

Mind Matrix Wellness Studio Presents WeCare NEWSLTR

Volume 1, Issue 4: October 2020

DOES KINDNESS IMPACT THE BALANCE SHEET?

A lot of us believe in the Go Giver philosophy.

In a world that is still predominantly transactional, it raises the question whether giving, kindness, empathy and compassion have any positive impact on the balance sheet.

While the authors of the Go Givers series of books believe so and have illustrated a number of examples in their book 'Go Givers Sell More', I want to highlight two stories here that have personally touched me a lot.

The central characters in both these stories went on to become my role models, precisely because of what they did – challenged their own industry norms and status quo on behalf of underserved customers and in the process went onto attract unheard of numbers in return and production.



Rajgopalan S. Sreekumar
Certified Strengths Coach,
NLP Master Coach,
Appreciative Inquiry Practitioner

In the first story, Bill Bartmann who recovered from paralysis waist below, went onto become a consumer lawyer, started a firm that bought bad personal loans from banks and then set onto creating helpful terms with the debtors in such a way that they could pay off the loans in an affordable and sustainable manner. Of course, he also amortized the debts he bought from banks in a smart way.

His company Commercial Financial Services went onto help 4.5 million debtors in the USA to pay off 15 billion US dollars in debt.

His secret?

He moved away from hiring traditional debt collectors who were conditioned in strong arm tactics of the industry and went onto hire customer care professionals who had care and empathy in them.

In his second stint with CFS II, he incentivized his staff for the number of free services they could offer to people in debt such as writing their CVs, fixing job interviews for them, arranging housing and other such needs.

His logic was simple: people will pay when they have the means to pay, so help them acquire those means rather than pushing them further into debt.

How did CFS II fare in comparison to its competitors? It made 200% more money; by being nice.

So much so that two years before he died in 2016, Bill Bartmann was nominated for the Nobel peace prize!

The second story starts in mid December 1995 when a devastating fire destroyed the Malden Mills factory in Lawrence, Massachusetts, that manufactured specialty fabric called Polartec.

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Instead of retiring with the 300 million dollars of insurance money or moving abroad in search of cheaper labour, the third-generation owner, Mr. Aaron Feuerstein, decided to rebuild his factory from scratch and did two remarkable things.

Firstly, he paid a total of 25 million dollars in salary to all his employees even as the factory was being rebuilt. He also extended their health cover.

Secondly, sensing the winds of globalization and the eventual realities it would bring, he also sponsored thousands of his employees to enroll for nationally recognized certified vocational training courses that had trans-industry relevance, such that after their certification they could get jobs anywhere.

Interestingly, two things happened when the factory reopened a year later. Even those who had certifications that would have enabled them to find jobs in any other industry, decided to wait for openings at Malden Mills even as it could not take about 400 out of the earlier 3000 odd employees.

Secondly, the post-fire production went up from a pre-fire production of 1,30,000 yards per week to 2,30,000 yards per week – a jump of 76.9%!

Both these stories are also great illustrations of the infinite game theory where instead of working to outrun just your competitors, you are looking at advancement of humanity as a whole.

Wishing everyone light, wisdom and the expansion they bring!

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Sohum.



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WeCare MasterClass Schedule for October, 2020

WeCare MasterClass – Online LIVE Workshops	Dates and Timings	ICTA Empanelled Master Coaches/Trainers	To know more, and Registration Link
Transformational Timeline Workshop	Oct 17 th – 19 th (2:00PM – 6:00PM)	Ganesh Srinivasan	http://www.icta-asia.com/timeline-transformation/
Jump-Start Your Business	Oct 17 th (9:00AM – 12:00 noon)	Smriti Goswami	http://www.icta-asia.com/jump-start-your-business/
Transactional Analysis (Foundation Course)	Oct 15 th – 18 th (6:00PM – 09:00PM)	Pratima Jadon	http://www.icta-asia.com/transactional-analysis/
NLP for Business Leaders and Corporate Professionals	Oct 24 th - 25 th (2:00PM to 6:00PM)	Radhika Singh	http://www.icta-asia.com/nlp-for-businesses-professional/

WeCare Meetup Recordings

Please click on the below link to access all previous recordings of our WeCare Monthly Meetups

https://drive.google.com/drive/u/2/folders/1GyQBFSxWs6_Y9ynEdcHqVtH58g64MD1



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GETTING YOU OUT OF YOUR OWN WAY

Author: Smriti Goswami

The most successful people on earth all agree that the key to getting what you want, has nothing to do with the world around you. Instead, success has everything to do with the world within you. It is your internal circumstances, not your external ones, that determines what shape your life will take. Once you have taken ownership of this fact, or in other words, ownership of your own life, the whole world will look different to you. You will see opportunities where you once saw obstacles, and you will see the good in situations where you used to see only the bad. Ownership of your life is a critical key for you to accept and obtain and to get out of your own way.

Some questions you could ask yourself, that would help you take ownership of your life and business:

- Q.** What judgements do you have of yourself that are:
- Keeping you from creating your own reality beyond this reality?
 - Keeping you from getting bigger and greater?
 - Keeping you where you are?
 - Keeping you from creating, from a mind space of mediocrity?

Q. How can I use this information/business to create money?

Q. How many ways can I create other revenue streams? Use what you have to create a future and revenue streams!

CLEAR SELF-LIMITING BELIEFS

All people have self-limiting beliefs. The challenge is to realize that these beliefs are self-imposed; therefore, they can be self-removed also. With the understanding that we get in our own way, and with the faith in our ability to remove our self-imposed obstacles, we will then have the required foundation upon which we can stack up new skills, abilities, and knowledge. We must come to the point where we realize that, if others can achieve a particular goal, then "Why not me?"

DISCIPLINE: Understanding the role played by discipline in your success

When does the need to discipline come in?

- When I don't trust myself
- When I don't honour myself
- When I am not committed to myself
- When you are not interested in achieving something, you will find excuses for not doing what it takes to achieve it.
- When you are committed there will be no excuses.
- You will do what it takes.
- And then no discipline is required.

So everywhere you are judging yourself as being undisciplined and not acknowledging that you are not interested. It's ok not to be committed. But then just acknowledge it that you are not committed. Till you become committed, don't judge yourself.



Smriti Goswami -
Business Mentor and Certified
Facilitator of Access Consciousness

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And even when committed, there will be days, you will slip. Be kind. Take a look at everywhere you are judging yourself for not having created and actualized the desired changes instantly. And ask, if I wasn't busy judging myself, what other possibilities could I have received and created?

Q. Ask what is required here to actualize my ask at the speed of space?

- What could I be or do?
- What choices could I make that I have never considered before?
- What can I do different?

Q. What can I create today that will actualize more?

- How can I be the energy of fun and play today, that will actualize more than I ever imagined possible?

Q. Business - What contribution can I be to you?

- Money - what contribution can I be to you?
- And what contribution can I be to receiving you? And what contribution can I receive from you?

Q. If I were actualizing my business from play/fun, what would I choose?

NO MORE SELF-VICTIMISATION

When things go wrong or our lives fail to meet our expectations, it is natural to try to find someone to blame. The last person we want to point fingers at, is ourselves. I've found that laying blame does nothing more than validate excuses and allows the unfortunate to fall into the "victim rut". If the keys to success and failure aren't the influential people who helped mould us into adults, then what are they? What makes some people succeed in living a happy life and others condemned to a life devoid of accomplishments and validation?

MAKING POWERFUL CHOICES WITH CONFIDENCE

All people have self-made walls in their minds that limit their potential (paradigms). Successful people have simply learned how to take down most of the walls hindering their success, whereas most other people leave the walls standing. These walls keep our potential and our success at bay. Understanding that it is YOU who is holding yourself back, not your spouse, the job market, your boss, your parents, or any other external influence, is a huge accomplishment. If you give yourself permission to succeed and allow abundance to flow into your life, it will. With each self-imposed obstacle removed, your life will move forward at an ever-increasing rate of speed.

Q. If money were not significant, how much freedom would that give you?

- How much more choice?
- How much lighter and happier would you feel in all aspects of life?

Q. What if you started today with creating every part of your life as a joyful celebration?

You just have to remove the self-imposed barriers that we all have.

"True extrapolation is using the infinite sources of all possibilities to generate and actualize a reality in which everything works for you with ease." - **Gary Douglas**

"Definition of insanity: To keep doing the same thing over and over again, then expect a different result."

- **Albert Einstein**

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TRUSTING YOURSELF

"As long as you are going to be thinking anyway, think big!"

People tend to place limits on themselves based on their confidence levels. It is impossible to achieve more than what you believe you deserve. The more you believe is possible, the more becomes possible.

Trusting yourself and having faith in your own potential is the foundation upon which all else is built.

Q. "What future am I aware of that I can use to actualize a greater BUSINESS than before?"

"What awareness can I use that will expand this?"

HAVE FAITH IN YOUR TALENTS, CAPACITIES & ABILITIES

- What are your talents? Everyone has them, yet not everyone is fully aware of them.
- We can all elevate ourselves, and the most rewarding way to do so is by discovering and utilizing our talents.

ACKNOWLEDGING YOUR BRILLIANCE, POWER & POTENCIES

- What is your Power & Potencies?
- If you know what they are, then— what are you waiting for?
- If you are waiting for courage, you will find it by continuing to educate yourself through books or courses.
- The more you grow, the more confident you will feel. Instead of waiting for courage, you can just go by faith that things will work out, and jump NOW.
- The courage and confidence will come later. Just act, take a deep breath, and jump!

EMPOWERING YOU TO BE & LIVE A GREATER LIFE

"It takes a lot of courage to release the familiar and seemingly secure, to embrace the new. There is more security in the adventurous and exciting, for in movement there is life, and in change there is power."

- Alan Cohen



Get Out of
Your Own Way

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COACHING EXPERIENCES

Author: Latha Iyer

I discovered my personal purpose is of being healed and healing, of growing and enabling growth - and I have found the route and path to this through coaching. Coaching provides just that - of co-creating change with the client; of dancing with the client - like ICF calls it, mirroring for the client their sub-conscious, unconscious ways of thinking, doing, being and enabling empowering choices there.

Where I found myself thriving and being inspired as a coach - has been with professionals, corporate leaders, entrepreneurs, who are feeling 'stuck' in their choices, assumptions, beliefs, patterns- some that are conscious, some which they are unaware of -

- Many may already be successful, but can't visualise what their way ahead looks like
- Some are mid-career experiencing changes in their roles and organisational expectations
- Some have grown and then slid, are re-building their careers
- Some are procrastinating on a big dream
- Some may be suffering from what we call the 'imposter syndrome' - putting on a brave front in the outside world and feeling drained within



Latha Iyer

Growth and Transformation Coach-
Life, Leadership, Careers

As a coach, I see my role as that of:

1. Enabling self-discovery
2. Acceptance of 'flaws' as gifts that guide them towards their unique journey and discovering
3. Validating what really motivates them, drives them so that
4. They make more resourceful and empowered choices for their life

I am drawn to share a couple of client stories to illustrate what I do:

1. An expat coach from outside India reached out to me to work on her professional offerings - She had an exposure to multiple countries and had trained and established herself as an expat coach. When I met her, she was looking to add a couple of more services as a consultant, trainer in global leadership and diversity management in corporates. She was looking to create a synergistic offering, and create an outreach and implementation plan. Some of her challenges as she brought up were that while she was coming up with many ideas, they needed consolidation and planning; and for this she needed to experience calm and feel less stressed, which she was struggling with and feeling stuck. She described herself as someone who had been a workaholic, determined to succeed, who set very high standards for people, and was prone to get disappointed with others easily.

As she opened up, she spoke about what she described as a difficult, lonely, insecure childhood, needing her to take up responsibilities early on in life. She had a history of a chronic illness called endometriosis, which would put her out of action for days together in a month. Endometriosis as we know it, in terms of the mind-body connection can be linked to old limiting beliefs that can create disappointment, frustration over lack of support or rejection from others. It could also mean rejecting the feminine part of you. And one question useful to ask here is 'How are you valuing and honoring yourself as a person, as a woman?'

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Over the course of our sessions, our work involved:

- Helping her clear and heal unresolved feelings and beliefs about herself and her identity as a daughter, as a woman, as a person, and as a professional.
- Enabling her to experience the inner calm, feeling lighter, acknowledging her need for and creating more work-life balance.
- Exploring the space of trust and excellence, that would help her delegate more and allow her to let go of some responsibilities.

With a renewed focus, she found herself structuring her plans with more clarity of what she wanted to create in her life and business. A very pleasant bonus of this calmer, relaxed state was when she found herself pregnant and it was indeed with great joy that she announced this in one of our later sessions. She incorporated this new development into her business planning. Today, she is a very successful Coach, Consultant and public speaker.

2. As we know, COVID-19 has certainly hit hard on many people's careers, businesses and financial stability. As part of a group of coaches offering pro-bono coaching to people facing hardships, I met my client, this lady in her late 40s, who has worked in the travel industry for a major part of her career - first as an employee and for the last few of years running a franchise of a big company. With travel virtually having come to a standstill, she found herself with hardly any income to talk about. She approached our group seeking out ideas for her future. She came across as a stoic, conscientious, compliant woman and is also a single mother of 2 teenage children, having lost her husband a couple of years back to an illness. She was keen in intent, showed openness to work on herself, but something seemed to be holding herself back from taking concrete action. One was of course need for clarity of direction, but was there more to it? What came up was a history of physical and emotional abuse by the husband for the more than 15-16 years that they had been married. She had borne it for the sake of the children, and now though he was gone, there was a pattern of passive, resigned approach to things that was perhaps now stopping her to move ahead?

Our coaching sessions focussed:

- On enabling her to release the anger, nurture herself with much clearer perspective and self-expression
- Helping her embrace her strengths, her skills, her experiences and what she really valued – here, I used career assessment tools and the enneagram
- Planning and reviewing her financial goals and career options for her

I am happy to report that she has started a new career as a self-employed Virtual office manager with 3 clients already in her kitty, in a space of two months. Her testimonial said the coaching has given her confidence, peace of mind and new direction and hope.

So, what is it that I commit to when I coach, for my clients?

1. Boosting and renewing life potential;
2. Accelerating growth and success.

And one of the key pieces to doing this to help the clients see with clarity, their motivators, what really drives, what is the fuel that they seek to not just keep the engine of life running, but in top condition. For as it is said, 'When you find your WHY, you find your WAY'.

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Here I would recommend the enneagram as a great tool to help your clients understand their core motivations, defence mechanisms and fears that often lie in the unconscious and deep-rooted layers of our personality structure, thus aiding deep coaching. In business contexts, organisations are using the enneagram as it can provide insights into workplace interpersonal dynamics and leadership styles. My research tells me that some organisations are also using it to complement tools like the DISC or the MBTI to great results. I have personally found the enneagram to provide many layered inputs and also find the understanding of vertical development that the enneagram provides to be powerful and a great resource for anyone who is on the path of self-development.



coaching

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"YOU ARE THE SKY. EVERYTHING ELSE IS JUST THE WEATHER." Author: - Radhika Singh

In the run up to the Masterclass on 10X Growth Mindset for Business leaders/owners, I am reminded of Coachees and Clients that have undergone transformations at different points in their careers. One bright young lady transitioning from a Consulting career to an international role in an MNC – so the variables included a new country, new company, new role and balancing the family dynamic through the relocation. The challenges were many including a ton of self-doubt, being an individual versus group player and task versus relationship focus. Over 12-18 months, we worked through her issues and she took centre stage with a larger role, was a TEDx speaker and fulfilled her dream of being on stage at a beauty pageant and managing to do dance classes, besides improving her people dynamic and being a mindful parent. The point is when we are able to pull together the different energies that make us up – physical, mental, emotional and spiritual – we are ready to undergo change and transformations at a deep personal level. These improve our ability to function in our daily lives, personal and professional, and be in a constant state of outer growth yet inner stability. And it is this basic understanding that forms the crux of my Coaching Practice for senior business leaders and young entrepreneurs.

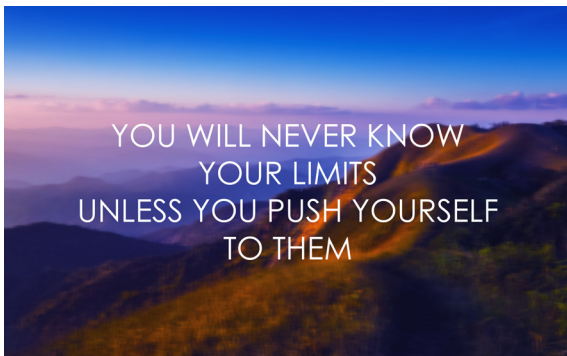


Radhika Singh
Executive Leadership Coach

The mission of my practice over the years has been driven by different beliefs and in its current state is imbibed from three personal beliefs.

1. WE ARE ALL CONNECTED IN OUR CONSCIOUSNESS. I leverage this to create a safe space for you to reach out to the Universe and all those in it.
2. WE ARE "PURE POTENTIAL". That way I assist to shine the light on you to actualize this potential and ask you tough questions to help you focus.
3. WE HAVE ALL THE COURAGE AND WILL TO MOVE TOWARDS OUR GOAL INSIDE US. As a Business and Executive Leadership Coach, I hold the mirror up to show you your best self. With these in mind, we create purposeful goals to build your 10X growth mindset and achieve them in a measurable way.

Radhika is an ICF certified Brain-Based Coach specialized in Executive Leadership Coaching, ICTA certified NLP Master Coach, Certified ACT Lead Consultant (USA) DMIT certified and Early Career Mentor for business and entrepreneurs, with over 25 years of global experience.



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WeCare....coz we truly do!

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