

LES PRICE



7 Visionary Steps
for Creating a
Purpose-Driven
Business that Thrives

AWAKENING
the
heart of
BUSINESS

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PRAISE FOR AWAKENING THE HEART OF BUSINESS

“We live in a world where conventional views on doing business are being challenged and rightly so. Les Price has written a book that illustrates and reinforces the philosophy for doing business today. It is highly relevant, wonderfully written and hugely helpful. Use this book to find the heart in your own business.”

Andrew Griffiths, Australia’s #1 Small Business Author

“*Awakening the Heart of Business* is filled with incredible insights, stories and wisdom to help any purpose-driven business owner realise their potential. Within its pages you will find a simple, yet powerful pathway for creating greater success with grace, ease and lightness.”

**Dale Beaumont, Founder and CEO of Business Blueprint,
Best Selling Author of the ‘*Secrets Exposed*’ Series**

“Your business transformation begins with the powerful decision to live your soul’s purpose in the highest possible way. In *Awakening the Heart of Business* Les Price shows you how to do that in his heart-centred approach to accelerate your growth, create greater levels of wealth and expand your impact in the world.”

**Christine Kloser,
Founder of the Transformational Author Experience®
and Author of *The Freedom Formula* and *A Daily Dose of Love***

“If you’ve ever dreamed of growing a heart-centred business that makes a significant difference in the world, then you’ll love this book.”

**Inna Segal, Founder of Visionary Intuitive Healing®,
Best-Selling Author of *The Secret Language of Your Body***

“*Awakening the Heart of Business* is a must have resource for any business owner or leader who has a big heart, a big vision and who wants to make a bigger impact in the world.”

**Ailsa Page, Managing Director of AP Marketing Works
Author of *Marketing on a Shoe String* and
*The Year I Owned a Wineshop***

Dedication

This book is dedicated to the many heart-centred business owners, spirited leaders and enlightened entrepreneurs around the globe who understand that the time has come to stand in your greatest light, to do your highest work, and to make a lasting and significant difference in the world.

May your path be filled with joy as you discover the greatness that has always been present within your soul, and may you find within these pages the courage and inspiration to fulfil your highest destiny on Earth.

Opening Invocation

There is a seed of destiny within every soul that awaits the perfect moment to sprout. Just as the acorn craves to one day become a majestic oak, your presence and spirit also long to experience the fulfilment of their purpose and plan on Earth.

It is here in the midst of 'tension' between the known and the unknown that you find your path towards unleashing your highest and greatest potential. It is here that you discover the inner calling of your soul that will beckon you to walk your own path – a path of greater fulfilment, freedom and significance.

Ever-present, this purpose waits for the hero to seek it out, to call its name and nurture it into existence. At its heart is the 'call of greatness' and the promise of a destiny that can be defined without limits.

This is the Purpose-Driven Leader's journey – a journey into the source of infinite possibility.

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Introduction

To be successful, you have to have your heart in your business and your business in your heart.

*THOMAS J. WATSON
Past Chairman and CEO of IBM*

What is the deep inner calling within your heart that is waiting to unfold? What great vision lies dormant within your being that is searching for the right moment to unleash its highest potential? Who would you truly be if you surrendered all your fear and set your sights on realising your highest destiny in this lifetime?

As a transformational coach, healer and mentor, these very questions have been at the heart of hundreds of client conversations that I've had the privileged of facilitating over the last twenty-five years. During that time, what I've realised is that there is a deep part within every person that is seeking a life of more – a life filled with more meaning and purpose, where we get to do the work that we love, make a greater difference in the world, and at some level fulfil our 'true purpose' or destiny on Earth.

However, if this deep, inner coding for a life of greatness is within everyone, why is it that so many people seem to struggle in life

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and business? Why is it that fewer than five per cent of the world's population will ever create some level of financial freedom or vitality? And that even fewer will ever find the courage and the confidence to fully pursue their highest work and sing their greatest life song?

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Whether we realise it or not, our world is in the midst of a major, transformational shift in consciousness. While the advent of the industrial and information ages may have provided us with higher standards of living, greater material wealth and technological innovation, the question still remains: Has any of this progression left us feeling happier, more fulfilled and more at peace than before?

Heather McCloskey Beck, author of *Take the Leap*, puts it this way: “We are living in times of great transition, both within our world and within our own lives. We know that the old ways are no longer working for us, and yet we find ourselves suspended somewhere between where we once were and where we’re going.”

In this chaos, we are now witnessing one of the most unprecedented shifts in humanity's history, with more and more people leaving the workforce to pursue their own path, create their own ventures, and bring their personal self-expression and value to the world. Often feeling frustrated, unfulfilled or unrewarded in their careers, they are now seeking out their ‘second calling’ in life – the fulfilment of their soul's desire to do the work that they love, in alignment with their highest values and in a way that makes a greater difference and impact in the world.

There has never been a better time for heart-centred, conscious business owners and leaders to share their best work with the world.

The exciting news is that if you are reading this book, then you are already part of this global movement of transformational leaders. In fact, I believe that there has never been a better time for heart-

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centred, conscious business owners and leaders to get their message out into the world. For, deep within your own being, there is likely a voice that inspires you to do more, be more and share more in your world. And that's exactly why *Awakening the Heart of Business* has been written – to help people like yourself find your authentic message, embrace your highest work and leave your mark on the world.

The Need for a New Way of Being

In many ways, this book has been born out of the frustrations, challenges and problems that many of my coaching clients have presented me with over the years, especially as they have tried to grow and expand their own visionary ventures. It is also the result of my own personal journey, which saw me leave the safety and security of the corporate world to follow my own inner calling and create a thriving business that empowers, enlightens and inspires people and organisations to be the best that they can be.

What I have discovered along this journey is that the path of the 'Purpose-Driven Leader' is not always an easy one. In fact, it can often be quite challenging as we search for ways to share our essence and our heart's message in a way that makes a greater impact in our world. It is often a transformational path that will lead us to stretch beyond the comfort of what we have known, in order to discover who we were really created to be. And it will keep pushing, prodding and encouraging us to adopt a new way of being in our lives. But until we are ready to listen, to fully commit and take up the baton that we were destined to hold, we will continue to experience moments of pain, resistance and frustration.

The Five Problems Confronting Every Purpose-Driven Business

So this book was written to address five core problems that every heart-centred business owner and visionary experiences at some point on their path. Often, just shifting one of these beliefs or patterns has

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the power to release greater energy, focus and flow into your life and business.

1. Business owners can often become disconnected from the intuitive guidance of their own heart and soul. Therefore, they doubt themselves and procrastinate, rather than finding their true flow and the freedom to create and manifest their goals with ease.
2. They unconsciously and consciously settle for the safety and certainty of their current results, and in doing so set themselves up to play a smaller game, when they were really created to play big.
3. They fall into the trap of believing either that what they have to share is not good enough or that they themselves are unworthy. Therefore, they simply don't allow themselves to receive the grace, rewards and blessings that others seem to attract.
4. They have often been conditioned to believe that success means hard work. This simple belief sets them up to experience greater levels of struggle and hardship, when they could actually choose a simpler path.
5. They choose to see themselves from a limited perspective, and one that often compares them to others, instead of embracing the courage and resilience to move beyond the boundary conditions of their own thinking.

We desperately need a new approach that goes beyond changing mindset and belief, and instead awakens the great, intuitive intelligence of our heart.

This is why we need to embrace a new way of being. Not just simply by shifting our mindset and beliefs, but by learning how to awaken our heart's great, intuitive intelligence, and then directing that energy with intention towards our soul's highest purpose and dreams. When we activate this level of energy and potential, we become fully alive,

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our lives take on new meaning and purpose, and we find ourselves catapulted into the destiny that we alone choose to fulfil.

Our world needs a new generation of leaders that are ready and willing to bring heart and soul to their mission. Who know deep within that they came here for a special purpose, and that now is the time to step beyond mere success, and realise their greatness.

The Seven Visionary Steps for Creating a Purpose-Driven Business that Thrives

In his book *The Hero with a Thousand Faces*, American mythological researcher Joseph Campbell defined a series of stages or phases that every hero and heroine experiences as they set forth in search of their 'holy grail' or 'higher quest'. In many ways, the path of the visionary creator follows a similar pathway of self-reflection, growth, learning, action and reward.

Therefore, this book has been organised into seven visionary steps that will help you navigate the path from where you are now to creating a purpose-driven business that thrives.

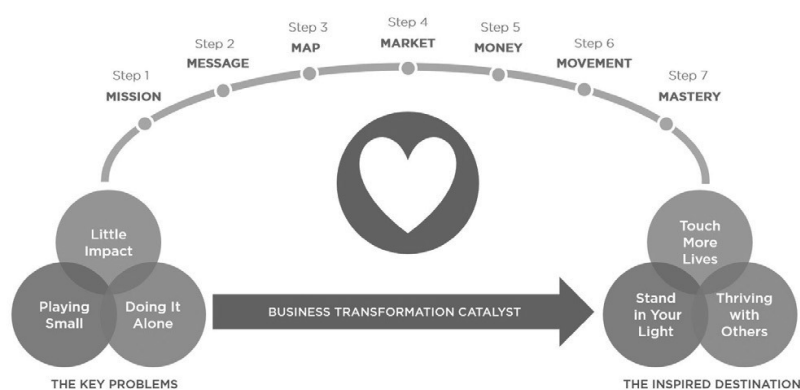


Figure 1 - Awakening the Heart of Business Transformation Catalyst

Step 1: Mission – Awaken Your Higher Purpose

We begin by taking a look at what it takes to create a successful, heart-centred, purpose-driven business. At the heart of this reflection is a re-connection with your higher-

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self's purpose and mission, which are the fuel for everything you do in your business.

Step 2: Message – Powerfully Communicate Your Calling

Heart-centred business owners are people on a mission. However, true success only comes when they are able to distil their core message and share it in ways that influence others. Connecting with the message of your calling is essential if you are to become a leader of influence in your field.

Step 3: Map – Find Your True Path to Success

Once you have defined your message, it is essential to have the right business model and product architecture to enable you to grow. In this step, we look at the key elements of your product, service and business model.

Step 4: Money – Transform Your Relationship with Money

Money is often the lifeblood of your business. However, the money you create is often the result of the way you think about wealth – your mindset and attitude. In this step, we explore how to radically transform your money mindset in ways that allow money, wealth and prosperity to flow.

Step 5: Market – Build a Platform of Influence

Your ability to effectively market, promote and engage others in your business vision is critical if you are to have any form of impact. Here we learn how to reshape your identity and connect with strategies for engaging others and promoting yourself with congruence.

Step 6: Movement – Make a Greater Difference

All of those on a visionary path actively seek to engage others and become leaders of influence. Your business is a vehicle to creating greater transformation in the world. In this step, we delve into the keys for growing a platform of followers and developing the courage to stand more powerfully in your light.

Step 7: Mastery – Realising Your Destiny

The final step is to realise your destiny by committing to the mastery of your field of expertise. Mastery is a life-long process, and so, here, we set out the foundational principles, habits and behaviours for becoming a true master of your craft.

My Journey

But where does the inner calling to lead and to fulfil our destiny come from? Often, its source is found in the somewhat subtle yet significant ‘destiny defining moments’ that shape our lives.

My own journey along this path began at the humble age of ten, although at the time I didn’t quite realise it. Back then there was a young boy in our street called Ricky, who was happy to assume the role of local bully. I remember many times being on the receiving end of Ricky’s criticism, comments and abuse, the situation often exasperated because I was from a different country.

However, my life changed forever the day that Ricky and a group of children in his court decided to play a practical joke on me. After inviting me to come and play at a friend’s house, they encouraged me to ‘play a game’ where I had to take off my shoes and walk blindfolded through high grass at the back of the house. Anyway, it wasn’t long before a young, innocent and somewhat naive Les found himself standing barefoot in a warm pile of freshly made doggy-doo!

I remember, at the time, feeling the emotions rushing up inside me; while I tried to hold back tears of sadness, part of me felt hurt, unloved and unappreciated. Especially because all I ever wanted was to belong, and yet here I was being laughed at and rejected by every other child in the street. It certainly was a character-defining moment.

It was only years later as an adult that I would come to realise and appreciate that Ricky was, in fact, one of my greatest teachers. Because, from all that bullying, anger and resentment, there formed a deep, undeniable part of me that never wanted another person

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to experience their own light, their own greatness, their own sense of self-worth ever being limited or diminished by another. It was, in many ways, this desire that led me to working with hundreds of people to help them transform their own lives and access their own inner light and potential. That one single experience, as humiliating as it might have been at the time, became the catalyst for me to search high and low for the keys to living and creating a more empowered life. In the years that followed, I pretty much absorbed every book I could find on personal growth, human potential and fulfilling my life purpose. I retrained as a hypnotherapist, life coach and healer, helping my clients break free and move beyond the fears, patterns and behaviours that had kept them stuck for so long.

At the same time, I was still working in the corporate world as a consultant for a large IT company. I often spent weeks away, working in different countries. I had a nice home, I had a six-figure income, my career was thriving, and yet while all of this was happening, there was still something missing deep inside. It was like a small part of me wanted more, knew there was more, but didn't quite know how to get it. You see, I knew that I didn't just want to work to make someone else richer. I wanted to do something I loved, that made a deep and significant difference to people, and that in some way fulfilled the deeper calling that I felt I was here to complete. In many ways, my own 'second calling' was reaching out to me, however, I was so caught up in the 'comfort and security' of my job that I just couldn't see the signs.

Until one day, while attending a seminar in Hawaii, I found myself sitting by the pool at 2am in the morning, staring up at the stars, when a sudden rush of energy, clarity and insight came over me. It was in the midst of my unknowing and vulnerability that my soul stirred and brought me an awareness of what I was really put on this planet to do. To help people awaken to the potential that was already within them to live and fulfil their highest destiny on Earth. It was in that very moment that I knew I needed to leave my work, take my gifts and begin my own path towards being the master of my own destiny, the captain of my own soul.

What I discovered that night in Hawaii was that our true genius is already within us. So few people ever find the courage to accept

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and see the greatness within themselves. While we can easily see the good in others, and acknowledge and support others in their gifts, we often find it difficult to fully value and appreciate our own talents and abilities.

As inspirational author and speaker Marianne Williamson says, “It is often our light, not our darkness, that most frightens us.” Standing in our true light is not always easy, yet that is what we came here to do. Many people wait for the right time, the right circumstances, the right opportunities to arrive before they are willing to follow their own path and intuition. What I discovered that night in Hawaii is that the moment we decide to choose in favour of our highest goals, dreams and desires, something magical happens. Our hearts become enlivened, our spirits soar, and we gain a new energy to reach out and realise the dreams that we may at first have considered impossible.

Creating a New Generation of Leaders

I believe that we have reached a fundamental ‘tipping point’ in society’s evolution, where the future of our personal happiness, success and fulfilment will come down to whether we are willing and courageous enough to follow the calling of our own hearts. For too long, we have sidelined this inner wisdom and insight, and instead chosen to ‘play small’. We have, in many ways, given our personal power away to the institutions, governments, religions and educational systems that have tried to make us conform to their perspective of what is right and possible. It is in this chasm of conformity that we are each being challenged to find our own sovereignty, our own innate power and presence in the world. It is here we are being encouraged to believe that we are worthy of greatness, and that our lives have the potential to make a bigger difference.

In the chasm of our own conformity we are each being challenged to find our own sovereignty, power and presence in the world.

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This is why our world needs a new generation of spirited leaders, men and women who are willing to access the innate intelligence of their hearts to bring their greatest and best work out into the world.

We need people like yourself who are willing to ask the bigger and more important questions, such as:

- How do we access our personal genius?
- How do we move beyond our limits and fears to allow our highest path to shine?
- How can we take back our power and find our true, authentic presence in the world?
- How can we move beyond the illusions of success, and instead create and enjoy a life of significance?
- How can we share our message in a way that touches and impacts more people's lives?

For too long, our perceptions of leadership have been ingrained in the 'old school' military model that associated leadership with dominance and power over others. While this very masculine-oriented model still exists, there is a deeper calling that is now starting to rise across our planet. A need to balance authority with gentleness, power with presence, vision with significance. It is this careful balance of both the masculine and feminine aspects of ourselves that will allow us to access the deeper, intuitive reservoirs of our hearts to create far-lasting transformation on our planet.

What does it take to become a *Purpose-Driven Business Leader*? Simply a desire to do your best work, to make a greater difference in your world and the lives of others, and a willingness to let go of 'the old you' and allow your most authentic self to come to the fore.

Your vision, your talent, your dream must be realised and revealed if our entire planet is to grow and thrive.

That is why this book is so important at this time. For within its pages is a wake-up call for every aspiring individual, enlightened

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entrepreneur and visionary leader, a message that it is ok for you to stand in your light. There is no need to remain any longer in the shadows of insignificance, as it is your greatness, your talent, your vision and your dream that must be realised and revealed if our entire planet is going to grow and thrive.

Following Your Noble Path

I've always been fascinated by the descriptive and moving dialogue of Brazilian author Paulo Coelho. In his best-selling book *The Alchemist*, he tells the story of an Andalusian shepherd boy named Santiago who follows a quest in search of his great treasure. What is so endearing about this inspiring and metaphorical story are the choice points that Santiago meets and the decisions that he has to make in order to 'find his way' along an almost destined path towards his own *personal legend*. While Santiago knows intuitively that his soul calls out for him to seek 'more', his mind does not know the way. In the midst of this conflict, he finds himself in a place where he must choose. Choose to stay where he is, choose to go back to where he came from, or choose to follow his noble path and take the next step in faith.

When you're on a journey to fulfil your Personal Legend the whole universe conspires to help you achieve it.

PAULO COELHO
Author of *The Alchemist*

At each step on our path, we are presented with our own choice points. These seemingly insignificant moments in time can take us down totally different paths of serendipity and experience, in much the same way as actress Gwyneth Paltrow's character experiences in the film *Sliding Doors*. How and what path we choose to follow is entirely up to us.

The journey towards creating a successful and thriving business that blends heart, soul and purpose can often be fraught with uncertainty and challenges. What every purpose-driven business owner and leader

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needs right now is a blueprint that will help them stand in their power, unfold their highest potential and create a life of significance.

In the pages that follow, you will be challenged and sometimes encouraged by your own spirit to make new choices, to leave the past behind, and to resolve to find your authentic path to true freedom and fulfilment.



Chapter 1

Finding the Hero Within

A hero is an ordinary individual who finds the strength to persevere and endure in spite of overwhelming obstacles.

CHRISTOPHER REEVE
American Actor and Film Director

Our world desperately needs heroes and heroines. Men and women who are willing to leave the comfort of their own ego-created worlds to fully discover the presence and power of their own spirit. Yet this path is not always an easy one, and maybe that is why so many people who first hear the inner calling to become more, to experience more and to do more, often avoid the call. Instead choosing to return to the comfort and safety of what is already known.

However, it is this inner calling that never really goes away. Persistently, it lays its foundation, even to the extent of encouraging the wisest among us to consistently seek more of ourselves. Welcome to the guidance and direction of your soul!

I absolutely love watching biographical documentaries of famous people – historians, celebrities, rock stars and actors. There is something magical in understanding the journey that every person takes from birth to where they arrive at the end of their lives. But what is it that lays the foundation for a life of happiness, success and

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fulfilment? What is it that exists at the essence of greatness that fires even the quietest of souls into inspiration, achievement and progress? These are the questions that have been at the forefront of my mind for almost thirty years.

Simply by accepting your greatness, you give permission for your destiny to unfold.

As a hypnotherapist, life coach, business coach and intuitive, I've explored the depths of human consciousness, seeking beneath the surface for the reasons why some people manifest a great life with ease, grace and lightness. And the reality is that the moment you are ready to accept and acknowledge the greatness that is already within you, then something deep inside begins to germinate, grow and come to fruition. What is this great essence? What is this great power that seeks to express itself? It is the heart of the human spirit calling out to the hero within to discover who they really are.

Recently, I was reminded of an inspiring episode of Oprah Winfrey's television Masterclass. On this one particular episode, Oprah delved into her own past to tell the story of her upbringing and how she transcended the racial stereotypes of the day to create her own path to success. As a young child, Oprah spent much of her early childhood with her grandmother, who was housemaid to a white family. She was forced to sleep on the veranda as the family did not want a 'coloured girl' inside their house. Interestingly enough, Oprah's grandmother's greatest wish for her granddaughter was that she too would grow up to work one day for a 'good white family'. But as we know, the story did not unfold this way. Because Oprah gave herself permission to play beyond the beliefs and expectations of her upbringing. Instead she found and connected with her own essence, the calling of her own heart, and committed to following her own destiny.

Finding Courage to Follow the Call

If you have arrived at this book then there is a very good chance that you have already felt, experienced and arisen to the sound of

Finding the Hero Within

your own ‘inner calling’ – the subtle yet persistent quest for a life and business of more. However, while many people receive ‘the call’, very few have the courage or willingness to act on their own inner guidance. Quite often, the reason for this comes down to only one word, and that is ‘fear’.

Our propensity to allow our thoughts, actions and behaviours to give in to our fears is what often keeps the majority of people separated from their highest good. Yet your fears are also there to guide you, to propel you forward. Fear is often the messenger that informs us that we are stepping out of our comfort zones, that we are beginning to explore beyond the boundaries of our own thinking. This is something to be celebrated. For often this ‘inspirational fear’ can be the source of great creativity, transformation and progress. It is the energy that drives most successful visionaries and entrepreneurs to reach into the depths of their own spirit, to create major transformational shifts in their lives, businesses and the evolution of the planet.

Fear is the messenger whose role is to encourage you to take the next step boldly in favour of your dreams.

While it is easy to listen to ‘the call to greatness’, it often takes equal amounts of courage and resilience to act on our inspiration and higher guidance. However, when we do, we begin to awaken the essence of our inner brilliance, which is always present and willing us to rise up and shine brighter in our world. As the German-born psychiatrist Fritz Perls once said, “Fear is inspiration without the breath.” The true hero understands this paradigm and, therefore, chooses to recognise their fears as stepping stones to awakening an even greater potential, and it is in this moment that real courage is discovered.

Finding the Gift Within

One of my greatest delights is watching celebrity chef Jamie Oliver cook. Having come from a family that absolutely loves food and cooking, what inspires me most about Jamie is how much passion,

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love and desire he has for his craft. It is a genuine example of someone who has found the perfect intersection of their gifts, talents and abilities blending with their passion and purpose in life.

The intersection of these traits is often where you will find the most successful and inspirational leaders, teachers and business owners. In this space of 'flow', time disappears, people are engaged, customers and clients are simply attracted by your energy, and people want to know what you do. It is an almost effortless approach to running and creating a thriving venture.

So how do you access this energy? Very simply, it first comes through a process of self-exploration. A deep, inner process to find and discover your unique gifts and talents. What is it that you love to do? What do you do so well that others compliment you? If money or time were not an issue, what is it that you would love to do for the rest of your life? Answering these questions can uncover the real essence that your soul has been waiting to share all of these years.

Owning Your Inner Hero

In her inspiring and illuminating book *A Return to Love*, best-selling author and consciousness teacher Marianne Williamson shared a powerful invocation for humanity. "It is our light, not our darkness, that most frightens us. We ask ourselves, 'Who am I to be brilliant, gorgeous, talented and fabulous?'"

Owning our light, our greatness and magnificence is the quest that all spirited leaders of change will find themselves embracing at some part of their journey. Yet if this is the case, why do so many people feel undeserving? Why do so many people unconsciously sabotage their success? Or hold back from receiving their highest good? Could it be that at some level of our being, we're really just afraid of what others might think of us if we became 'too successful' and stood out?

Finding your inner hero will call upon you to step beyond the illusion of fear.

Finding the Hero Within

Finding your inner hero will call upon you to step beyond the illusion of fear. It will call on you to tap into the deep reservoir of strength within you. Every challenge, every success, every opportunity that you have ever experienced has shaped your path somehow. Nothing is wasted. Nothing is forsaken. Which is why the wise hero takes time to stop and reflect on the powerful experiences, events and lessons that have been learned along the journey.

Stepping Ahead of the Pack

While years of group conditioning by organisations, societies and education systems may have programmed us to believe that we have to ‘fit in’, choosing to be a leader means needing to learn how to ‘stand out from the crowd’. The key is to understand that you don’t have to give your power away to other people’s authority, expectations and demands.

The true hero chooses to honour the sovereignty of their own being. They recognise that the inner calling of their heart is the real vessel for creating transformation in their life and world. As leadership expert and author Dr John Demartini often says, “When your wise and masterful voice on the inside becomes greater than the many little voices on the outside, a life of great fulfilment, wisdom and genius is possible.”

The true hero chooses to honour the sovereignty of their own being.

The traditional image of leaders is now changing. All of us at some level of our being are being called to step up, to find our unique gifts and share our greatest work with the world. To do so requires a courage and self-belief that must transcend the ‘mindset’ of the pack. In fact, this is why it is critical for us as a species to have people that ‘think differently’. Steve Jobs, in his role at Apple, realised this and used those very words to present a defining brand to the world.

Questions for Awakening

1. Who are people (the heroes and heroines) that have shaped and inspired your life? What is it about these people that you most admire and respect?
2. How would those who know you best describe your greatest gifts, talents and abilities? What would they say?
3. What are you concerned would happen if you fully embraced and owned 'the great leader within you'? How would your life change or evolve as a consequence?