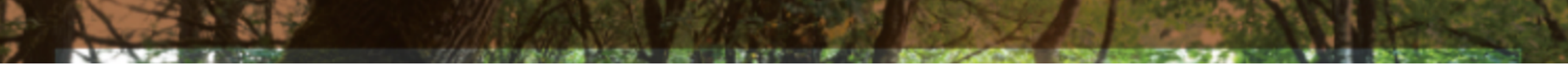


BAB: Resonance for Business

Business AlchemyTools and Insights for Shifting Times…

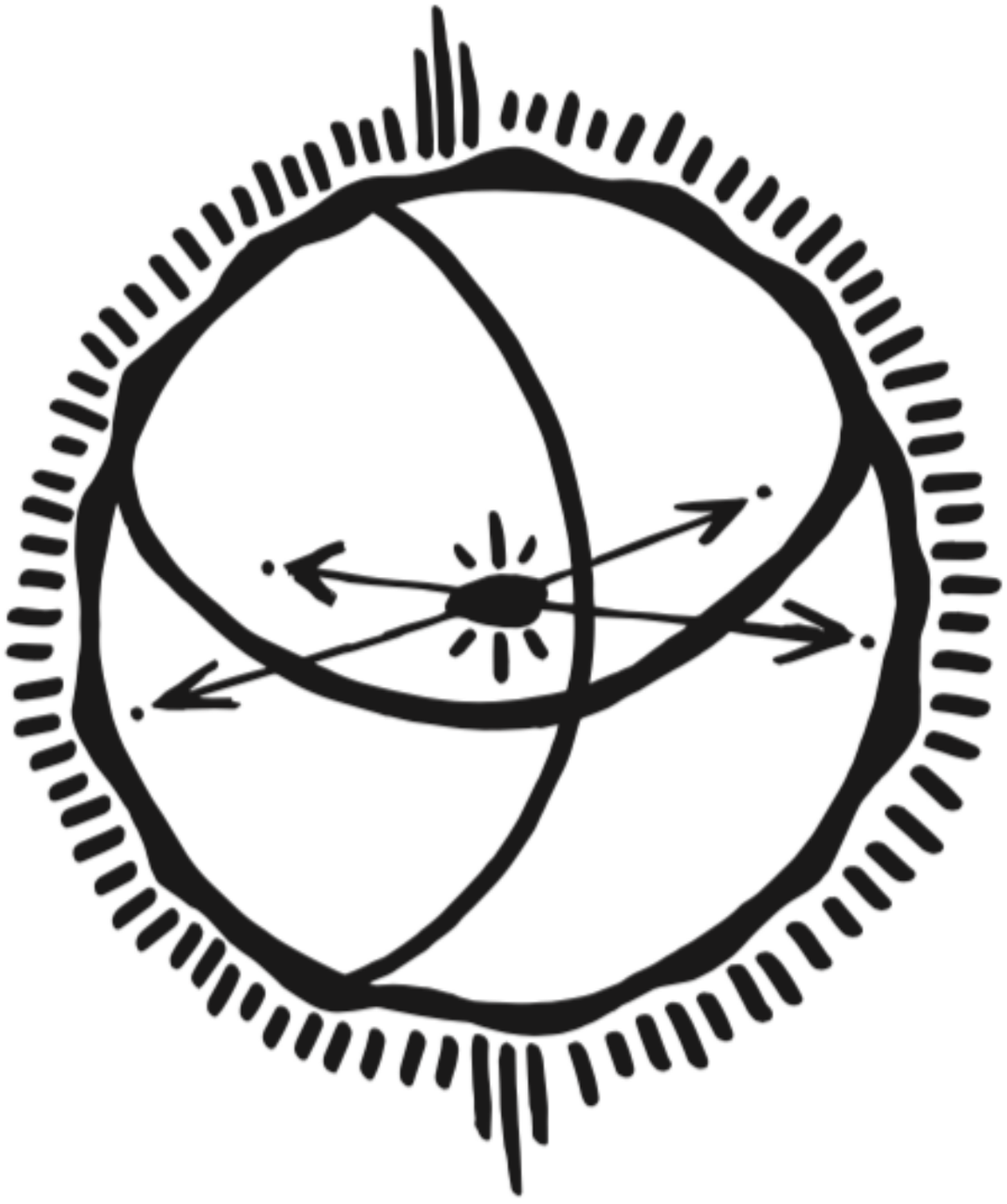


Resonance for Business

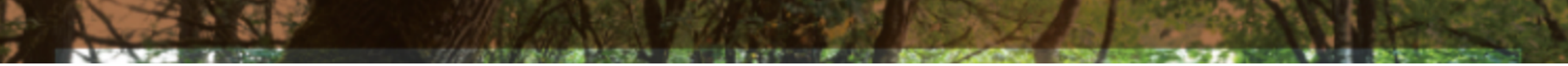
Tools and Insights for Shifting Times…

- **Today's Topic: Resonance for Business**
- **Bring minds together: ground and protect**
- **A pulse of the times**
  - **Shift**
  - **Innovation / Adaptation / Resilience / Revisioning**
  - **Especially note intersection of Time and Energy**
- **What we are going to cover:**
  - **How it bridges Self —-> Right Livelihood**
  - **Its importance as an energetic tool**
  - **Its importance as an awareness tool**
- **The myths, archetypes and more…**

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Bringing our Hearts and Minds Together



Resonance for Business

Tools and Insights for Shifting Times…

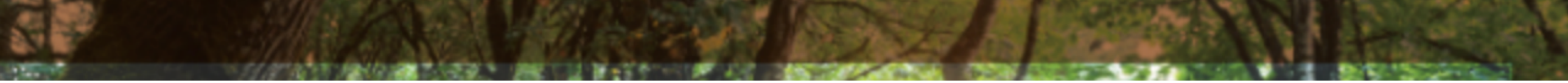
- **More from Corona**
  - **Time of Miracles closed**
  - **September “Breather”**
    - **Types of Breath Impacted**
    - **Numb, Haze, Frozen**
- **All three transformational levers - prep please**
    - **Health**
    - **Financial**
    - **Relationships**
- **Distraction and the REAL focus**
- **The time to prepare is now**
- **Let yourself be guided**
- **NOW - Resources:**
  - **Energy / Time / Money**

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What role does RESONANCE play in business?

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All About Resonance

1. Plays a role in most mystic path and business alchemy frameworks
2. Resonance is a transformation tool
3. Aspect of cocreation and manifestation
4. An outcome of aligned transformational levers
    1. Health, Heart, Prosperity
    2. Thriving, Resonant, Prosperous
5. You are already doing it
    1. What returns is the key
6. It’s all about awareness, iteration and intention
7. Because in truth - you really want it to be…
    1. Less draining…More aligned
    2. Less blind faith…More visible / tangible
    3. Less rote…More fullfilling
    4. Less push…More lucrative

The Story of this Framework

Resonance model ACAR was the first Mystic download…

- Intersection of strategy and intuition
- The first step in ME walking my own true resonance
- Still the number one topic I'm asked to speak on
- A framework that governs so many aspects of the Mystics Path and New Paradigm Business / Business Alchemy
  - Soul Purpose, Sacred Commerce, Legacy
  - Manifestation
  - Energetics
  - ROE - Return on Energy
  - Conceptualizes Myths and Archetypes that govern expression (Sysiphus and Danaus)
- IS a Transformation Framework

Resonance drives what you create… and what you receive BACK

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Thrive. Expand Connect.

Resonance Model

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Purpose. Passion. Prosperity.

Resonance or ACAR

Our resonance is the energetic or vibration we are putting out. It is the frequency at which we create - it therefore affects the frequency of what we attract. The process described here helps walk you through the key attributes that affect your resonance and helps you identify where you can refine your practice, presence or message to be in better alignment with your intentions and divine path.

ACAR is actually a formula



Basically, the idea is that how well you know yourself, how you project yourself and show up in the world, and how you align to your intention or audience directly impacts how you are received by the world.

What is “Resonance?” (aka ACAR Model)

Resonance is the energy of exchange - ROE

A+C+A = R

A = Authenticity —— —-> True to You

C = Congruent —— —-> True in front of them

A = Aligned —— —-> Knowing your context and audience

R = Resonance —— —-> What you attract is what you put out



Resonance drives what you receive BACK….

More on Resonance

- It's a transformation framework
- It's a methodology for #Shift
- It's a manifestation framework
- It's a way to conceptualize the subtle "energetics" of shift or transformation
- It IS your guide to your Return on Energy - what you put out and what you get returned
  - On burnout
  - On visibility
  - On feeling "realized" - on purpose / received / seen
- Key to "ease and grace"
- Pathway to "not settling"
- First tool in the tool box for
  - Anything new
  - Any recalibration

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Keys to Resonance

- Check your “masks”
- Look for what you “amputated” from your wheel
- Try the “all the folks in one room” litmus
- Practice “alignment” in all things (ex: Minds Together)
- Know the warning signs
  - Fragmentation
  - Holding back
  - ROE
    - Burnout, stress, def of “insanity”
  - Settling: Do not settle
- If at first you don’t suceed…calibrate, calibrate, calibrate again….

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The Energetics of Resonance

- When you are IN Resonance - full POTENTIAL
- When you are not
- What it *feels* like
- It's like that fourth quadrant of the Business Alchemy Matrix…(where Meaning and Money intersect)
  - "on path"
  - "meant to be"
  - "ease and grace"

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POTENTIALITY CYCLE

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The Energetics of Resonance

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New Paradigm Business

"Beyond the bottom line…"

(+)

Lucrative

Money
(Exchange)

Free

(-)

I **Lost** "Sold my soul" (CI & Depression / Anxiety)	IV **Aligned** Right Livelihood + Sacred Commerce "I'm on path" and "It's flowing" (Joy, Service, Purpose)
II **Stuck** "Nothing's Working" (despondant, heavy, hopeless)	III **Depleted** "I'm a (an over) giver" (martyr complex can surface & the endless money q's)

Rote

(-)

Meaning

Meaningful

(+)

Myth Busting:
~ Starving Artist
~ Starving Healer
~ Money isn't Sacred

Business Alchemy:
I: Intention
C: Container
C: Creation

Mystic Path:
MS: Community (Mystic)
Mastermind Circles:
Manifestation / Cocreation
Mastery: Alchemy (Leader)
Inner Rings…etc. (Priest/ess)

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The Energetics of Resonance

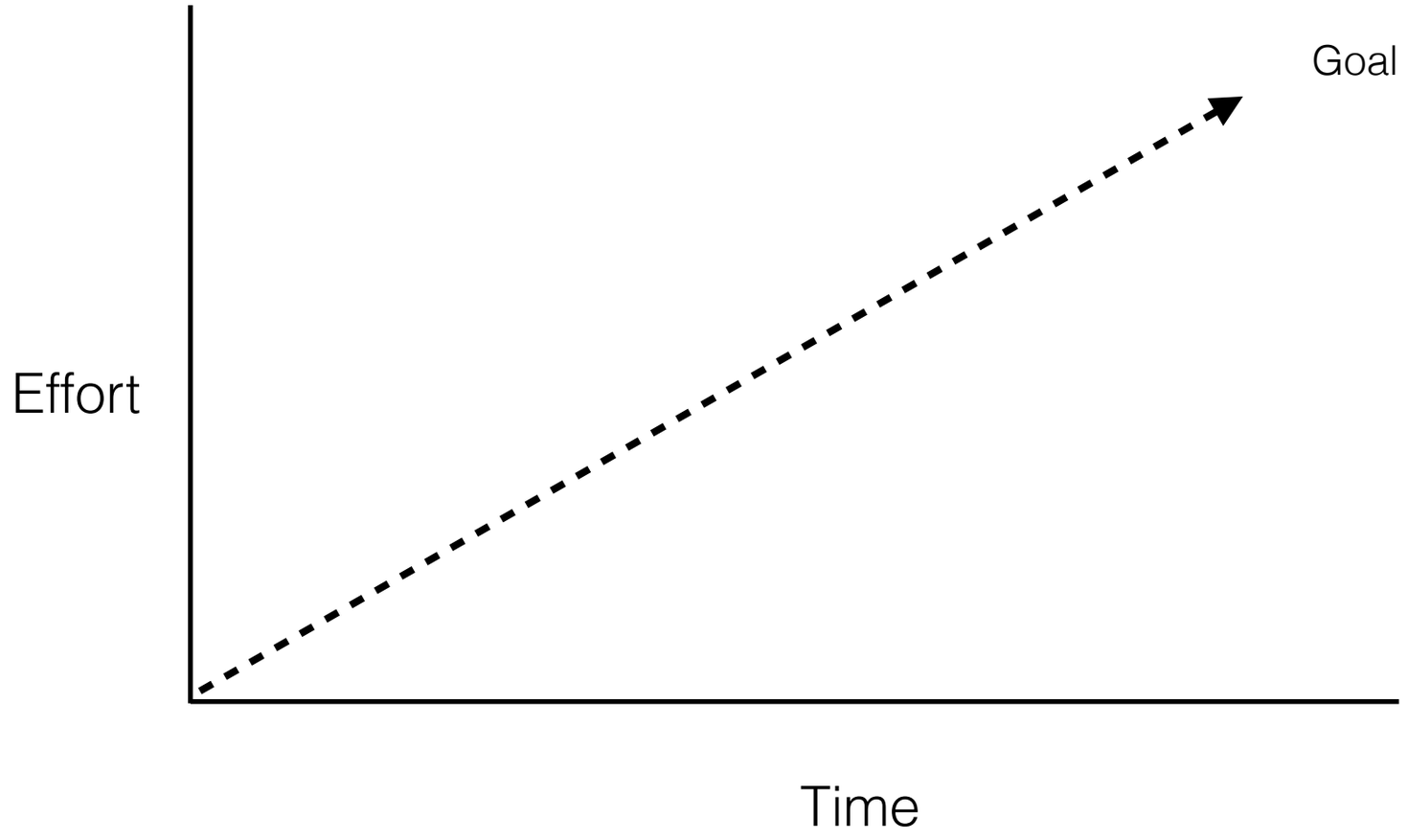
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Traditional Pathways to Potential



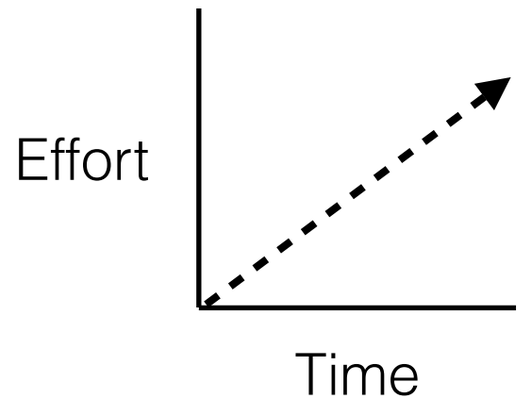
- **Conditioned beliefs**
- **Pursuit of "success"**
- **Pathway to "hustle" and burnout**
- **Tool of (toxic) capitalism**
- **Never doing / being "enough"**

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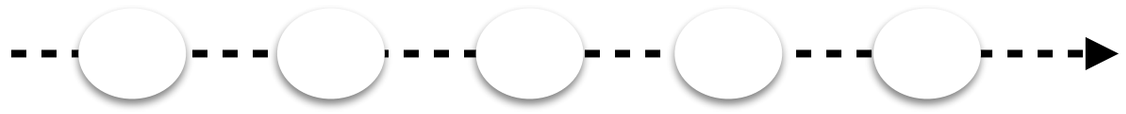
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Pathways to Potential

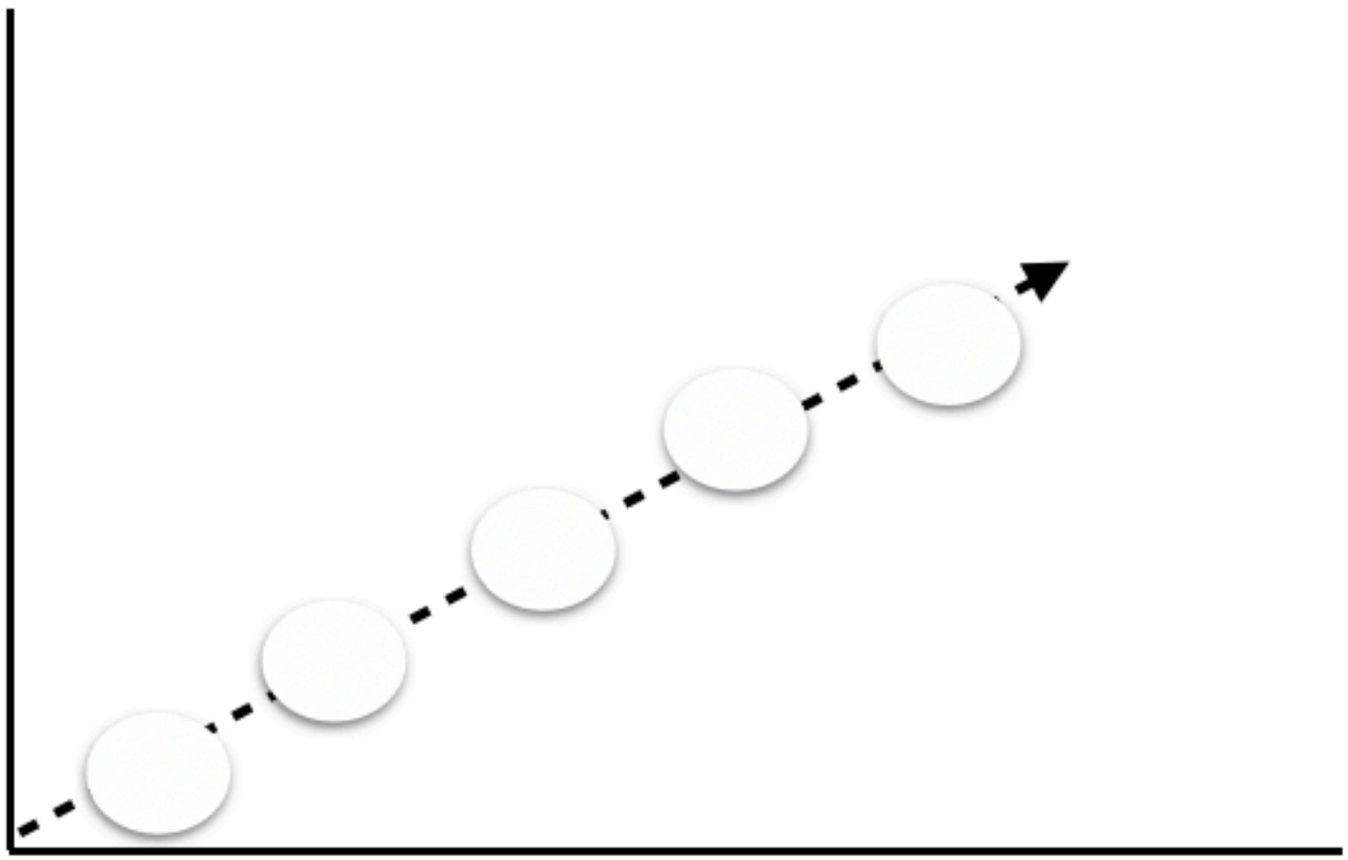


- **But the acutual experience is more linear**
- **Time Shifts**
  - **“Productivity” shifts**
- **Remember the nautilus**



Experience

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- Trust in the journey
- Trust in your containers
- Trust in your R.L.
  - SPP / SC / LL
- Trust in the nautlius
- Trust that this is in fact your time…

Practical Medicine of Resonance

1. Good Energetic Hygeine
2. Know your allies
    1. Lindsay's favorites
    2. Ground, Clear, Protect
    3. Heart protections
    4. Adrenal protections (adaptogenic)
    5. Crystal Allies
3. Your greatest resonance "wand"
    1. use it often
    2. remember it is all things: a wand (conjuring) and a mirror (reflecting) and a manifestation tool (intending)
4. Cultivate your intuitive knowing…

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Myths and Archetypes of Resonance

- **Patriarchy and Supremacy fuck with resonance**
  - **disinformation, obfuscation**
- **You stop trusting what you know**
- **Odin**
  - **Thought Discipline and Intuitive Knowing**
- **Sysiphus**
  - **The struggle - the push**
- **Daughters of Danaus**
  - **The story**
  - **The myth**
  - **The pattern**

how do we bust the myths that block resonance?

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Busting the Blocks in your Business

1. **Divine Feminine / Sacred Masculine balance in leadership**
2. **The Wheel instead of the Hierarchy**
3. **Self-care and cell-care**
4. **Reject the “hustle”**
5. **Refuse the glorification of “busy”**
6. **Do your..**
    1. **Energy work**
    2. **Grief work**
    3. **Trauma work**
7. **New Paradigm business**
    1. **Beyond the bottom line**
    2. **The 3 P’s (People, Planet and Purpose)**
8. **The answer is right before you!**

making these choices are radical acts of right livelihood

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You can do this...

to your Resonance!

To your Right Livelihood..

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Tips for accessing and activating your Resonance

- Understanding the framework
- Understanding subtle energies
- Redefining “success”
- Releasing old patterning
  - Childhood
  - “Other” influenced
  - Trauma formed
- Creating space for shift
- Walking the process - again and again….

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Keys to Resonance

- Check your “stories” myths and imprints
- Go with what wants to grow!
- Practice “alignment” in all things (ex: Minds Together)
- Again…know the warning signs
  - Fragmentation
  - Holding back
  - ROE
  - Burnout, stress, def of “insanity”
  - Do not settle
- If at first you don’t suceed…calibrate, calibrate, calibrate again….

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Don't forget, it's an iterative process.

Each layer and trip round the equation will bring new levels of self-awareness and congruency.

Here's to your Resonance!

Guiding Questions for ACAR

Focus on the first "A" Authenticity



AUTHENTICITY

What parts of "you" are the easiest to express and how are you bringing them forward in your business?

What parts of "you" are the hardest for you to express?

What are you afraid of?



CONGRUENCE

Focus on the first "C" Congruence

Once you have listed out the above "parts of you" that are not being fully expressed in your offerings, website or services - ask yourself...

Where am I holding back?

Why am I not showing up fully in this light? (usually there is hidden or not so hidden "fear" of _____ there)

How could I bring my "full" self forward in new (and bold and courageous!) ways? Look for ways that feel bold but fun, that stretch you but don't create unnecessary resistance in you.



Focus on the second "A" Alignment

Who am I really talking "to" right now in my business (audience, clients or future clients)?

Am I feeling fully aligned with those audiences? (i.e. they are 'picking up what you are putting down" and there is a flow of energy - either engagement, compensation or compliments)

How could I better align to them? Ask yourself, could I tweak my language? Could I show up in different places?

How can I better meet them where they are with my message? (In this case: them + authentic me = alignment)

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Guiding Questions for ACAR

Focus on the "R" = Resonance

And the litmus of all of this evaluation and inquiry is your "Resonance." When your Resonance is working you will notice thriving exchanges of energy. In business these come in the form of payments, or growth, or engagement. The experience is of the Universe giving back to you in accordance (or in excess! ;-) with the energy you are putting out. To gauge your Resonance ask yourself:



Where are you investing the most energy in your life, career, or business?

Are you seeing a ROE "Return On Energy" for that investment? (If not, revisit the A+C+A and challenge yourself to look deeper at "why" that is happening and where the disconnect can be addressed)

Are there areas of your life where you ARE seeing a lot of returns, (in the form of interest, recognition, reward, requests, revenue, bonuses, etc) and if so - how can you direct more energy to leveraging that flow and growing it's impact?

Note: Not all facets of our inner workings have to be represented in our businesses - but be aware that the often the piece that feels most edgy or scary is often the piece that will most reveal our true niche, our true voice and our true differentiation.

In Conclusion & Gratitude

- **Let you be you**
- **You have a robust toolbox**
- **You were made for these times**
- **Calendar our monthly Salons and Business Alchemy Breakouts**
- **Share and invite - “not on our watch”**
- **Remember Y.O.U.**
- **#together:**
  - **Sherrie@MysticsSociety.com - Emergency Sessions with Lindsay or MMI Mentor**
  - **Join and Engage in the Mystics Society**
  - **Daily prayers: bring it, share it, let’s do it…**

Thank you for joining us.

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