that are all necessary for this to occur (Armbrust 15-17).

If we can acknowledge and let go of the elements of a business that are not supportive or even “wrong” we can then begin to choose and bring the life-giving elements to people and forgive and let go of what is not that in its wake (Block/Koestenbaum 103). We are never in control the way we think we are so letting go of what how we think things should be is required. The best thing we can do is invite in the intention to do things that are “right” and keep the higher purpose in mind at all times. We get a deep sense of satisfaction of serving others and this enriches our lives but letting go of “cherished outcomes” is required, it is important to just let things unfold (Mackey/Sisodia 36).



Letting go over and over of the structures or frameworks we create allows the wealth of love to continue to build. Structure is what causes things to stop. This includes everything including our experience of our own spirituality, our intellect and our finances as they are all experienced more fully in love (Anielski 16-18).

In the audio from Team Love titled *Self-Love and Worthiness* they describe how by letting go we allow different possibilities to show up and letting go founded in love creates the potency of the possibilities. If we are willing to take-action then trust the universe and let go this creates the potential for moving things forward. When solutions show up to our problems we often try to compress the possibilities of what we create in our businesses when we try to find solutions or take-action from our patterns from our past. By letting go and being founded in love this brings the greatest potential and possibility (n.p.). Letting go includes how show up for each other, support and love one another, well beyond the Wall Street or text book definitions of business we are given today. We must include creativity as this is the connection to the soul manifested in the human form that we are seeking to express and this occurs by letting go of how we think things should be and allowing creation to occur naturally (Ibarra n.p.).

If we create frameworks or structures that are more fluid, rather than controlling, this allows the flow of life to come through us and does not inhibit growth. Structures are attachments blocking us from who we truly are and what we can experience. Letting go is one of the most powerful things we can learn and achieve. If we let go of our frameworks and structures of how we “think” things should be than the real wealth (the harvest of love) can truly be experienced (Anielski 16-18).

We do not need to know the answer on how this all happens we just need to set the intention and start doing it. The more we can teach the mind it does not need to know and it feels safe to let go of control, this creates more space to do things from love more consistently and easily for each of us. This is about releasing and letting go of what we dream and create, not holding onto what we think it should be. It all comes down to holding the alignment of love and this cannot be manipulated by our ego (Doing Business from Love n.p.).

When are simply willing to be in a state of flow our business's get guided and the business can get more in alignment with the soul. The neutrality of being in flow and allowing, allows the energy of a business to expand instead of holding it in logic which stops or dampens the energy of our creations (Doing Business from Love n.p.).

Holding onto a predictable outcome of what we think success should be creates extra stress, thinking we know as a human all the parts we cannot see. Often our physical and metaphysical teams are supporting us in ways we cannot see. One still needs to take-action but once that action takes place, letting go of the outcomes so that the energy can orchestrate is critical. When we attempt to control we stop the flow of energy and this is what stops our businesses from continuing to create and grow (Doing Business from Love n.p.). To succeed this requires that we have “no expectations, no plans of action, no targets, and no performance criteria to fulfill” (Sirolli 106).

### **Changing the Story of Money and Business by Leading with Generosity**

Generosity is a disruptive technology for business and it is the direction to begin heading for the future. Much of the behaviours of kindness, honesty and integrity have not been mirrored as a definition for the “success” in business. When we can begin to focus on co-creating, giving

and receiving and yes including money in the exchange but with a different perception or framework than we do today, we create huge potential for creating a life affirming economy by leading with “generosity rather than competition” (Fernanda n.p.).

When anything becomes about making money an organization with a sense of purpose can easily lose itself. The pattern of making money in business is strong in our consciousness (Mackey/Sisodia 49). To move forward from a more stable place with true abundance we should be asking ourselves where are we creating our businesses from? Are we creating our business from fear, greed and scarcity or from higher states of consciousness and love to be more solid (Butterworth 21) ? When we seek to gather “things” or seek money rather than service and sharing an abundant life we miss out on the unlimited potential and abundance that could create bounty for everyone (Butterworth 3-4).

This is about taking small steps of action and heading in a direction that will bring life to us all. Changing how we do business by adding the energy of gifting or love into the mix is not an easy one given the history, consciousness and story of business (Eisenstein 418). We need to show people by doing this ourselves, to show people this is possible, and not just talking about it but actually taking-action (Sirolli 29).

Economies go way beyond what we have defined as GNP or GDP markers in fact it has nothing to do with even the resources that a country has to offer. Economies have everything to do with the quality of life and the people in it. This is about creating a “supportive society” through business where everyone gets a chance to contribute and live and to move way from “handouts and protectionism”. The invitation is to focus on supporting and helping people and taking great ideas and turning them into something (Abraham/Anielski n.p.). Our natural state is

to live life to the fullest and share that with those all around us. Life is NOT about accumulation. When we are willing to listen to source or our higher selves and create from there we have an opportunity to bring abundance for everyone. This is our natural state of evolution (Butterworth 3).

Our focus should be on creative ideas driven by our inner self not with the intention of making more money or acquiring more things. The call is to truly create from an inner place of knowing and allow resources to flow when they are needed. As compared to what is often done by focusing on gathering resources and then creating from there instead (Butterworth 28).

The problem is not the income we are generating it is how it gets stagnant in the system. We can create mass abundance as a society but that abundance wants to move and our society has created a stagnant system (Eisenstein 372-373). Based on statistics set out in Appendix B, people do wish to give as illustrated by the amount of assets existing today in charities. But when compared to the GDP most money is not flowing to the institutions that are solving some of the greatest problems facing humanity (Pallotta 4-5). “Energy is meant to move that’s how we function as a human being. Finances or flow is the same, economies are meant to flow not to accumulate” (Doing Business from Love n.p.).

The question becomes less about the accumulation of wealth but what would we do with it if it showed up that matters? If our intention is to hold the energy of wealth then the universe responds by saying why put that amount of finance or energy in your hands instead of flowing to others who need it? Where would you direct the energy that you receive from the competency of having many of millions? This is not about a negotiation with the universe that I will do good

when but about aligning our thinking of the future with the soul of who we are and operating from place of consciousness and love (Doing Business from Love n.p.).

Life lives in ebbs and flows just like nature or any organism in life, and when there is too much stored energy the organism feels compelled to expel it. In the moment often that excess wealth is spent on more things we do not need rather than letting it go to where it needs to go to truly let the new economy begin. We are not here to accumulate we are here to create and live our lives from there (Eisenstein 374-375). We will often have access to infinite abundance that goes way beyond what we need. Rather than storing it and making money off of money for the sake of it we must consider using that excess to fund the basic needs of others and then allow human potential or creativity to thrive and take us beyond where we are today. If we have more money than we can use then why not let someone else use it ? But not the way it is being done today. The original banking systems were created to help move money where it was needed this is what is calling to let resources and money flow more easily again on the planet (Eisenstein 380-382).

Money is like a micro-organism looking for a new way of life, a new way of being to follow the natural ebb and flow of life rather than the demands of more, more and more. It has played a role in weaving 7 billion humans together as a collective to get to this point of reality but what if there was more? More opportunity than downside as we perceive it in this mix? What if we could use this potential to allow humanity to transition through this state of consciousness rather than the what's in it for me but rather the whole of all (Eisenstein 87-88). "In a sacred economy it is what we do to share our wealth" that matters, not where we store it any longer (Sawaf/Gabrielle Part One).

## Discussion

Being an entrepreneur literally means to create something out of nothing. This is the gift business gives us. If we choose to do business from love all of this can be connected to the soul or higher states of consciousness and create an environment where everybody wins. As Block and Koestenbaum remind us, often a business can be a direct reflection of the state of our own consciousness simply by the feedback it provides. And as Pallotta, Sirolli and Salamon all point out our profit and non-profits organizations are showing that both systems could stand some help. The story around business is extremely skeptical. Man has manipulated and controlled through business and this energy is calling for change.

We have forgotten the role energy and prosperity play by parceling off making money and helping others into duality or separation consciousness. What is brought forth by Armbrust, Aymen/Gabrielle and Pallotta's work is how a business was meant to help people and help foster creativity and abundance for all.

We have been living for thousands of years in duality, fear and separation as Anielski, Eisenstein and others write about. So, it is no surprise that many of our organizations still reflect these states today. The invitation is to begin to do something different by founding organizations and businesses from love. We cannot just sit idly and assume others will do this for us we must choose to do this ourselves. As entrepreneurs and business owner's we have a choice to create business founded in love and now is the time to get this moving so we can set the stage for a more conscious loving future.

The history of business has created environments that are competitive, money driven and often life sucking, particularly in North America. As Pallotta reminds us the structures in North America have been founded on the faulty belief system that man is essentially greedy and immoral at heart. Much of these faulty belief systems are influencing where we are operating from today. Even non-profits and charities are being affected, all competing for a false sense of security that money and assets seem to provide.

“The word “charity” literally means love in Greek language” (Palotta 16) but we are not operating many of our organizations from love today. It is rare. Most are skewed by limitation, scarcity beliefs and patterns of accumulation and greed without us even knowing. This story is still playing out quite strongly in the collective and in the unconscious. As Eisenstein and Butterworth set out, the story of unworthiness and scarcity are still strong in the human mind and that story is still playing out in business even though we have created more amassed wealth than any time in history as illustrated in Appendix A and B.

Pallotta, Butterworth, Anielski and many others highlight that our systems are based on many faulty belief systems that are truly not what love is about. The belief of unworthiness is playing an integral part of story and so too is the lack of self-love. If we are going to build a strong future from love in business then the foundation of being unworthy must be addressed on all levels, especially the unworthiness inside of ourselves . This requires a deep love of self-first, as Team Love, Andrea Leigh and Pallotta remind us, otherwise the foundation is faulty and the resonance of being unworthy impacts everything in the business now and in the future. How can a system that is created on false belief systems actually help people past what we are

experiencing today if the organization itself is still steeped in lack and separation consciousness itself?

Block/Koestenbaum and Tolle remind us we are more-free than we think. We have choice whether we do this or not. Nobody else is going to do this for us. Faulty belief systems are not an excuse any longer, we cannot ignore our own states of consciousness. We are free will beings to our core founded in love as Ram Dass and Team Love remind us. If we remember and operate from this place of free will and inner knowing then this is what will impact others simply through resonance as Franckh and Lim point out.

Steele illustrates that even the most empowering ideas can still bring skepticism as people still believe they are being sold to. Transparency and open heartedness are required to go beyond where we are currently operating from today, otherwise we will be repeating the same thing over and over and creating the same thing for centuries if we do not start and act from this place of love right now.

How do we do this? As Butterworth, Sawaf, Gabrielle and Team Love all agree, by choosing to create our businesses from higher states of consciousness and love. Then we can impact economies and people by simply operating our businesses in this way. This influences the energy they are built upon and shifts the role business can play in the future. It is not as linear as we think. By shifting the resonance or energy of our organizations to one founded in love, this impacts everything. As one business begins to shift and create business from love this will impact others simply through resonance and causation. Like nature it finds a rhythm and it creates a ripple we have yet to understand.



Everything is energy as Alanna Freer reminds us. So, if we continue to create a business based on the patterns of greed, scarcity, lack and loss then that energy or pattern will perpetuate itself and we will continue to recreate the same thing. Getting to the root of worthiness and self-love is the key to moving the foundation forward so that we do not repeat more of the same.

Both Block and Koestenbaum and Michaels set out that now is the time to do this in the workplace, be a practical mystic as Doctor Masters suggests, and begin to bring consciousness into the workplace. We cannot ignore the resonance of our organizations any longer now that many of us have learned what we learned in the last few years. We cannot continue to separate ourselves into workshop and weekend retreats otherwise we are continuing to promote separation and duality in what we create in our own lives, for others and for humanity.

Salamon's entire book *Ramdass Ladder* explores the question does it matter where we are giving from? If everything is energy then where we giving and creating from does matter more significantly than we know. Using guilt, manipulation and control will no longer work. The consciousness from where we give and create from matters and love should be the dominant energy. It is the energy of love is what will bring great change. The resonance of unconditional love is what we are calling for to provide a stronger foundation for humanity to co-elevate as we move forward. The true art of business and consciousness must be anchored in a remembering of who we truly are, love, and this will take courage as Pallotta, Mackay/Sisodia set out. This requires us to come together to reflect and elevate one another not acting in separation any longer. This will not be achieved through one person but through a collective of people willing to take-action from love. By founding the future of business in that energy and letting it ripple out.

When we are founded in love creating ideas, as Johnson and Team Love suggests, then together we have way more potential than doing it alone.

But as Team Love and Anielski strongly point out, once we create an idea then we must let it go and allow the universe to orchestrate, let it flow, rather than putting it in a box like we often do. Letting go of what we think things should be, as both Butterworth, Sawaf/Gabrielle and Team Love agree, allows us to focus on creation from Source where all true ideas come from. We get excited about an idea and then try to put a template of controls around it. The requirement when we create is let go and let things flow where they need to go rather than trying to control them. Letting go and allowing things to flow is required otherwise as Block and Koestenbaum and Mackay and Sisodia remind us we are literally sucking the life right out of our organizations and its people. They die before they even start. We often then template our ideas and business into what the ego already knows and what others tell us they should be rather than following our own inner knowing, guidance, and higher states of consciousness to guide the way. If we let go and allow things to orchestrate than an organization can be guided from higher states of consciousness and love rather than dampening its potential through the limited thinking mind. One of the critical elements in creating a business from love is to allow the fluidity of the business to flow to help keep the resonance alive.

Most of our current structures are more about rigidity rather than fluidity like nature and energy. Just look at goal setting, budgeting, accounting and forecasting models they all try to fit everything into a box in order to “succeed”. Most people are still placing a business in a box or what they think a business should be instead of letting it flow and become what it wishes to be. By trying to control our businesses the way we do today, this actually goes against the laws of the

universe and the principles of energy, abundance and flow. It is time to unleash and let go of those systems to allow business to flow from love, as Fernanda and Team Love reminds us, as these structures are holding us and not allowing us to evolve past where we are at right now.

Businesses and any organization or workplace are a “human system” not separate from ourselves or even spirit. Everything in a business impacts people in ways we cannot always see it or are even willing to acknowledge at times . It is time to be aware more consciously of the energy we are creating our business from as what we are creating impacts literally everything in its wake. Love will be required to ensure that we do not create life sucking organizations any longer so we can begin to create life giving ones.

As we do this at home or as a nation we are doing this as a globe of humans working together on the deepest of levels. This is the metaphysics of business. Understanding that we are doing this together in both the physical and non-physical worlds creating more love and building from there as we accept more of who we are at our core. This will take time as we have had thousands of years of separation but as we do this the resonance will be felt for centuries. As Lim’s article suggests the resonance effect of anything especially the power of love affects millions and it does not require many of us to begin stepping in this direction for its effect to begin to shift things now and into the future.

The concept of “false bravado” or duality exists in many workplaces today as Block and Koestenbaum and the recent study done by PWC reveals. This goes hand in hand with the resonance of a business and the level of skepticism still existing today in the collective. Do you not think that people cannot feel the incoherence of an organization even if they are not used to asking about it? Intuition is much higher in the last few years as Team Love points out.

Therefore, the resonance of an organization can be felt by anyone if they choose to tap into it even if it is not right in front of them. Consciously or unconsciously it does not matter, the resonance of love will become a strong detection method for people as we move forward. People have learned a lot about inner knowing and intuition and the resonance of love is a calling. If we are presenting a false façade people feel it especially when we are lying to ourselves. Like duality consciousness, the gig is up and the invitation is to open up to integrity and alignment with love and let the rest of the faulty beliefs fall away.

The consciousness of the individual leading the organization matters as this affects all of its people and its creation. If we are not in alignment with self-love or love of self, then everything in the organization will reflect that and be impacted by the lack of self-love as well. Everything is energy, and as resonance theory shows us even an organization is a living organism. Since a business is a human system this resonance will be felt and will impact many things beyond what we can see with the mind. Michaels suggests the energy matters in an organization and if duality consciousness continues it will erode an organization completely. If the core foundation and resonance of an organization is anything but love it will attract more and the opposite is also true. This is love, the soul, the space Ram Dass and others speak about. This is who we truly are. The rest is the illusion.

This needs to start with leaders and through free will choice for ourselves and others in our organizations. This is not telling people how to behave but to be that resonance of love and let it ripple out into the quantum fields. We think we know the solutions for others and even have the audacity of thinking they need us. As Sirolli, Block/Koestenbaum and Tolle remind us free

will is required. The soul is love and it has choice and so do you. We are not here to control and drag people through this.

The root cause of all of this separation is lack of self-love. We are all souls created from love as Ram Dass reminds us. This is what the Calvinists did when they came to North America by dividing profit and charity work. They were separating an aspect of self that they thought was dirty into another compartment but the truth is we are all connected, we are not separate from love. If a person cannot love themselves then how can we possibly love anyone else and spread that love from there (Palotta 2-3) ?

As we realize more and more that we are not separate as we once believed we cannot possibly create organizations like we are today. As Eisenstein points out the spirit and material world are not separate so how can we continue to create from that place? Ram Dass would call this unconditional love and moving from the head to the heart and soul of who we are, acting from that place, driving our connections and our consciousness and businesses from the place of connection and co-elevation.

We cannot present and try to trick others into thinking we are doing business from love, people will know if this is not genuine. This is a way of life that is being called back into business in order for the tables to turn on the story of separation.

Coherence of love this is where we get our changes by setting this as the epicenter of it all when creating an organization. Block and Koestenbaum would suggest to see the evil in the world and face it but what if we could see it all as love and a coming back to that state?

History has taught us that goods are exchanged for money so it is no wonder we often instantly try to make money from our creations out of the gate. But when we focus on making

money we stop the flow of creation. We keep putting money first instead of second or even last. We have not learned yet to trust and let go and let love guide us each step of way so an organization can be an abundant loving environment for everyone in its wake.

Salamon and Pallota both demonstrate in their research that lavishness and money cannot solve our perceived problems but with balance and our hearts in the right place we can all choose to make a difference. Pallota suggests that if we untie the hands of nonprofits by allowing them to operate like a business this could make a difference. Eisenstein reminds us though, that money has solved lots of things and allowed us make many things in this world but if we are still basing our decisions on fear and scarcity then we are not just still perpetuating the same thing? If we can operate from higher states of consciousness then this goes much deeper when we can come from love. This means tuning into the energy of giving, receiving and energy flow. As Sawaf and Gabrielle remind us all things circle back around as energy, it goes where it needs to if we are able to consciously let go and let it flow.

As illustrated in Appendix B the baby boomers are a good example of accumulation and wealth as they have accumulated more wealth than in any other century on this planet. At the time of writing this paper there was approximately 2781 billionaires on the planet and the millennials have accumulated more wealth in the last few years than any generation before them (Appendix A and B). Steele quotes Warren Buffet in his book suggesting that if billionaires could give away half of their fortune and not live off of \$500 Million then there was a problem yet to be solved on the planet (Steele 176). We are missing something. This is not just about money. It is about love, letting go and then moving forward from that place to help us evolve past where we are right now.

Money and assets are energy, this includes houses, stocks and many other things in the material world as they are not separate from spirit. The energy wants to flow and not sit stagnantly in our environment. Nor make money for the sake of it any longer. As we move forward and set the intention to create business from love remember to look at the intention when you create and where you wish that energy to flow. What would you do with excess abundance and flow? Would you park it in a bank account and build assets or can you envision moving it where it can create more love on the planet?

When you look at the amounts of assets illustrated through the Appendix of this paper my question is what could we do with that stored potential if we all came from love? We are poised for success on so many levels storing some of the greatest abundance we have ever achieved like a squirrel on a rainy day. The question is when do we stop storing and hoarding our resources and when is enough to start letting them flow and go where they are needed? Mackey/Sisodia, Steele, Team Love and Eisenstein call for is to stop building wealth for the sake of it but rather creating and building from love. The concept of storing for a rainy day has to go. Everything is Energy; hence the concepts in business of profit and return on investment is energy and it is just stored potential. Not something to hoard and save for a rainy day but to allow and fuel change in the world where love and energy want to go. Eisenstein and Anielski agree that this becomes an economy that is not about investing but about what we do with our wealth that matters. In the end it is about focusing this energy of abundance and creativity and what will help make the world a better place. This takes intention, choice and action from love. There is no blue print for this. It will require collaboration and love to begin to move away from what we are currently experiencing.

## Conclusion

This paper wanted to come out like a story, to show where we have been as a human race. Asking how did we get here and where can we go if we choose to create business from love? This story is not about coming from a place of judgement but a place to start a conversation and get the energy moving towards love. Together we can make a choice to rewrite the story of business and impact the future of humanity to one that is founded in love through business. I know it to my core. At the time of completing this paper a soul known as Flor had crossed over. She loved business. Many wondered why did she all of a sudden leave as her vision was to help so many people? As I had a conversation about her passing I was reminded that what is the point in creating something to help others if we do not love ourselves? A business not founded in love of self is just a business. An organization founded in love of self and then love of others is everything. This is our gift to ourselves and the human race. It is why we come. We love to create. This is the world's greatest experiment. How many of us will it take to shift the consciousness and story around love in business ? Your guess is as good as mine but as each of us chooses from our own free will love ripples out well beyond the cosmos of our existence. Choose love. Choose love in business.



## Works Cited

Abraham Justin Paul and Anielski Mark. *An Economy of Love and Joy*. The Economics of Well-Being Podcast. Episode 100. June 23, 2022. Podcast Audio.

Anielski Mark. *The Charter of Love – The Foundations of a Civilization of Love*. February 26 2021. Pdf.

Armbrust Jennifer. *Proposals for the Feminine Economy*. Feminist Business School. Fourth Wave Publishing. 2020. Print.

Austin, Andrea Leigh. *Self-Love is the Key*. Masters of Metaphysical Science. University of Metaphysics. June 17, 2024. Pdf.

Baba Ram Dass and Marci Shimoff. *Unconditional Love*. May 19, 2014. Video.

Bailey Andrew Cameron and Marlow Connie Baxter - *The Trust Frequency – Ten Assumptions for a New Paradigm-The High Road to Happiness*. 2012 Cameron/Baxter Books. Print

Block Peter and Koestenbaum Peter. *Confronting our Freedom – Leading a Culture of chosen Accountability and Belonging*. John Wiley & Sons, Inc. 2023 Print.

Bogner Bonnie, Team Love. *Hope for Humanity Manuscript*. n.d. Pdf.

Butterworth, Eric. *Spiritual Economics – The Principles and Process of True Prosperity*. Unity Books. 2011. Print.

Blumberg, Mark. “Key Statistics on Canadas Charity and Non-Profit Sector 2023”. *Blumbergs Canadian Charity Law*. January 13, 2023. Web. July 2024.

Eisenstein Charles. *Sacred Economics – Money, Gift & Society in the Age of Transition*. North Atlantic Books. 2011. Print.

Franckh Pierre. *The DNA FIELD and the Law of Resonance - Creating reality through conscious thought*. Destiny Books. 2014. Print.

Freer Alannah. "Everything is Energy". *Unimed Living*. n.d. web. July 15 2024.

Hannah Daniel. "The Collective Consciousness; We are Leaves of the Same Tree". *Symbosity*. n.d. Web. July 21 2024.

Hood, Joseph and Paglinawan, Denise. "Canadian Households Are Worth More than \$1 million on average:How do you Stack Up?" *Financial Post*. July 31, 2024. Web. August 2024.

Ibarra, Fernanda. *The Unfolding of a Life Affirming Economy*. Money Morphosis Economic Videos. n.d. Video. June 2024.

Johnson Steven. *Where Good Ideas Come From*. TedGlobal. July 2010. Video.

Krasno Jeff and Eisenstein Charles. *The Story of Separation*. Commune Podcast. Feb 12, 2020. Audio.

Lim, Evelyn. "How to Jump Start a Change on Consciousness". *Evelyn Lim*. n.d. Web. July 2024.

Mackey John and Sisodia Raj. *Conscious Capitalism - Liberating the Heroic Spirit of Business*. Harvard Business School Publishing. 2013. Print.

Martin, Devon Sean. "The Countries with the Most Billionaires". *Forbes*. April 3, 2024. Web. May 2024.

Masters, Paul Leon. *Master's Degree Course*. 2 vols. Sedona, AZ: University of Sedona Publishing, 2012. PDF

Michaels Daphne. "Energetic Awareness in Business and the Future of Leadership". *Forbes*. April 13 2023. Web. July 2024.

Pallotta Dan. *Uncharitable – How Restraints Nonprofits Undermine Their Potential*. University Press of England. 2008. Print.

Rose Lily. “The Law of Resonance”. *Lily Rose*. n.d. Web. July 2024.

Salamon June. *Rambam’s Ladder*. Workman Publishing. New York. 2004. Print.

Sawaf, Ayman & Gabrielle Rowan. *Sacred Commerce: A Blueprint for a New Humanity*. EQ Enterprises. 2014. Kindle Book.

Sirolli Ernesto. *Ripples from Zambezi*. New Society Publishers. 1999. Print.

Steel, Richard. *Elevated Economics – How Conscious Consumers Will Fuel the Future of Business*. Fast Company Press New York. 2020. Print.

“Number of Foundations in the United States 2023”. *Statista*. August 20, 2024. Web. August 2024.

Team Love. Channelled by Bill Little.

- *Doing Business from Love*. 2024. Audio.
- *Self-Love and Worthiness*. September 7 2024. Audio.

*The Economics Book – Big Ideas Simply Explained*. Penguin Randomn House. 2018. Print.

Tolle, Eckhart. *Do We Really Have Free Will?* December 20, 2022. Video.

Trust: the new currency for business. *PWC*. n.d. Web. November 24, 2024

*Understanding the Law of Resonance*. Peter. Source

<https://www.elementalgracealliance.com/UNDERSTANDING%20THE%20LAW%20OF%20RESONANCE.pdf>. n.d. pdf.

Venditti, Bruno. “Charted: U.S. Wealth by Generation”. *Visual Capitalist*. June 27 2024. Web.

Current World Population. *WorldOMeter*. n.d. Web. 09 Sept. 2024.

## Appendix

This Appendix was created to remind us how abundant of a society we really are. Not for judgment or to perpetuate the us vs. “them” story. Simply to highlight the amount of wealth that does exist. It was also created to question when is enough for each of us before we start doing business differently? This is a personal decision but my intention was to help bring awareness to what are we amassing as a society. And question how as business owners can we begin to shift the consciousness around money and financial flow together from love?

### Appendix A

#### The Countries with the Most Billionaires by Sean Devon Martin

- There's more money around the world than ever before with now a record 2,781 people worth a record \$14.2 trillion covering 78 countries
- The U.S. remains the country with the most billionaire citizens with 813 who are collectively worth \$5.7 trillion
- China has the second most billionaires, with 406 worth \$1.3 trillion
- India saw a record 200 billionaires in 2024. In total, they are worth a collective \$954 billion, a more than 40% jump from \$675 billion last year.

### Appendix B

#### US Wealth by Generation by Bruno Venditti

- The wealth of the baby boomers increased 1692 % since 1990, now owning 52% of the wealth in the US alone

- The millennial generation have amassed more wealth since the pandemic and now own more wealth than any other generation in their 40's has ever before  
Canadian Wealth Statistics by Joseph Hood and Denise Paglinawan
- Canadian household wealth jumped to a new collective high of \$16.92 trillion in the first quarter of 2024
- More than 40 per cent over the past four years, driven largely by real estate and financial asset gains, especially through the pandemic period.
- Average household net worth in Canada hit \$1,009,483, up nearly 30 per cent from before the pandemic but at least 60 per cent of households are nowhere close to that threshold

### **Appendix C**

#### US Foundations and Charity Statistics

- In 1975 there were 21,877 foundations that existed with assets of \$30 Billion. By the year 2000 there were 56,582 foundations in the US with assets of 486 Billion. “The foundation world itself has become huge” (Salamon 15).
- As of 2023, there are 121,921 foundations that exist in the US with assets exceeding a trillion dollars (Statista n.p.)

#### Key Statistics for Canadian Charities by Mark Blumberg

- 86,000 registered charities in Canada and this does not include the large number of non-profits that do not report

- The GDP of Canada in 2020 was approximately 1.576 Trillion dollars, and expenditures of the registered charity sector alone (excluding the non-profits) are over \$281 billion then such expenditures are around 17% of that amount.
- The Canadian registered charity sector alone (not even including non-profits that are not charities) is bigger than the five largest following industries (as a percentage of GDP):

Real estate and rental and leasing	13.01%
Manufacturing	10.37%
Mining, quarrying, and oil and gas extraction	8.21%
Finance and insurance	7.06%
Construction	7.08%