



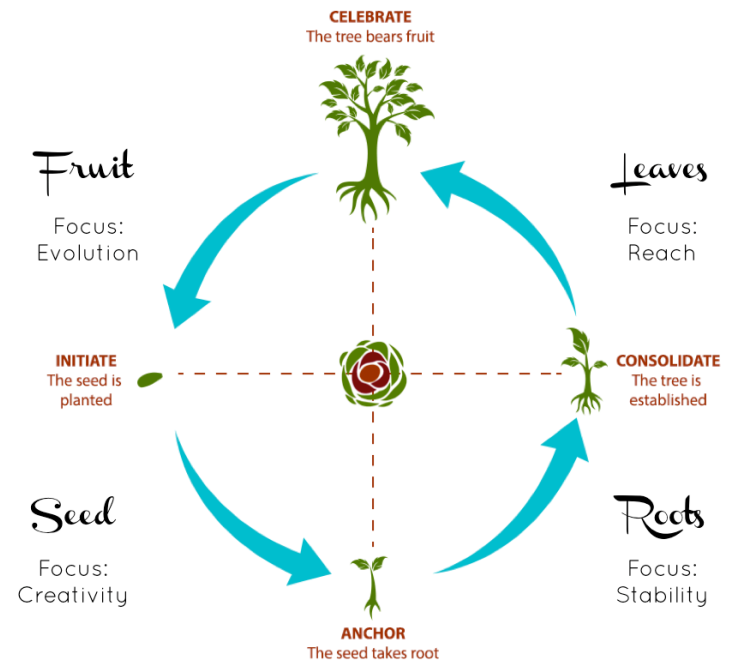
## The Sacred Business Skill Set

Operating a sacred business is somewhat different from how most businesses operate, primarily because we are moving away from the 'competition model' towards a model of co-creation. To fulfill the [Sacred Business Manifesto](#), we require a progressive skill set that overlaps conventional entrepreneurial skills with intuitive capabilities. This integrated approach allows for our businesses to grow organically and sustainably in natural timing. It also optimizes our personal energies to increase our productivity and flow.

**Your recipe for success is mixing practical with intuitive skills...**

The skill set is based on the fulfillment of the four Sacred Business functions, in the natural growth cycle of a tree:

1. **Identity (Seed)** – ensuring your business has a defined scope of its functions and purpose
2. **Foundation (Roots)** – ensuring your business has the financial and support resources and systems in place to grow
3. **Sharing (Leaves)** – ensuring your business offerings are readily identified and circulated in the market
4. **Evolution (Fruit)** – ensuring your business atrophies and transforms to remain responsive to the current environment



## You are at the centre of your business...

Underpinning your business success is your own self-care and self-development. In particular, these key qualities will assist you in the cultivation of the sacred business skill set:

Courage Resourcefulness Clarity Receptivity Creativity Organisation

Teamwork Partnership Generosity Value Philanthropy Vision

In addition to these universal qualities, you have specific traits that allow you to create in the most natural way, in accordance with the predominant energy flow of your physical body. This natural flow is the source of your creative power, your ability to bring your ideas and visions to fruition and have a tangible impact in the physical world, albeit money, a business or a tribe. Not everyone creates in the same way, in terms of speed, consistency, level of support or impact, so it is important to be true to your way and understand what activates your creative power.

## You are a powerful creator built for a purpose ...

The *Creator Types* are designed to bring your attention to your most outstanding creative power and how to use it to create what you desire in the most natural, effortless way. Each Creator Type specializes at a particular stage of the natural growth cycle, which means you are naturally equipped to function optimally for the required skills of the Identity, Foundation, Sharing or Evolution stage (see below for which Types pertain to each stage). Other stages of the growth cycle, for which you are not naturally predisposed, will require more focused development and support, in order to bring your creation to life.

As you co-create your business, it is helpful to work with other Creator Types who specialize in different stages to you. Your ability to cooperate with other types will serve you well in optimizing your energy and increasing the impact of your work. If working within a team, you can clearly see from your own Creator Type, what your most valuable contribution is to the group's creation, as well as how each person can optimally contribute in the creative process.

For more information on the Creator Types, [click here](#).



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Growth Stage	Skill	How you'll know you're competent
SEED Identity (Focus: Creativity)	<b>Master your Creative Power</b> How you use your life force energy and creation style to optimize output	<ul style="list-style-type: none"> <li>• Understand your primary Creator Type including 'in flow' and 'out of flow' traits</li> <li>• As they arise, detect and transform your shadow traits into strengths</li> <li>• Leverage the creative power of each Creator Type as the core driver and essence of your business</li> </ul>
	<b>Articulate your Business Identity</b> How you define and communicate your business as distinct from others	<ul style="list-style-type: none"> <li>• Understand and articulate your role in your tribe</li> <li>• Speak with clarity about your vision, tribe, offerings + unique value</li> <li>• Write your 'irresistible offers' &amp; apply intuitive pricing</li> </ul>
	<b>Co-create your Business</b> How you align your intention and actions with the higher purpose of your business	<ul style="list-style-type: none"> <li>• Be receptive to the healing and guidance from your business deva &amp; nature</li> <li>• Interpret this guidance into specific actions</li> <li>• Attune to natural timing using the Flow-Structure Model</li> </ul>

### SEED Stage Creator Types & Their Creative Power

- **Alchemist** (Lava) - Immense courage to transform fear, create change and discover new frontiers
- **Player** (Fire) - Highly dynamic and experimental approach that yields unexpected results
- **Manifestor** (Whirlwind) - Rapid visualisation and creation through decisive action



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Growth Stage	Skill	How you'll know you're competent
<b>ROOTS Foundation</b> (Focus: Stability)	<b>Streamline your Operations</b> How you optimize your internal processes for efficiency & effectiveness	<ul style="list-style-type: none"> <li>• Apply cost-effective technologies to streamline your backend systems including client records, bookkeeping &amp; marketing</li> <li>• Source and delegate tasks to specialists as required</li> <li>• Document &amp; follow procedures to maintain &amp; regularly review operational systems</li> </ul>
	<b>Take Strategic Action</b> How you take specific steps that fulfill your short-term and long-term goals	<ul style="list-style-type: none"> <li>• Write strategic plans (including intention, milestones + actions) in alignment with the natural cycles</li> <li>• Define and execute priority tasks daily</li> <li>• Monitor your milestones and actions each month cycle, marking tasks complete or reassigning them if still required</li> </ul>
	<b>Attune to your Work-Life Rhythm</b> How to organise and structure your life & work to optimize your energy	<ul style="list-style-type: none"> <li>• Create a work schedule that is sustainable and enjoyable for you, including time in nature</li> <li>• Take actions that replenish your energy each day + at the completion of each week cycle</li> <li>• Know when to take action and when to rest or play</li> </ul>

### ROOTS Stage Creator Types & Their Creative Power

- **Achiever** (Mountain) - Overcomes challenges to set new records of achievement
- **Builder** (Soil) - Methodical planning and organisation of resources for sustainable growth
- **Automator** (River) - Ready identification of sequential, replicable systems that optimize results



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Growth Stage	Skill	How you'll know you're competent
LEAVES Sharing (Focus: Reach)	<b>Grow your Revenue Streams</b> How you establish & grow consistent revenue over time	<ul style="list-style-type: none"> <li>• Restructure your offerings + refine your value proposition to maintain/increase revenue over time</li> <li>• Explore + incorporate new revenue streams with a balance of active, semi-passive and passive forms of income</li> <li>• Invest resources for optimal return with a long-term view</li> </ul>
	<b>Nurture your Business Relationships</b> How you cultivate relationships with the intention to grow yours and others' businesses	<ul style="list-style-type: none"> <li>• Offer useful connections and resources to others</li> <li>• Educate and engage your colleagues and your tribe to increase their awareness of your offerings</li> <li>• Seek out complementary businesses to yours and delineate what you offer in the context of their business offerings</li> </ul>
	<b>Succeed with Sacred Sales</b> How you generate leads & sales in way that honours the true needs of your tribe	<ul style="list-style-type: none"> <li>• Use your Magical Medium to establish create a marketing funnel to generate quality leads</li> <li>• Actively nurture your leads</li> <li>• Lead sacred sales conversations with prospective clients</li> </ul>

### LEAVES Stage Creator Types & Their Creative Power

- **Equalizer** (Snow) - Refined communication & cooperation to facilitate win-win outcomes
- **Strategist** (Lightning) - Genius detection of patterns and innovative solutions that improve the status quo
- **Opportunist** (Sun) - Seeking and attracting advantageous opportunities that lead to unforeseen expansion



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Growth Stage	Skill	How you'll know you're competent
<b>FRUIT Evolution</b> (Focus: Refinement)	<b>Manage your Money Flow</b> How you balance the inflow and outflow of money through your business	<ul style="list-style-type: none"> <li>• Be receptive to giving and receiving in balance</li> <li>• Interpret your key financial information, with particular focus on inflow and outflow</li> <li>• Adjust your strategic actions to balance your money flow</li> </ul>
	<b>Cultivate Teamwork</b> How you work together with others for a shared goal	<ul style="list-style-type: none"> <li>• Create + participate in balanced teams that consist of people who share complementary skills and support win-win outcomes</li> <li>• Seek opportunities to pool resources</li> </ul>
	<b>Evaluate your Business</b> How you allow your business to change and grow in response to your customer base and your industry	<ul style="list-style-type: none"> <li>• Regularly request + incorporate feedback from your customers</li> <li>• Ensure your offerings are continuously updated to meet the needs of your current customer base + market</li> <li>• Contribute directly or indirectly, financially or in-kind, to a humanitarian or environmental cause</li> </ul>

### FRUIT Stage Creator Types & Their Creative Power

- **Emoter** (Lake) - Effortless magnetism through genuine heart connection & bonding
- **Illuminator** (Ocean) - Remarkable insight and understanding of underlying motives that impede growth
- **Provider** (Tree) - Exceptional attunement to others' needs, thrives on servicing them



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