

It's All About You

Millie Swann

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It's All About You

**Money, Business
And Life Can Be Easy**

Millie Swann

Executive Business Change Strategist



Creative Director of Happiness

There are lots of experts who write about why we should do certain things to get a result. Very few are willing to share real strategies that can be implemented to create real change. Millie Swann has developed practical methods to shift your energy and help you find the clarity & strength to achieve your goals. This book holds the tools to get you started on that journey. Her clients have used them to great success – now you can, too!

HELEN MAC

Founder of The Leadership Mindset Institute.

2016 Winner of The Nevin Award
First Tier Corporate Trainer & Business Coach.

www.helenmac.com

*“To Jo Ellen and Angus Ferguson, who
- combined - have more mindfulness and
leadership in their individual little fingers than I
have ever seen in any human on this planet.
You have been my greatest teachers, my greatest
joy, and greatest gift to the world.*

Love from the happy hippy in high heels...

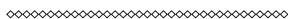
Your mum”

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Introduction



***This introduction gives you an overview
of WHY you should read this book.
In the following chapters, you get the
resources and tools to make it happen.***

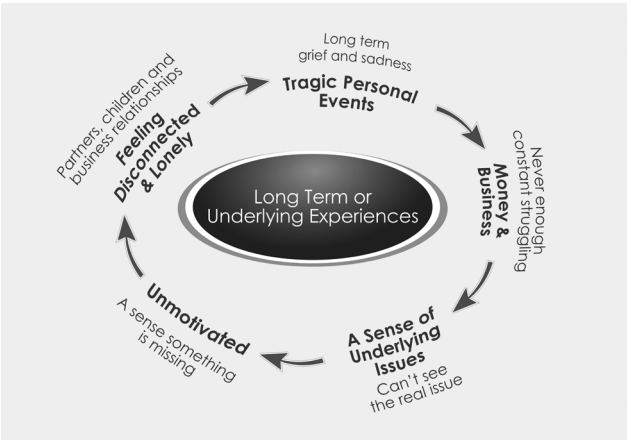
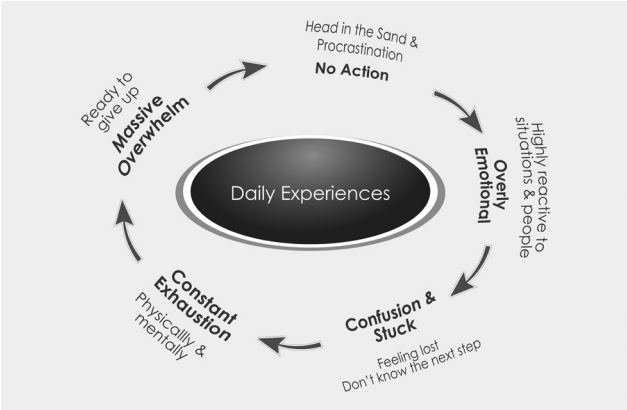
*Business, money, relationships and wellness; when
its good it's great, when its bad its really, really
crap – What is really going on? It's all tied up with
unconscious patterns and generational blocks, stress
and anxiety, and working through things so you are
taking the right action*

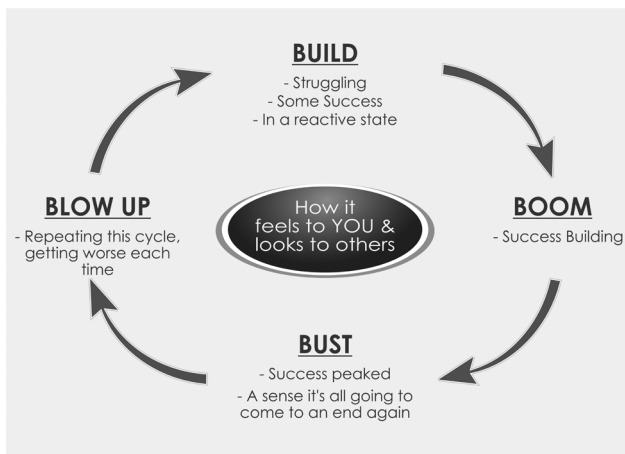
It really IS ALL ABOUT YOU It's your
responsibility to consider a different process
to experience a different way of being.

WARNING: This is a resource ACTION taking
book on HOW to start to break unconscious
energetic patterns that keep showing up and keep
you stuck. Taking no action after you have read
this book will result in more drama and more

disaster. Look at your current successes.... That's been an outcome of your past actions... OWN IT (or don't at your peril) ... this book shows you HOW to do something different to get a different level of success.

Build, Boom, Bust, and Blow Up (the 4 B's)





Do you ever get the sense that you're seeing the same cycle keep turning up in your business and life? You know the story... you crash and burn, go away for a while lick your wounds... recover, build and grow but then CRASH and burn all over again.

Sometimes you get some success on things like your business, but your wellness or relationships have gone to the dogs! There is no consistency and you feel like you're swimming upstream all the time. **It's bloody exhausting isn't it.**

What's even worse is that every time you do it, you can see it happening again. Only this time it's bigger and worse than last time.

Some months' the cash flow is great but the clients are awful. Or it can be the other way around,

great clients but not enough income to keep your head above water. Add to that a huge wages bill to pay and your “life” partner is losing the plot! You never seem to get a break from the drama of it all.

You don’t have to be in business to see these cycles either. Similar situations are also in your personal life too. It’s the same... just a different location.

I am sure you know this story.

Money and relationships problems are some of the most emotionally challenging issues you will deal with on a daily basis, both in your business and personal life.

I see it all the time in my new clients, they have huge unconscious money and relationship blocks that are holding them back. These problems can either be in their business, personal life, and more commonly, both. They try everything under the sun but things just seem to get worse over the years, not better. They know something is wrong, but they just can’t seem to put their finger on it; they can’t make permanent lasting changes that they need to turn their business and life around. Relationship problems can be between business partners, staff, life partners and children. Problems with money and relationships can be devastating for everyone involved.

You can see on the diagram above, *Build, Boom, Bust, and Blow Up* (the 4 B’s) the typical

cycles that are experienced by my clients. I have experienced these in the past too. Feelings of massive overwhelm, taking no or limited action, feeling emotionally out of control, mass confusion and being physically exhausted and poor health are some of the real experiences that people have as they go through the 4 B's cycle. The outcome is a chronic inability to make decisions, drive their business and life in any general forward direction that isn't based in having big highs and massive lows.... it feels like everything is out of control.

Mix it up with this constant "trying" to fix things but it's only getting progressively worse or you see some light at the end of the tunnel and then some "disaster" seems to show up and it's all goes to crap again.

Bad stuff happens to all of us at some point, *mix it up with the filters we have imposed on us as children* and what really starts to show up as I work with people is that we have unseen energetic and generational blocks that hold us back. These have the ability to play merry hell with us.

In the past, I've experienced all of these things and then some, I have been in business for more than 25 years. I got really sick to death of this happening ... so 15 years ago I started to do something really real about it. I started to break these cycles. I started to understand what was

really going on, and I started to use the energetic change skills I was born with and let them come into another level of usefulness. I started to use frameworks that I was given from many mentors who “found me”. I gained control of my money and relationships and I now feel very blessed to live the life that I do...but it’s certainly not without a lot of persistence and daily small steps that work! That’s what I want for you too.

One thing for sure, it is still your ability to pick yourself up and start again that is one of the keys to success. Resilience is everything but underlying issues still cause challenges. When you’re really over the drama and you want a different experience then this is the point you are ready for something more Something better.

One really big clue or sign that you are ready for something better is that you’re constantly feeling lots of confusion, frustration or even anger. This presents often as massive overwhelm. This is when you start looking outwardly for different ways of dealing with things. Sometimes the choices you make at this point can be set you up for an even bigger drama or disaster. **Stress and anxiety associated with this can be so damaging that it also affects your physical health.**

Stress and anxiety are the killers of self-alignment with what you want and where you want to be going in life. This book will give

you access to 7 minute classes and resources that will break this cycle too.

What I want for you to experience, is to know that you CAN change things permanently and set your life up for the foundations to support you. I've done it and so have many of my clients. Yes, I needed help for some of the more foundational issues to be resolved permanently, it's not possible to do all of this on your own.

It is a conscious choice about what your next move is and this book is designed to help give you a deep respect for where you're at and how you can move forward in a way that does NOT create a bigger mess.

This book sets you on the path to a sense of deep peace with who you really are and then toward success and what that looks like for you. Success is different for everyone

This is a resource book. It is the first step to the most basic fast track tools that will help you quickly.

The resources throughout the book (links to videos and audios) have helped thousands of people, just like you to get to where they are today. **It will be up to you to follow through and take action... it's in the reflection and the steps I give you and then taking action that the real magic happens.**

There is one BIG truth.... There is only so much “Personal Development” work that will shift these blocks away. **Understanding that what is really stopping you is based in a block that is unconscious and comes from a place of family generational issues, experiences or tragic circumstances that keeps being passed through the generations. Family pattern imprinting from pre-birth up to the age 8 is also a key construct that needs to be resolved also.**

Let’s face it ... if you already knew what the problem was you would have fixed it, right?

There is a universal truth underlying all this Sometimes you need others to help you shift the hard-chunky bits away... I know I did many years ago. There is still a lot you can do to help yourself first. Doing things on your own is slow and challenging. The energy of the world is moving towards working collectively and from a place of giving. Switch this process on and your life starts to massively move in your desired direction.

Being in business and being in a personal romantic relationship is the biggest “personal development self-experiment” you will ever have. If you can manage to stay on the windy twisty path you will eventually achieve a level of success. How you define this success is such a private and personal process. The resources here are the main ones that drive high level results... miss one of them out

and it's like walking around with only one leg... you can do it but it's harder than it has to be.

This resource book will move you AWAY from "Personal Development" and towards personal steps that become a process of ease... It's NOT about doing more ... its actually about doing different things and less of the MORE....

PLEASE STOP READING THIS BOOK IF YOU JUST WANT TO "LEARN MORE PD" "HOW TO DO MORE STUFF" OR IF YOU FEEL YOU DON'T KNOW ENOUGH.... STOP... NOW...GO and LAY ON A BEACH SOMEWHERE ...DON'T WASTE MY TIME OR YOURS.

If, however, you're wanting to start taking action but you're not sure of the steps then this resource is EXACTLY what you need.

Firstly, making any kind of quality decision when you're in massive overwhelm, highly stressed and constantly anxious is virtually impossible. Putting key strategies in place to help you start making daily decisions is a big shift in its own right. There are lots of different ways to get your stress under control and this book will give you super quick resources on how to do this effortlessly in every situation. Asking for professional help is sometimes needed too but there are lots of simple things you can do yourself.

Really amazing success comes from the ability of individuals being able to overcome or shift away these blocks to become self actualised and aligned with who they are at their deepest core. There is more than one way to do this. I have a way that works and is repeatable for my clients... for more than 15 years now.

I feel very privileged (although many years ago I thought it was a curse) that I have the unique and rare skills to help identify and shift energetic blocks and work with underlying subconscious blocks that keep people stuck.

This includes generational family blocks too, so that individuals who really want to can absolutely soar in their complete successfulness. Doing this work not only makes shifts in you but also you those directly close to you... it's very powerful stuff.

Business people are awesome. I love and choose to work with them. I've come to the conclusion that they (and myself too) must either be a bit crazy or the most resilient people I know. I love watching them break the cycles and smash through barriers that have been holding them back, often for many years. They are doing the work, I am just holding the door of opportunity open and being a support base to facilitate the change.

These next chapters will take all the pressure off you and start to address the constant "trying" to

fix things. I will show you how to start to break the cycles of “Build, Boom, Bust and Blow up”. We can then start you on the strategy path process that will get you moving forward quickly.

This book is all about the Aahhhaaa moments (I call this reflective understanding) in your life combined with the “HOW” to do it easily, “how” to break the cycles and shift away old filters to get everything you want. This is the first real step towards your success.

In a Nutshell

1. Build, Boom, Bust and Blow up is NOT required in your life any more when you really want to experience something different.
2. The same cycles keep showing up and getting worse each time and your awareness about this is the first step to a new way of being with money and relationships.
3. Unconscious energetic blocks from family patterning and past generational family traumas are part of the key to why you feel that success seems one tiny step out of your reach. Look forward to the end of self-sabotage.

4. Stress and anxiety are massive blockers to quality decision making and getting control of your inner self. It is critical so that you can allow a simple new way of being to come into existence.
5. Resilience and a strong ability to keep taking small actions is critical to your long-term success – respecting some days are good, some are just going to test your resolve to keep going, every day is a fresh start at it. A little disclaimer; sometimes taking NO ACTION is a winner too, but that skill comes from a place of being patient, understanding timing and deep clarity about what's really going on.
6. There are things you can do to change things around and this resource book will set you on that path and YOU DESERVE TO HAVE AN EASY AWSEOME LIFE and BUSINESS – but it must start with you being really fed up with the way things are at this current point in time.

7. *YES, I DO REPEAT MYSELF ...for very good reasons - Let's face it, if you already knew about these patterns you would have already removed them. You currently experience your life as being on the receiving end of their influence.*
8. *YES, I DO REPEAT MYSELF....*
WARNING: This is a resource ACTION taking book on HOW to start to break unconscious energetic patterns and blocks that keep showing up and keep you stuck in awful soul destroying cycles. Taking no action after you have read this book will result in more drama and more disaster.... Look at your current successes.... That's been an outcome of your past actions... OWN IT, OR you continue to blame someone else for this "version of successes" you're NOT having at your own peril ... this book shows you HOW to do something different to get a different level of success.

1

Foundations to Success – Getting REAL Outcomes

“Time is all we can spend that cannot be recreated. Once you’ve spent time – it’s gone forever. Getting into a time effective stepped process creates natural confidence and natural success”



This diagram shows the premise for how you can get the successful outcomes you deserve in your life. It’s one of those endless cycles that just keeps building with each stage, in a gentle upwards spiral. It’s also a reality that “life” will happen to

you and when it does you can go immediately back to the basics, gain control and direction to keep going forward again, easily and quickly.

Foundation step building of key, success tools are critical to having an easy, great business and life. It makes no difference to the size, number of staff or the financial turnover. These principles apply for start-ups right through to 7 figure and 8 figure businesses. It's ALL based in these key areas that need to be addressed.

If **one** of these awareness or tool skills sets is missing, your success will be limited at best.

I found that these 5 foundational tools are the keys, without them, you will KILL off your passion for life and business and ability to keep going for the long term in anything you choose to move towards. This is obvious especially when you keep having the crash, build and burn cycles going on in your relationships and business. The constant state of being pulled away from who you truly are, and what you truly love to do, is soul destroying.

They are

1. Getting clarity on your next steps and consider unconscious blocks or generational patterning may be playing a bigger part than you realise.

2. Right action and right decision making – time bending is a key component of this.
3. Reflection, correctly realigning your inner-self and personal leadership style.
4. Outcomes = daily steps moving in a general direction constantly a reflection of the opportunities you create for yourself.
5. Asking for what you want and keep asking for a better experience, is your divine right. When you ask for what you want, you can give more and more to others.

Business people and everyone really are BUSY-BUSY-BUSY Though mostly not productive, in this book I will give you tips and key tools that help you smash through and get traction and immediately turn around time wasting busyness into directed productivity. Busyness is otherwise known as DISTRACTION.... It is the killer of human growth and true enjoyment of an authentic life.

This above diagram clearly shows how we get outcomes and makes changes ... and how to get out the other side bigger and better and never to return to the old ways, especially if you take steps to address your energetic unconscious blocks and they start to become resolved for you.

These are PURE business strategy and life tools... they work and work and work in every situation or challenge you have. The MORE you do these next processes I give you, your awareness will grow and the easier things become. This will happen even more quickly especially if you're brave enough to let go of old ways, old reactions and make adjustments with people who no longer fit into your more aligned way of personal self.

2



Getting Clarity



“When things feel like they are falling apart they may be just really falling into place. Often confusion or overwhelm are the first-signs of an approaching breakthrough” – so hang in there, you’re so close to a new way of being or a new understanding

The Rule of W

This practical tool will help you to move towards a breakthrough. It will help you to address what is really going on and start to get REAL clarity about the underlying issues. It’s our go to tool - The Rule of W.

In reality, the problem you’re having is just a symptom of what is really going on.

Using the Rule of W is a process that takes you out of the emotional state of chaos into a more considered and reflective state. It allows you

make a plan to go forward – All I ask is trust the process.

This tool was originally designed as part a risk management tool – it covers every question you need to know about what's REALLY going on.

This tool can also be used to ask for things that you really want to bring into your life. It's a mini one page planner and problem solver in one.

This tool asks you a series of questions and you keep going around and around until the answers come. You may also see previous experiences that are so similar however they may just have a slightly different presentation or “flavour” as I like to call it.

You can use this tool to solve any problem.

The Questions are: What, Why, Who, Where, When and How.

The Tips are:

- Only answer with a maximum of 2 sentences → rate it out of 10, 1/10 is low, 10/10 is high. This creates your priority of how important the issue really is.
- At the first point just ask yourself WHAT outcome do YOU want.

- Wash, rinse and repeat the questions.
- Where there is a gap – the answer WILL come – ask for the answer. DON'T dismiss the power of this.
- Simplicity is the key. DON'T over think it.
- NOT every Question is of equal importance as each issue may vary.

There is a **“Double BONUS points Question”** you can ask if you see cycles showing up that keep repeating, Ask yourself;

What would you rather be experiencing and what's stopping you from having this?

This question starts to get you to the underlying unconscious patterning that is going on. You may not have the full answer at first but you can start to really hone in on outside influences that are contributing to the way you are make decisions or taking action (or no action) that is NOT supporting where you currently are.

Go to the resources section at the back of this book to see The Rule of W.

To get your own copy, go to the direct link in the resources section at the back of this book. Sign up for a Udemy profile – this is free and enter the code FREEACCESSBOOK. Watch

The Rule of W video that explains this tool and get your free PDF copy which you can download and print as many times as you would like. You can also find the resources on my web page, www.millieswann.com.au

This process can and has been used to run \$100 Million programs right down to getting start-ups going and understanding what is needed and in which order.

This is a tool to get you what you want and in quick time too. The clearer you are about what you want to get done or bring towards you, the sooner it will happen. Simplicity is key and you can be as specific about the answer as you can.

3

Unconscious blocks and generational patterning

Why can't we achieve consistent success and just turn things we want "on" like a tap that flows every time we ask? Everyone has unconscious blocks and generational patterning, it's what you "do" about them that makes all the difference to your life

Let's face it, if you already knew about these patterns you would have already removed them and you currently experience your life as being on the receiving end of their influence – often this is chaotic and an emotional rollercoaster for you and everyone around you.

What is really going on here?

When strong emotional experiences happen, they build a neural pathway in the brain that then creates triggers and hot spots when similar experiences occur at a later time. These neural

pathways become the brains “shorthand go to” for allowing a framework of understanding that makes us feel safe and gives us paradigms or boundaries about what’s going on around us.

When these similar experiences occur, the brain knows how to keep us safe and we get stuck in survival mode as a way to protect you and immediately behaviours goes back to those old neural pathways.

This is why deep seated habits are often hard to break.

It can be why for NO apparent reason, that doesn’t make any sense to us at all, why we don’t take care about money or keep making the same mistakes with relationships.

There are two types of issues to understand. Every child comes into this world need and wanting to be loved. Sometimes generational patterning doesn’t allow for this to be embedded and the child has difficulty emotionally, physically or energetically connecting with one of both parents or family members. They may love them but there is some disconnect and underlying block to things. Both parties feel something isn’t quite right but they accept this situation.

Often the mother or father may have been experiencing stress and uncertainty. This stress is passed on in the DNA for the child. It shows up

in all sorts of ways as the child grows up. One of these can be children feel they are **not worthy** of love or feelings of **hopelessness or sadness or even guilt**. There are lots of other emotionally embedded concerns but these are the most common.

What occurs then, is the child builds emotional neural pathways on this, watching and experiencing their parents' way of being in the world up to the age of around 8. Then they will start to separate and grow up hormonally and emotionally and start their own decision making processes.

Combining existing parental ways of being (i.e. how they use money and how they are in relationships) you can see that the child who wants love and connection can be left wanting a better experience as they are adults. They want to stay close to their family and they find subconscious ways to connect energetically and emotionally to them.

The challenge with this scenario is that the world is on fast track pace and many people are no longer satisfied with just doing "a job" or working through and owning their own issues in "relationships". They are quick to jump out and try again fresh but the success of this continued way of being is often far from what they really want and more disaster is created.

Real lasting change only works out well if they have really addressed underlying issues of connection and relationship that they were experiencing in the previous relationship with self, money and others.

So, you say how do I start this process of being okay with me and living how I know I really do deserve? Go back to The Rule of W and work through one issue at a time using this new understanding.

Are you missing the underlying clues that are just giving you symptoms of what's really going on?

Often, but not always, money issues are on the fathers side.... relationships are on the mothers side.

I will speak of my own personal real experience around money and relationships of the past so you can see how this works. Keep in mind there are many flavours of this mix that my clients experience.

For me, my father was a hard worker, was frugal and always away working for extended periods. He was always juggling money to pay bills.

For me, from as long as I could remember, I felt I had to constantly prove myself to him that I was **“worthy”** of his love and attention (all my life until I was about 35). He did the best he could

200% to provide for us... but what I needed, was to feel his support. I never really did during this time. I would often feel hurt by his comments and reactions towards any efforts. I pushed on despite this.

He didn't know how to give what I needed, his father was killed at 3 years old. He was and still is in survival mode from during the war times to look after his mother and baby sister. He was sent away to school as a very young child. This created a generational link with my father and myself that saw me functioning in constant "survival" mode. I could build, and boom and then bust it all up so easily, I was like he was, but in reality, I was functioning better than in a surviving state of being. At least I was able to stay energetically and emotionally connected to him by being "like" him.

I could always create amazing success but, I was constantly "proving" myself to him, even if he didn't ask for it.

I was stuck in survival mode and driven by my ancient brain (the reptilian brain- that just keeps us breathing and our heart beating - that's its job). My intellectual brain was fighting against the ancient brain and neural pathways were built that allowed me to keep building and creating but then bringing myself back to where I was at my most basic survival mode.

What was going on for me in the real world around me and when did this start I had in fact built very strong neural pathways at 4 years old that kept me functioning like a 4-year-old (difficult to make decisions, was stuck in fear, overwhelm... that's what 4 year olds do) and that combined with me wanting to try to fix everything (as a 4-year-old they want everyone to be happy and loved). Add the deep sadness of my father's loss of his father in war times created a generational link that only I could change.

I was never interested in my history for many years ... I was so stuck in survival and a weird mix of creating. Once I had this deep awareness I could start access information in other ways that helped me to resolve and reconnect the lost family energetic links. There is a detailed framework to do this, it doesn't just happen by osmosis.

To make the final few foundational changes stick I asked for help from a colleague... they were then able to help me connect it all up and release the unconscious block that was happening in my work & personal life. **THIS IS CHANGE WORK.** It's irony that I can do this deep work for others but I also needed help for myself... **THIS IS TRUE** connection and trust built in relationships. It is so for all change workers like myself... you can identify it but to make the change stick, you need professional help. **IN** the identifying of the issues, it does give you a break

though... it gives you a clue and takes pressure off you that it's NOT YOU. Things will ease initially.

My experience is that of many people I work with ... there are many different underlying issues as I have mentioned before. The best thing about all this is its built in a series of frameworks around in brain science understandings these days. Having an awareness of what's really needing to be changed does give you some peace... from this place you can start to take more considered action steps.

GO to the resources section in this book for links to some of the published works around this. You can also find the resources and blogs on my web page at www.millieswann.com.au

In a Nutshell:

1. Generational connections affect our DNA and we often “re- experience” old family ways until we can reconnect them.
2. Childhood patterning of how our parents are before the age of 8 can be massive contributors to the way we are about money and relationships – it’s because a young child’s brain is like a sponge until this time and its building new neural pathways and establishing new boundaries.
3. KNOW that the unconscious patterning and generational blocks can be moved to give you a more appropriate experience – awareness gives you a breather to work out what you want to do about it.
4. This is all based in the fact that EVERY child comes into this world wanting to be loved and cared for.... sometimes parents don’t know how to give this the way YOU need to experience things. It no one’s fault... it’s just how it is.

4

Connection and Motivation

Everyone wants to feel loved ... and connected

“It’s a game changer. It always amazed me how easy this tool is to use and how simple you can make your life. I feel deep pleasure when I teach this to others – it has saved lots of marriages, and allowed new levels of ease for business partners and family and children relationships”.

This is a tool to connect and motivate others effortlessly, by understanding how through love and respect on your part, **HOW others need to feel this and that their motivators and connectors may be VERY different from yours.** When you know how to really function from a **place of deep respect for who YOU are and what your needs are,** then it’s easy to use this tool to look towards giving

others in your life what they need. This then becomes based in a rewarding and more peaceful connection. This is the greatest driver of all human nature.

When I have given this tool to clients and they use it, often the first thing they say is something like, “Gee I really owe ‘so and so’ an apology, no wonder we have been miscommunicating for years, or no wonder I am having issues with clients and my staff, I have been making way too many assumptions with what they need.”

What really starts to happen is that they start to see how many times they had been “DISCONNECTING” with people around them. When we switch it around and makes your life so easy to just “get” people.

PLEASE be aware that love and respect sometimes feels like anger and hate... but **it's still connecting just for all the wrong reasons.** This is a powerful tool. It can be used to disconnect from people and create what I like to call a “deselection” process where clients, staff and others around you, leave your space. It can be effortless when used this way too.

Go to my Business Resurrection 5 Steps from Survival to Thriving Video Series which gives you even more information on the Connection & Motivation tool. The link can be found in the resources at the back of this book.

Here is where to start the biggest game change in your business and life.

1. CONNECTION and RESPECT comes in 3 types of people

1. Know or know about someone
2. Like or know more deeply. *You may know what sport they follow or simple personal things about them.*
3. Know the other well and can predict behaviour, can make assumptions and may stop seeking information about them. *May be a life partner, a child, a business partner, a client.*

2. LOVE – 2 STAGES

1. *Passion*
 - 1) early stages or doesn't transition. *Can be fun and lots of hormone behaviour going on that is not necessarily "seen" by the eyes, think about your first or second dating experiences.*
 - 2) can fade and flip flop between 3 stage connection and first stage love. *This is when you have fallen into making assumptions about another and you stop asking questions.... this is the killer of respect*

2. *Intimacy*

- 1) This is not necessarily about sex. Intimacy starts to transition and you may feel like your old buttons get pushed and you have to address how YOU really feel about going deeper with someone. When intimacy really kicks in; *you might think about when an old partner may have let you down and this happens again with a client or a staff member, similar experiences may be felt. **When you transition, you address YOUR part in the process and YOU OWN YOUR STUFF. This is real growth. Trust and loyalty gets deeper and you feel supported.***
- 2) Accepting of the other for different cycles. You're able to support people but not let them take advantage of you. **YOU BOTH can sit in a place of being at different stages and having different needs as long as they are aligned with a similar value and vision prospect**

Where are you at with your 5 closest people? For many people, it's at Stage 3 Connection and Respect.

The next 2 concepts start to show you how things may be better or able to change effortlessly.

3. PERSONAL STYLES - Of These Understand which one YOU are first.

Everyone has a need to feel certainty and significant in others people's lives. It can get very out of balance when you are not being heard or your needs and wants are NOT being met.

Everyone has a more NATURAL dominate style – we are all a mix of these. Just pick your most dominant style.

Then of these identify who are the 5 closest people around you. Name them and create little mini go to avatars (great short hand for your brain)

These are the different categories that people are in;

People are generally in my experience 70% ONE OR THE OTHER OF THESE.

- a. ***Certainty*** – feels happy when is at home, has plenty of food, loves having a secure job or money supporting them.
- b. ***Significance*** – all about them as a priority, can be flippant about money, loves the spotlight seeks constant validation or reassurance. Can be highly creative and appear to be natural leaders.

STILL IMPORTANT and INFLUENTIAL TO NATURAL BEHAVIOUR

- c. *Variety* – loves distraction, can be bored easily, can often not finish things.
- d. *Growth* – questions where you're at, seeks answers, knows there is more to life, moving to a state of calm.
- e. *Contribution* – externalises giving to others, selfless, can be destructive with personal life and relationships.

Write down the names of your closest 5 people here and their personal styles.

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____

4) MOTIVATORS – THIS IS THE GOLD

This is **HOW** people need to feel loved and respected.

It is often so that YOU will be very DIFFERENT from those around you.

Of these MOTIVATORS – Understand which one YOU are first.

Then which ones are the 5 closest people around you.

Everyone has a more NATURAL dominated style – we are all a mix of these. Just pick your most dominant style. The top 3 are the most common I see.

You actually on need to get close to the ONE that is most dominate to get great connection.

What how people behave to get what THEY NEED, when you are able to give people what THEY need, they feel much more connected to you and much more willing to want to do things for you.

The list is;

1. **Acts of Service** – doing things for other people makes them happy and the acknowledgment of doing this makes them feel amazing. Often this is a strong male trait, it's part of very old basic and critical survival mechanisms based in reproduction and looking after the herd.
2. **Words of Affirmation/Confirmation** – These people are BIG on manners and never tire of constant reassurance. They need lots of words and may talk

alot (it can be frustrating if you're NOT this way – but when you see the changes then you really get how easy things can be)

3. **Quality Time** - my personal favourite. Making appointments, and dates for dedicated time spent with others is their need. These people seek a deeper connection and understanding that only Quality time will give them.
4. **Gifts** – can be small – these people appreciate that you **SHOW** them how much you want to connect to them. This can be great in business.
5. **Touch** – Physical touch is a **VERY** basic need to connect. I find that this becomes very important to others when their first motivator need is met.

Now go back through your list of 5 closest people and add their personal styles with their motivators?

These are your **avatars** and easy go-to's for when you meet or work with all different kinds of people.

The profoundness of these understandings has massively transformed my way of business and that of all of my clients. It

puts money in the bank and make your life so lovely to live that you wonder how you ever got through the world the way you did before.

Write down the names of your closest 5 people here and their personal styles and add their motivators. You now have a short avatar list that will help you identify what others need to feel connected and motivated.

1. _____
2. _____
3. _____
4. _____
5. _____

KEY THINGS TO REMEMBER!

1. EVERYONE wants to be loved and feel connected – IT'S THE THING THAT DRIVES THEIR BEHAVIOUR EVERYDAY.
2. Most people only make it to Stage 3 connection and first stage love and flip flop between the two.
3. Understand YOUR traits and motivators first.

4. Pick the 5 closest people around YOU – make avatars for short hand.
5. Everyone has one trait more dominant than the other – just focus on 70% - therefore increased connection.
6. Don't judge the other person for what they are – it's how they were born – you can't change them.
7. Practice using the 5 motivators THAT IS THE OTHER PERSON'S "thing". It's like short hand for your brain.
8. There are some great online surveys about understanding what motivates others such as www.5lovelanguages.com

*Acknowledgement to
www.5lovelanguages.com, Tony Robbins'
and Maslow's understandings of Love and
Connection.*

5

Right Action and Decision Making – in Business and Life

*Taking the RIGHT action in the right order
also includes making decisions. Sometimes
stepping back first to see what's really going
on HELPS A LOT*

Using The Rule of W as described above (found in the resources at the back of this book) is a great start. There are also other tools like the anti-person and anti-client tools, Connection and Motivation and 80/20 tool including how to really use it... everyone knows about 80/20 but many don't know how to really use it.

JUST these processes for making decisions and taking considered actions and you this will move you closer to where you want to go. Or even to

help you to decide where you really do want to be at.

GO to the resources section in this book for the link to the Business Resurrection 5 Steps from Survival to Thriving Video Series on this. You can also find the free resources and blogs on my web page.

If you have used The Rule of W you will have a better idea of where you want to be, but just get started – just get moving and keep **ASKING QUESTIONS** and **KEEP MAKING DECISIONS** and **TAKING ACTION – ONE STEP AT A TIME – BREAK IT DOWN INTO DOABLE SMALL STEPS.**

*Your outcomes and successes are just a sum
total of your DAILY small action steps.*

BUT own it.

You're totally 110% responsible for HOW you experience your life and the outcomes you get. When you blame others for outcomes you get a watered-down approach – own where you're at and from this place your business will shift forward immediately.

Tips for Start-ups

Your full focus should be on CASH IN and CLIENTS – Go where the clients are, learn what clients need and then how to convert them. This DOES NOT include endless networking events!

It seems simple doesn't it but too often I see start-ups fluffing around and not doing the simple things:

- Ask for help, for everything.
- Ask to work with people – with mentors and be open to learning new ways.
- Invest in yourself with the RIGHT business mentors – who have DONE IT.
- Ask Clients to work with you, ask for referrals.
- And the reality is YOU just have to hustle in the first stages of your business to get started.
- Manage your cash flows.... Invest in yourself

*“For each NO you might get,
you’re one step closer to a YES”*

Tips for Growing Businesses

- Your focus should always be on leverage and marketing.
- Outsource all the things YOU HATE DOING or are just no good at - NOT taking on “staff” is a great way to grow.
- Subcontracting is amazing using outsourced staff such as Virtual Assistant’s and bookkeepers takes your out of the administration – the sooner you get this handled the better your life will be. It takes a 5 minute google search, but if you want to know who I use – contact me directly and I will give you specific names and contacts.
- Reinvesting 20% of your gross income into marketing your business will grow you so fast that your head will spin.
- Keep marketing simple and consistent – DON’T USE the scattergun approach.
- In the past I wasted thousands of dollars on people who are not really “invested” in helping you grow - stay away from Facebook Marketers.
- Get great advice – but make sure they really know their stuff.

- Use the RIGHT kind of marketing for your industry – look at your competitors and copy their way – only add your personal style to it.
- USE MENTORS WHO HAVE PAVED THE WAY... USE MENTORS WHO HAVE ALREADY DONE WHAT YOU WANTING TO ACHIEVE.... Anywhere from 1 – 5 million is easy ...
- The next step is a bit of a jump but all these principals in this book still apply for the next level.... That's when you can really start to think big but manage your daily steps clearly based on solid strategy and constant reflection
- Joint Venturing is the best way to do this... it must be a win-win-win to really work well.

TIPS IF you're OVER your business –
***You hear yourself saying, “It's in a real mess,
 I want to go back to ‘work’ for a BOSS” –
 YUK! STOP and DO THIS!***

Pull back and fully reassess where you're at – **USE** The Rule of W to ask yourself what YOU really want and who can help you to get there.

Often, it's an external source or a mentor that will help you do this. It's hard to see your own blind spots and if you're really willing to get out of the mess and get started going forward quickly ASKING FOR HELP and acknowledging that you're really stuck is usually just the only thing required.

EGO is a necessary tool for being in business, BUT if your EGO is so big and out of control ... YOU will crash and burn, easily, and it's messy!

It is at this time that POOR decisions will lead to massive crashes and asking for help is the only action step you can take. It will give you perspective and a path forward.

Make sure that the person you ASK for help from has been there and done it and is ONE huge big step ahead of where you're at. Family and friends are often the WORST people to go to for this, unless they want to invest financially in the business as silent partners!

Always remember “opinion” or uneducated or poorly experienced advice givers are the DEATH of moving forward... run ...I say run away from these well-meaning people as fast as you can. They want to protect and “save” you – RUN, RUN, RUN.

6

What you CAN DO, Reflection and Correctly Aligning Yourself.

REFLECTION Time is the **key** here, it's very **POWERFUL** for being productive – **INSTEAD** of being busy.... **I challenge you to build it into your week** and see what the results bring. Here is my video blog on it.

<http://millieswann.com.au/reflection-time-one-powerful-tools-productive/>

By taking just a few minutes out at the end of your day, you are massively investing in your tomorrow.

You can dedicate more time to this, by taking a day each week where you only work a few hours

with your clients and actually “work on” your own business.... this is critical.

I spend this each week and withdraw for a few hours and reflect about what's going on with my life and business and I gain a deeper understanding where am I going myself and what direction I need to be moving towards.

I've come across a philosophy with my clients who are struggling with what I call “CEO guilt” or “business owners’ guilt”. This is the process where a lot of change in business is going on and they spend a lot of time being “BUSY”.

They see time away from their business as NOT showing up and not being productive.... NOTHING could be further from the truth.

Work this into your calendar each week, it is massively powerful.

Withdrawing from your business at least once a week for a few hours to stop being “busy” just **MUST** happen.

You will see that you will be much MORE productive, clearer and relaxed. Things will start to flow easily and you will make better decisions. It works for me and it **WORKS** for my Clients too.

I challenge you to;

1. Book out some reflection time
2. Understand what's going on by stepping back
3. Celebrate what's happening with your business
4. Look to see how you can do things differently
5. You'll also be able to resolve challenges from a clearer space.

This is very powerful. It allows me to enjoy my life and see it more as an adventure.

Here's the link again, watch the video, it is so important to your business' success.

<http://millieswann.com.au/reflection-time-one-powerful-tools-productive/>

7

Leadership and Working on Your Inner-Self.

Great leaders are never born.... They are made and they are often NOT the smartest people in the room. They are drivers, question askers, instigators of actions and they deliver outcomes that are aligned with their vision and values. Leaders are like the drivers of the bus... its lonely if the bus is empty and you get lost quickly ... it is way much more fun if everyone is on board and singing a similar song.

There are 3 keys here to being a respected leader –

1. Being your most authentic and aligned self. YOU might not be everyone's friend.
2. Having the relationships that you want in all areas of your life.

3. Being a truly aligned leader takes time and many challenges and mistakes will be made. Reinventing yourself and resilience are the biggest keys to successful leadership.

In business and in life we are ALL natural leaders. We are the leaders of our children, our families, our business, our clients and our colleagues.

There are a few things that really sink in home and come for me, and if you use these concepts your life will be easier immediately – they do take a bit of practice as we have been so trained in our filtered ways.

- When you're truly in line and in flow with who you are, you're not getting distracted by others needs and wants, you naturally succeed. STRENGTHENING your boundaries around what you want and how you get there is the key to this.
- CONSTANTLY ask yourself – is this the right action for me and is this in the general direction of where I want to be going in the next 30 days, 60 days, the next year. It does NOT have to be perfect – just close enough to move towards that direction. Don't look too far out at the start, small steps create confidence and success.

- IT'S OKAY TO SAY NO... and you can do it nicely. You can listen to others and say to yourself "I hear you but that doesn't align with who I am or what I am about" This is the most powerful tool within relationships. It allows you to let the other person own their space and you own yours. You can say – "Thanks for the offer but this doesn't feel like a right fit for me right now, is that okay with you?" ... watch the response you get ... you will be amazed... People just respect this response every time.
- Having the relationships that you want is easier than you think – once you are VERY clear about WHO you are you can start to operate from a place of acceptance of others.
- One of the main keys is that everyone needs to feel LOVED and CONNECTED – This is the thing that drives their behavior every day, every second. You will have experienced that people will connect and behave with you BADLY to get your attention and you always remember them don't you.
- If you step into a mindful state, then you can quickly see what's really going on and take yourself out of the

situation “emotionally”. From this place, you can really start to influence people. Reflection is the key.

- Use The Rule of W for this process.
- Go to the resources page at the back of this book and watch the Connection and Motivation Tool Video in the Business Resurrection 5 Steps from Survival to Thriving Video Series.

8



Resolving Stress and Anxiety for good – THIS IS SOMETHING YOU DO



Stress and anxiety are the biggest killers of time and drive overwhelm and inability to make decisions or take considered actions.

As a Master meditation and yoga teacher, I've taught thousands of people these very simple to do techniques, many of which you can use anywhere and anytime and people don't know you're doing it.

Breath Tools and Meditations are how you can release stress and anxiety quickly to give you an opportunity to start to deal with real underlying issues in a more settled and constructed way.

The 7 minute classes assist with;

1. Mindfulness
2. Stress and anxiety relief
3. Getting back to sleep
4. Pain relief and healing
5. Getting energy and recover
6. Superfast relax
7. Headache relief

It will be the best 15 minutes a day you will ever have.

I do recommend having some “me” time up to 15 minutes twice a day in either meditation or using some of my stress management *Body Mind Breathing* tools – there is a list here in the extra resources, they can become your immediate go to’s.

This ONE change alone will help you ground yourself and get the answers you need from the most amazing places – things just start to SHOW UP.

The world is just so “busy” – “slowing down” in your brain so it can cope is key!

GO to Body Mind Breathing <http://bodymindbreathing.com/> – 7-minute Video Classes and MP3 and PDF downloads – Millie Swann

Here's what to do

1. Watch the intro "WHAT ARE Body Mind Breathing 7 MINUTE CLASSES all about?" – This is the first purple video
2. Watch the intro "WHY the 7 Minute Classes WILL WORK FOR YOU!" This is the second green video

The 7 benefits of the 7 minute classes

1. The relaxation techniques are EASY and VERY QUICK to learn and beneficial for everyone.
2. Classes are only 7 minutes and you can do them anywhere, anytime.
3. It's a new way to physically relax your body, and calm your mind to increase happiness.
4. Many of the breaths can be done in public – when YOU need them most!
5. These NEW techniques give you the tools to cope with everyday stresses.
6. The breaths classes really work, they do what they say, and you will feel instant relief!
7. You will feel in control of your body and mind.

What is Body Mind Breathing and Why will this work for me?

Thanks for taking a little time to understand why The Body Mind Breathing classes work so quickly and effectively.

They were created to suit everyone – let's face it, everyone is breathing and everyone is feeling some pressure to survive their busy world! We are just showing you an easier and quick way to release your body from the awful physical feelings of stress, nervous tension and anxiety and at the same time the classes will calm your mind so that you can feel clear headed and centred.

Even though on the surface the techniques appear to be very simple, there is a lot going on. The techniques use a combination of breath, visualisation, rhythm and pressure on meridian points, initially your filling your brain with super charged oxygen and switching off the fight and flight feelings in your body that fills you with adrenalin. It's the adrenalin and cortisol hormones pumping at high rates that makes you feel physically unwell and eventually too much adrenalin in your body, exhausts you. The use of rhythm and a grounded soft tonal voice, naturally realigns you with your own heart beat and reduces your blood pressure.

Visualisation gives the busy mind something to do and this provides the initial circuit breaker

distracting the mind and allowing you own body's natural calming ability to kick in. Using gentle but firm pressure to meridian points on the body, combined with the breathing techniques, boosts the body's natural ability to switch off and release physical tension. These combined techniques release the emotional anxiety that can make you feel like you're out of control of your thoughts.

The techniques also support the alignment of both sides of the brain. Most of us have a brain that is dominate on one side or the other. By bringing the brain into equal alignment, it stops the buzzing and mind chatter you're feeling; this buzzing is called the beta brain. When your brain is in alignment you move into Alpha and Theta brain wave states and this is what I believe to be the real gift of the Body Mind Breaths. When you're in Alpha or Theta brain wave states, you start to build neural pathways and this increases your brains ability to process information, it makes you smarter, and much more aware of how you're feeling in your physical body. When you're in these states, your body's internal chemistry changes and you are winding down, this is why you're feeling calmer and in control.

Body Mind Breathing is so effective, they start to work within minutes and the effects can last for an extended time.

When you can bring your body and mind into alignment, you're able to function at a higher and more effective level physically, emotionally and energetically.

Much of this information is now becoming well known and accepted through scientific research on the brain, and how it controls the body. These scientific understandings help us to appreciate that the body and mind are more powerful when working in alignment. They also show us how we have the ability to heal our own body, when we look to ourselves, going inward, instead of always looking outward for solutions.

I feel very blessed to be able to bring you these techniques. I am deeply grateful to have already helped lots of people who use them and see how they have brought them into their daily lives.

Please enjoy these breaths, they are based in ancient wisdom, but they are now needed more than ever to help us live happier and more joyful lives in this crazy paced world.

Get your FREE classes here at
<http://www.bodymindbreathing.com>

or

<http://www.millieswann.com.au/products>

It is also available on Udemy at <https://www.udemy.com/user/millieswann/>

Udemy also have an app available on iOS and Android so you can access these videos at any time.

Powerful - Energy Meditations

Why should you do these, simply put, the main reason is to realign your brain. To balance you up so you're not overthinking and you're not sluggish or lacking clarity. These meditations fill up your energy bucket and clear away any confusion.

You can do this at least once a day for the next month - then you will ALWAYS want to do it ... Clients who use these regularly get the biggest changes as it rebalances their whole system. It's the intelligent 15-minute mediation that combines all the good things about ancient practices but brings it into modern usage.

Tips:

1. Morning and night is better.... OR anytime you're feeling rattled.
2. You CAN do this just sitting in a chair and cross your feet at your ankles, right over left.
3. OR you can do this laying in your bed with your ankles crossed right over left.

<http://www.ishafoundation.org/Ishakriya/Learn-online>

There is another “ what it’s all about “ video here - on the top RIGHT hand corner <http://www.ishafoundation.org/Ishakriya>

I have extensively shared, taught and trained in the Isha processes, along with many others, including being GITA trained, but these are special. ey are wonderful in assisting you to feel good, VERY quickly and will help with the clarity. My most successful clients swear by the power of these.

9



Authentic Heart Based Leadership Tools for Success – it's the NEW – OLD Paradigm and Your Next Steps to Getting the Business and Life You Want.



When people are given a deep understanding of the principles and tools of authentic leadership, I have seen countless business owners and executives transform the performance of their organisation, re-build broken partnerships and create the kind of business and personal relationships they had only ever dreamed of before.

I have been working with this approach to leadership and success for more than 25 years and

as an Executive Business Change Strategist and Success Mentor I would be honored to share my knowledge, insight and skills with you.

The first step in achieving the revenue and growth you desire in your business is very simple, use The Rule of W with this process, but if you're really, really stuck, I can help you directly.

I have a rare ability to be able to energetically shift blocks that occur around relationships and money... THEY are connected. I can also support you to remove deep stress and feel physically well. It is in this space that my One-to-One clients have enormous growth both personally and professionally.

I am deeply connected and believe in the process of self actualisation where my clients experience a sense of self, one that is based in deep heart based leadership and being the best version of themselves. There are many ways to do this and it is time consuming and disappointing if you keep turning up to dead ends. Using the tools in this book is the Fast Start process – but you MUST DO something different.

Your next steps to getting the business and life you want.

You want to know HOW to get going, well here is my **Business Resurrection 5 Steps from Survival to Thriving Video Series** that will help you to resurrect your business and life NOW with REAL how to do it steps.

Resurrect (or even just get started) your BEST ever business and life

**Business Resurrection 5 Steps from Survival to Thriving Video Series available at
<https://www.udemy.com/5-step-guide-for-taking-your-business-from-stagnation-to-th/>
Free Code: FREEACCESSBOOK**

Topics Include:

1. Using The Rule of W for problem solving.
2. Connecting and Motivating clients, suppliers and family with really simple how to's.
3. The Power of the Anti-Client and how working with people who love to pay you is possible
4. How to use the 80/20 rule for fast outcomes.

OR if you're really up for the change work and you REALLY want to know EXACTLY how to get the massive results I get and so do my clients then book a free strategy session with me. I will guarantee that you will have clarity about what is really going on in your business and life and what your next steps are to turn things around.

Reach out to me here at <http://www.millieswann.com.au/>

About the Author – Millie Swann

Executive Business Change Strategist
and Heart Based Business Leadership
Mentor to CEO's, Business Executives
and people who are in business and are
specialists at what they do.



Millie Swann has been in Business for more than 25 years and has had several start-ups and restructured, bought, built, sold and grown her own businesses well beyond \$5 million several times within an extremely short time frame. She is a practicing Sociologist and a great singer of ABBA songs with a mean golf handicap.

Millie has worked with all levels of business and all industries and she also was the lead consultant on many high-end projects, some worth more than \$100 Million (back in 2007) for different levels of Government in Australia. Millie currently has clients Australia wide and in the United States.

Millie chooses to work with clients who have the ability to influence or change the lives of many people themselves as this is how she can leverage her skills for the greatest influence.

Millie is also a Master Yoga and Meditation teacher, life time student and practioner who has worked with thousands of people helping them recover a deep sense of self and wellness that they have often only just started to experience for the first time in their lives.

Millie has personally experienced the highs and lows of life with some handballed experiences no person should ever have to survive, but today she lives in the state of Samadhi (self-actualised peace). It's a wonderful place to be.

Millie does present and speak at selective events Australia wide. Millie is a NO mucking around authentic leader with an honest view and real tools that work to give people how to really have a great life and business too.

Millie is the author of countless books on Business and Wellness, details can be found on her website at <http://www.millieswann.com.au/products/>.

Contact Monica Egan if you want more information about working with Millie or asking her to present at your business events. Visit Millie's website for more information.

<https://www.millieswann.com.au>

Author Acknowledgements:

To my wonderful kids ... Janie, Joey and Angus... I couldn't have done it without you... Theo and the boys...you're the best of the best and worth the wait and my time. You all have made me who I am today ☺ Janie and Joey... the world is a better place for your contribution to it ... you are much loved and missed. Angus... You're just an awesome human... everyone says so ☺

Something to consider - always reflect on what you have achieved before you give "advice" or opinion to others... make sure your own back yard is clean first...

☺ STOP being perfect and just do it! One small step and then the next, and the next ... it's the kaizen way... as the Japanese say ... change for the better in one small step towards a bigger outcome

It makes me really happy and I feel like I'm winning to know you have read this book ... so go ...use the ideas I gave you to make your life better and happier ☺ Just do one thing, take ONE step!

HAVE A GREAT DAY

Blog

<http://www.millieswann.com.au/blog>

Books

<http://www.millieswann.com.au/products/>

The Science of Persuasion Video

<http://www.millieswann.com.au/science-of-persuasion/>

The Importance of Reflection Video

<http://millieswann.com.au/reflection-time-one-powerful-tools-productive/>

Body Mind Breathing – Video Classes

This is a series of 7 different and simple 7 minute video classes that teach you how to use the breath to manage stress, getting into a mindful state, getting better sleep, getting more energy, recovering from headaches and managing pain. There are free classes for you to try and lots of information for you on this website.

Get your free class here at <http://www.bodymindbreathing.com>

It is also available on Udemy at <https://www.udemy.com/user/millieswann/>. Udemy also have an app available on iOS and Android so you can access these videos at any time.

Published Academic Articles

<https://www.rewireme.com/insight/can-phobias-be-inherited-genetically/>

<http://www.nature.com/neuro/journal/v17/n1/full/nn.3594.html>

<https://www.spectator.co.uk/2016/04/how-trauma-is-passed-down-through-the-generations-in-our-dna/#>

Energy Meditations

You can do this at least once a day for the next month - then you will ALWAYS want to do it ... it is VERY powerful.

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The Rule of W

WHAT?

WHY?

WHO?

WHERE?

WHEN?

HOW?

MILLIE
Swann
Executive Business Change Strategist

© www.millieswann.com.au

The Rule of W

THINGS TO REMEMBER?

2 sentences max → rate it out of 10 → 1/10 is low, 10/10 is high
→ this creates your priority.

WHAT outcome do YOU want – or what is YOUR intention?

WASH rinse and repeat the questions.

WHERE is there a gap? Don't panic – the answer will come – ask
for the answer.

DON'T dismiss the power of this.

Not every question is of equal importance – the importance
comes from what you

are trying to achieve.

What is the one new action you will DO after this training?

OTHER NOTES

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The Connection & Motivation Tool

1. CONNECTION & RESPECT – 3 STAGES

1. Know or know about.
2. Like or know more deeply.
3. Know well and can predict behaviour, can make assumptions and may stop seeking information about them.

2. LOVE – 2 STAGES

1. *Passion*
 - early stages or doesn't transition.
 - can fade and flip flop between 3 stage connection & first stage love
2. *Intimacy*
 - not necessarily about sex.
 - accepting of the other for different cycles.

Where are you at with your 5 closest people? For many people, it's at Stage 3 Connection & Respect.

The next 2 concepts start to show you how things may be better or able to change effortlessly.

PERSONAL STYLES – 70% ONE OR THE OTHER OF THESE

1. *Certainty* – feels happy when is at home, has plenty of food, has a secure job or money supporting them.
2. *Significance* – all about them, can be flippant about money, needs constant reassurance. Can be highly creative & appear to be natural leaders.

STILL IMPORTANT & INFLUENTIAL TO NATURAL BEHAVIOUR

3. *Variety* – loves distraction, can be bored easily, can often not finish things.
4. *Growth* – questions where you're at, seeks answers, knows there is more to life, moving to a state of calm.
5. *Contribution* – externalises giving to others, selfless, can be destructive with personal life and relationships.

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Of these PERSONAL STYLES – Understand which one YOU are first.

Then which ones are the 5 closest people around you.

TIP – everyone has a more NATURAL dominated style – we are all a mix of these.

Just pick your most dominant style.

Write down the names of your closest 5 people here and their personal styles.

1. _____
2. _____
3. _____
4. _____
5. _____

5 MOTIVATORS – THIS IS THE GOLD – This is HOW people need to feel loved and respected.

1. Acts of Service
2. Words of Affirmation/Confirmation
3. Quality Time
4. Gifts
5. Touch

Of these MOTIVATORS – Understand which one YOU are first.

Then which ones are the 5 closest people around you.

Everyone has a more NATURAL dominated style – we are all a mix of these. Just pick your most dominant style.

Now go back through your list of 5 closest people and their personal styles. What are their motivators? Add this to the list.

These are your avatars and easy go-to's for when you meet or work with all different kinds of people.

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THINGS TO REMEMBER!

1. **EVERYONE** wants to be loved and feel connected – **IT'S THE THING THAT DRIVES THEIR BEHAVIOUR EVERYDAY.**
2. Most people only make it to Stage 3 connection & first stage love and flip flop between the two.
3. Understand **YOUR** traits and motivators first.
4. Pick the 5 closest people around **YOU** – make avatars for short hand.
5. Everyone has one trait more dominant than the other – just focus on 70% - therefore increased connection.
6. Don't judge the other person for what they are – it's how they were born – you can't change them.
7. Practice using the 5 motivators **THAT IS THE OTHER PERSON'S "thing".**

OTHER NOTES

[illegible]

Acknowledgement to www.5lovelanguages.com, Tony Robbins' & Maslow's understandings of Love & Connection.

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