



Business Vision & Success

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*Do What You Love,
Love What You Do!*

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By Angel True

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In a recent NPR story the commentator mentioned something to the effect of "It's mind boggling that health insurance companies are responsible for making a profit but not for actually providing health care." With the economic crisis fully developed, researched and reported on by now no doubt you are much more clear about the primary function of corporations: *profit*. Whether it's to stock holders, lenders or senior management bonuses this is the primary and nearly eclipsing motivation of most companies.

For years now there have been "socially and/or environmentally conscious" corporations that donate a portion of their profits to some social or environmental cause or otherwise seek to reform the sourcing of their materials from more sustainable, environmentally friendly or equitable sources. However, there is a growing trend of a new type of company that is transforming the economy. Businesses with a VISION of the future that they are seeking to create are building momentum and changing the way business is handled and managed.

Businesses with Vision stand apart in the crowd of "conscious" companies for one very important reason: *profit is a result, not a motivation, of their activity*. Businesses with Vision tend to put a high priority on value and integrity as a core function of their activities. Their Vision tends to be related to economic and social development or evolution. Their core function is not about creating a product or service that makes your life or work easier but about enhancing the *social value* of the business function, product or industry. Businesses with Vision aren't focused on "being green" but instead are working on "advancing and enhancing sustainability and social or business alternatives".

Here is how you identify Businesses with Vision:

- Frequently utilizes words such as "innovation", "evolution", "change", "efficiency", "local", "collaboration" and "community" in reference to their core subject, industry, or societal interaction and NOT in reference to their products or services.
- Often seen as pursuing radical new technology, services or industry interactions.
- Partnered with complimentary companies for mutual support or marketing.
- Supportive or driving of tighter, rather than looser, industry regulation

and monitoring.

But the real question of course is not just what they do or how to spot them but: *why does it even matter?*

Here's why it matters:

- Profit as a motivation has eclipsed common sense and social good as a relevant and necessary function of business. Just look at our current economic situation for a point of reference.
- Major social and economic change happens not at the hands government or social movement but in the businesses that create the economy with the products and services available to us.

The economy is already changing in ways that we can't even begin to foresee. The next wave of business evolution is one of Vision and social engagement. This core transformation of business growth and development will determine the success and stability of our economy and lifestyle for generations to come. Businesses that are moving towards this future evolution, rather than seeking profit off of the old standards will be the most stable and best positioned for success.

How can you begin to transform or enhance your own business to build a Vision for future success? Simply re-examine your core standards and focus. See if there is a way you could design or redesign your business to emphasize the social value or development of your core function. Invest research and development time and money into exploring and expanding your industries alternatives and knowledge sources. Focus on creating new resources and economic value that can be used to build sustainable growth.

The most important change you can focus on to building a business with Vision though: make decisions based more on social value and not to just on profitability.

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About Angel True

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Integrate, Expand, Thrive!
Do What You Love,
Love What You Do

As the founder of *True Living with Authentic Intention*, **Angel True** believes that it is possible for everyone to live their passions and love every moment of their life! He has over 25 years of experience and training in interpersonal communication, self-transformation, community growth & dynamics, and leadership, over 20 years experience and training in business and professional writing, 10 years of experience working for a Fortune 100 company and 5+ years of training & practice in embodiment, spiritual growth, and energy work. As a Synergy & Embodiment Coach he works with individuals, couples, non-profits and businesses to empower their passions, move into action, heal past injury and transform dreams into reality.

Angel artfully weaves together Personal & Professional Coaching, Reiki, Intuitive Insight, Directed Source Energy, direct honesty, compassionate inquiry, and intentional action to facilitate his clients self-healing, embodying their dreams and living their fullest life yet! As a coach, intuitive guide, healer and workshop facilitator Angel has worked both nationally and internationally.



Imagine being...
healthy and energized,
alive and living your dream,
fully nourished,
connected to your inner power,
in awe of the beauty around you,
in love with each breath,
and moving through life
as if you were deep in the flow of a powerful river.

This, to me,
is abundance embodied.

-Angel True

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“Not consciousness and self-understanding but a passionate inner presence makes us what and who we are.”

-Thomas Moore