

# ECONOMY

# #1

## An Answer to Our National and Global Crisis for Executives

**Launching Lives**  get unstuck...create a new story

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When you read the word **economy**, what comes to mind? The broken system here in America? The dysfunctional global situation? Inflated gasoline prices and the housing bubble? Increased unemployment rates? Average folks failing to make ends meet? Your own shrinking investment portfolio? Fewer freedoms? What flashes across **your** mental movie screen?

The truth is that you and I alone can't change the global or national economy. We have little control over something that big, something so multi-faceted, something that complex. There is, however, an economy we do manage: the "**economy of self**". Yes, you are totally in charge of **YOU**, and I am totally in charge of me. While various economies exist in this world, the most important one is **YOURS**.

The word **economy** means: the efficient use of materials and techniques; the avoidance of waste; orderly arrangement; thrift; a system of producing, distributing, and consuming wealth; and careful management of wealth and resources. So what does all of this have to do with you as an individual? **Economy of self** refers to how efficiently and effectively you use your time, spend your money, harvest your ideas, express your feelings, showcase your talents, and expend your energy. It also refers to the kinds of investments you make with your intellect, your body, your family and friends, your colleagues, and your spirit. In other words, how do **YOU** share who you are and what you have with the rest of the world?

You need to think about this, because **THIS** is the only economy you can completely control. Outside of yourself you actually control very little. While that may be an uncomfortable thought, know that it's true. Further, if each person on the earth created a sound, viable economy of self, many of our massive, complex problems wouldn't exist. At least not to the extent that they do. To a large degree the national and global economies simply reflect the poverty of our own individual economies. How sad.

Although some people may have no interest in developing a healthy economy of self, many would be interested if they knew how to do it. If you'd know how to do it, would you start today? Perhaps. It depends on whether you are willing to give up some beliefs that serve neither you nor society. It depends on whether you are committed to changing your mindset about how the world really works and how good business really happens.

## 15 BELIEFS TO SHED NOW:

- *You believe you are the center of your universe and that what matters to you is more important than what matters to others.*

This belief creates and circulates more individual poverty and social poverty. No one person is the center of the universe, even if you entertain that fantasy in your mind. You are a vital part of the whole of humanity, of your organization, of your family, of your community. You are part of something greater than yourself. But the world, however expansive or limiting yours is, does not revolve around only you. To hold onto this mindset represents small thinking.

- *You believe it is okay for you to be engaged in a thousand things and have no time for those you say you love.*

Such a belief feeds poverty of self as well as exacerbates relationship poverty. You cannot live this way and enjoy meaningful, fulfilling relationships at the same time. People get tired of being brushed off, of being made to feel unimportant. Beware of continuing such a lifestyle, as you may wake up one morning to find the bed empty beside you. Or your children bypassing you...or your friends dropping you.

- *You believe it is your choice and your right to keep all of your material wealth for yourself.*

While it may be your choice, keeping all of your material wealth for yourself contributes to poverty in the world and in your own life. By doing so you deny yourself the joy of giving to others in need, and you deprive those same people of a higher standard of living that you could help to provide.

- *You believe that regularly reminding your employees of the fact that you are the boss keeps them in line.*

Quite bluntly, this belief harms your relationship with your employees and in fact does not foster more loyalty, respect, and productivity. It works to your disadvantage. Employees resent such an attitude in the people who supervise them. In addition, constantly touting your managerial position to staff may motivate them to set you up to fall off the self-created pedestal you feel you need.

- *You believe you should get credit for all of your original ideas.*

While each of us wants to receive the credit we deserve, we are happier when we finally realize that the world is not always fair and this may not always happen. The most important thing is that somebody runs with the idea to benefit the company in some magnificent way. Take the high road on this one.

- *You believe that you may express your feelings, including anger, however you choose.*

This belief may represent immature thinking...or just plain inconsiderate thinking. You don't get to keep people around you upset all the time, off balance all the time, fatigued all the time. Understand that employees don't do their best work in such an environment. The company loses, and so do you as the supervisor who is supposed to be creating a healthy workplace in which people can grow and excel.

- *You believe that it is okay for you to frequently overuse or abuse alcohol, drugs, or cigarettes.*

It's not okay because it's tearing you down. The depletion may be subtle, but it's happening. To believe otherwise is a delusion. When you are less than your best, you cheat both yourself and others. You are only half a leader, half a husband, half a father, half a volunteer, half a friend. Depending how much you are abusing these substances, you can be sure you will become a shell of who you are meant to be. You are lying down in utter poverty of self.

- *You believe that chronic lack of sleep is not a big deal, since much of America is sleep-deprived.*

That's a cop-out excuse for what you know you need to do for YOU. If you're tired most of the day on too many days, you can't make good decisions. You can't lead your organization responsibly. You can't inspire a dog much less your team. You make mistakes on critical work. This behavior puts you and your company into unnecessary poverty: financial, social, and mental.

- *You believe you don't need to exercise regularly because you dislike it.*

Maybe you get tired of brushing your teeth each morning, but you do it. Maybe you get tired of mowing the lawn or feeding your pet, but you do it. Make exercise a habit. Get in the groove of taking a thirty minute walk five times per week. Nobody said you have to join a gym, spend a lot of money, and show off on fancy equipment. Just get moving. To ignore your need for physical exercise almost guarantees an eventual bodily poverty.

- *You believe it doesn't matter if you are significantly overweight.*

It matters. It matters a lot. You are probably O.D.'d on literature and TV commercials that speak to heart disease, risk of stroke, diabetes, and hypertension. While you may know the facts that link obesity with certain health conditions, you now must take action to lose those pounds. Further, when you are overweight, you generally don't feel good about yourself. When this is the case, you won't be your best for others.

- *You believe that your friends don't mind if you ignore them occasionally or often.*

If you really believe this, you will end up with few or no friends over time. No one wants to be ignored. This is hurtful. Most people will not put up with such behavior indefinitely. And they shouldn't. Figure out why you are ignoring your friends and begin to make sincere amends immediately. If the main problem is lack of time, then get your priorities straight and insert your friends in your calendar. Make the connections happen, however brief.

- *You believe you don't need ongoing spiritual nourishment.*

This isn't talking about religion here. This is talking about your need to feed your spirit and soul like you feed your physical body with food. Without food your body would die. Don't fool yourself: without proper nourishment your spirit loses vitality, energy and zest. You are creating a spiritual poverty that deeply affects the folks around you. Spiritually empty people cannot inspire others because they can't even inspire themselves. Spiritually empty people can't function as leaders except in title only.

- *You believe that death is many years down the road for you.*

Says who? You don't know when you will die unless you already have a disease pronounced as terminal by the medical community—and that prediction may not even be accurate. For you, death could come tomorrow with that sudden coronary or devastating stroke. It could catch you by surprise in that unforeseen car crash. You could be a victim of a crime. Avoid the arrogance of believing that you know you won't die for many years. When you believe that any day could in fact be your last, you live more richly, more intensely, more joyfully. You shed the poverty thinking.

- *You believe that, if your current job doesn't work out, there is always another around the corner.*

Maybe. But wouldn't it be smarter to be your best and do your best in the job you already have? Typically, when you take that advice to heart, you don't have to worry about losing your employment either by circumstances beyond your control or by your own making. When you're working for a company, invest yourself fully in that organization. Avoid the temptation to constantly look over the fence at those supposedly greener pastures. They aren't always as green as they appear.

- *You believe if people don't like you, that's just too bad, because that's the way you are.*

This is a significant example of poverty thinking. Continuing down this track prevents you from engaging in life-changing self development, and it cheats others from fully appreciating the real you. I say "the real you", because human beings aren't made to be shadows of who we are intended to be. Such a belief is very limiting—and selfish too. *Give it up, and watch your world explode with opportunity.*

So there you have them: fifteen beliefs you must toss into the trash if you want to begin the process of developing a flourishing economy of self for YOU. What's next? Deliberately creating a conscious mindset that serves both you and others is next. If you don't already have this mindset, expect to face a challenge. Scrapping the mindset you've worked from for several decades won't be easy. Especially if people you love gave you that mindset. But trust that it can happen, and know that a rainbow awaits you on the other side.

## Let's explore the SEVEN COMPONENTS OF YOUR NEW MINDSET:

- *Mindset About Money*

You have all that you need. And you can have more...and more...and more. Most people don't believe this, and they are wrong. The reason we don't have more money is because we clutch at limiting beliefs about the purpose and amount of money in the world. Let go of a scarcity

mindset that perpetuates feelings of lack and fear. Trust that you can have all the money you desire at any time. Sounds too good to be true? It only sounds that way if you are still clinging to the old belief that there is never enough of anything. You can actually attract money into your life when you want it. If this intrigues you, contact me for resources that can aid you in this process. These resources have opened big doors for me over the past year. They have changed my thinking and my life. They have given me the freedom to serve the world in a bigger way than I ever dreamed possible.

- *Mindset About Time*

Time is not the monster most of us blame it to be. We all receive the same number of hours in a day, yet only a few of us go to bed at night feeling satisfied with how we spent those hours. Why? Because most of us don't have a working clue about our personal values and priorities. It's the values and priorities that should shape our calendars. When this doesn't happen, we end our day feeling distraught, defeated, and drained. Focus on what's truly important, and put it on your calendar. Prune the meaningless detail, the dull encounter, the time-waster task. View time as a gift rather than as a demon. When our days spin out of control, we allow it to happen. Much as we want to resist this truth, we are our own keepers of the clock. If you knew tomorrow was your last day on this earth, how would you invest your time today? A trite, overused question? Not if tomorrow is truly your last. And how can YOU say it isn't?

- *Mindset About Intellect and Creativity*

You were born with a highly functioning brain, capable of much thought, many ideas, and deep understanding of thousands of concepts. You did not give your brain to yourself. A spiritual source of some nature created your brain and gave it to you. While your brain technically belongs to you as a part of your body, everything that flows from it is intended to serve the world. Establish the mindset that your fresh ideas, unique creativity, avant garde ways of looking at things, and massive breakthroughs are meant to share for the enrichment of all mankind. Not just to massage your ego... Too many of us get mixed up about that. One other point: the ideas, thoughts, inventions, and solutions you seek will surely come to you at the time you most need them. Claiming this certainty relaxes you and diminishes the fears that actually block delivery of whatever it is you are looking for.

- *Mindset About Work*

Your work represents you in important ways. That is why you must align yourself with work that tells people who you are in the world. Your work should feed your soul, not only your body or mind. It is not enough for you to do a job. A job is a series of tasks that have to be done by a certain time in a certain way. Any job, however, can be elevated to work, to the fulfillment of a dream for you. Do not be satisfied with holding a mere job. If you invest all of you into whatever it is you are doing, I guarantee it will take on new meaning and make a difference to many people. When we are dissatisfied with our jobs, it's often because we are bringing so little of ourselves to the experience. Bring more of yourself to the job, and you will reap great fruit. Do not make the mistake in judgment by thinking that high paid senior level executives are happier than persons pushing mops in restaurants. It's not the job title or status that brings the fulfillment; it's what the individual brings to his or her situation, whatever that looks like.

- *Mindset About Energy*

People feel energized when they are happy, healthy, loved, and secure. They are energized when their bodies are free of illness and disease, when their minds are clear and rested, when they have a life purpose, when they sense appreciation from others, and when they trust in their own ability to cope with life's diverse problems. A person can increase the amount of energy he or she has to burn. In fact, we owe it to the world to do what we can to increase our personal energy. The more energy we have, the more others want to interact with us, converse with us, learn from us, produce with us, play with us, dream with us. Energy is contagious. When you exude high energy, sparks touch your peers, employees, family members, friends, and neighbors. Those sparks ignite a fire in folks, bringing them to that higher place where they believe anything is possible.

What a gift you have given! And how much poverty of spirit you have smothered...

Energy is the essence of life; without it we feel dead.

- *Mindset About Love*

There are different types of love. I cannot guarantee that you will experience all of them in this lifetime. For example, I don't know if you will taste the thrill of romance. Delicious as it is, romantic love is actually very self-centered, self-absorbed. It also is frequently short-lived. The love you need to develop in yourself is the kind of enduring love that wants the best for other people at all times, even when those people are behaving badly. It is not based on feelings, but rather on what is good and right for humanity. When you learn to love others in this way, you yourself will grow and change. Sometimes the other people grow and change too—because of how you loved them. With this kind of love nobody loses. Love your employees, your colleagues, your Board of Directors. It has nothing to do with whether or not they deserve it; it has everything to do with giving them the greatest gift we can give someone else. A final note: loving others in this way does not take something from you; instead it fills you and builds you into someone who endures whatever comes your way.

- *Mindset About the Future*

When you are secure in yourself and trust that you will be given what you need and desire in perfect time, you won't fear the future. You don't need to fear the future. For you, the future excites you, challenges you, beckons to you. Each day you awaken in anticipation of the chance to get out of bed and go into the world to contribute pieces of YOU. Think about that. Does it give you goose pimples? Doesn't it make you ecstatic to ponder the ways YOU can help to reduce or eradicate the many forms of poverty in our world? There really is no valid reason for poverty on earth. The poverty that exists today has been created through individual or systemic ego, greed, ignorance, lack of action, and/or fear. It is allowed to continue through mindsets that do not serve us well. It is time to get rid of what doesn't work and keeps us stuck in pain. The future provides us with the opportunity to embrace new approaches to very old problems.

## THE ECONOMY OF SELF:

**Have you committed to developing YOURS?** What changes are YOU going to make around how you use your time, how you spend your money, how you share your intellectual capital, how you perform your work, how you care for your body, how you feed your spirit, how you interact with others, how you burn your energy, how you view the future?

You can grumble and whine about the national and global state of affairs, but if you aren't willing to craft, implement, and monitor your own economy inside of YOU, don't expect much change in the external economy. Remember: the outer economy is a reflection of millions of individual internal economies. Right now we aren't doing so well. That means you and I have a great deal of work to do. The time is now.

## CONCLUSION:

**This special report calls you to action.** Can you feel it? What sort of action do you intend to take? Where will you start? Where do you want to end up? What sort of economy of self will you create for YOU?

*To receive individual executive coaching throughout this process, contact:*

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*Sylvia guarantees you a free one-hour consultation by phone worth \$300.*