

CREATING HARMONY

In business and life, it's important to create an environment that encourages wholeness and humanity.

by Erin Casey



IN BUSINESS, THE DRIVE TO EXCEL CAN BE INTENSE. Success is measured by production and profits. This demand for results has, in some companies, reduced humans to machines; employees are viewed as a means to an end. And the effects of this pressure to produce have left millions in the overworked, underappreciated work force stressed out, unhealthy and unhappy.

“How we are in terms of our own humanity has a lot to do with the quality of life we have.”

—Bettie Spruill



Bettie Spruill, an international business coach and facilitator, works with companies and individuals to promote a change that brings harmony to the way business is done. Her years of research, study and hands-on experiences with business leaders led her to the realization that, while these stressed-out employees often deliver some of the results for which they're asked, their working environment isn't healthy or especially productive.

“The metaphor in business quite often is *How do we win the war? How do we beat the competition? How do we get people to go and fight and overcome?* That was needed for a time in business, especially in the industrial world, but now we're in a different place,” Spruill says. “What worked then is insufficient for today.”

To establish her point, Spruill references the Law of Gender, one of the seven universal laws. (The other laws are Perpetual Transmutation, Relativity, Vibration and



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Attraction, Rhythm, Cause and Effect, and Polarity.) The Law of Gender basically states every being contains both masculine and feminine attributes. Spruill is quick to point out that the “feminine” or “masculine” principles are not about male versus female. “If you want another language for masculine, you could say left-brained: logical, rational, analytical and objective. It tends to look at parts. The right brain, which is more feminine, is random, intuitive, holistic, sympathizing, subjective and it looks at wholes,” she says. “And we need both. Whenever we go to the extreme in anything there's something in us that will call for something to bring it back into harmony. That's what the feminine is doing right now.”

For the past few decades, the masculine has defined the way business was conducted. The COP model—Control, Order and Predict—was employed to achieve maximum output. But as people begin to understand the value of emotional intelligence and creativity, the feminine is becoming more visible. The result is increased quality, both of what’s being produced as well as in life. “What I’m about in business is having people move more to the ACE model: To Acknowledge, Create and Empower,” Spruill says. “The ACE model is about *What are we going to nurture into existence? What are we going to bring into existence?* In business they call it ‘the soft skills.’

a harmonizing of the two,” Spruill says. “We’re not just here to produce results. I don’t want to take away from producing results, but *how* we produce the results, how we are with what people call the soft skills, how we are in terms of our own humanity has a lot to do with the quality of life we have.”

Another analogy Spruill uses is that of a seed and the soil. “Let’s say the feminine is the soil and the masculine is the seed,” she says. “For the seed to know its fullness it must have soil in which it can plant itself so it can develop its roots and then grow. If the feminine context—the soil—is filled with bitterness, hate, doubt or fear, and a seed

holds the vision of what’s possible and creates the environment for everything to be revealed, and in time it will,” Spruill says. “It is a very different approach than jumping in and digging up the seed to see if it’s growing and how the root is doing. And if the root is not growing as quickly as you would like it to grow then going in and whacking it down. It’s a different kind of knowing.”

Spruill spends her time with business leaders to help them understand the value of creating an environment where people can thrive. “If a CEO or someone who’s running an organization is feminine, that doesn’t mean womanly. It means they provide a space where each person in the organization

Listen Well

There is value in creating a harmony of these masculine and feminine principles. These principles are applicable and the benefits translate from home, to home-based businesses, to large corporations. Below are a few ways to promote that harmony, and it all begins with listening. “Most people think success occurs from our speaking and that’s partially true,” Spruill says. “But there’s a way we listen and things we listen for, what we sort for, that makes the big difference.”

Listen to understand people’s perspectives.

Seek to understand and find common ground when possible. Ask, “How do we bring things together?” Instead of saying “I’m right, you’re wrong,” say, “I really want to understand how you see it, or hear it, or how it shows up to you.”

Listen to people’s goals, aspirations and their inner needs.

The results are not more important than the person. The feminine acknowledges results are produced through people. And unless people are empowered, you’re not going to get the results you want.

Listen for people’s brilliance.

Like the analogy of the seed in the soil, people need time to reach their full potential. Hold out the vision of what’s possible as inspiration and encouragement.

“In today’s world, we are beginning to find, with the absence of the feminine, we become robots so to speak. And in a business, whether it’s a small business or a large business, what’s being called for today is a harmonizing of the two. Not a balance but

is put into it, the seed will grow but won’t know its fullness. Seeds take on what’s in the soil.”

The feminine nurtures and provides what is necessary for growth, and then trusts each seed will reach its potential. “The feminine

Listen for emotional subtleties.

Today’s great leaders are distinguished by their emotional intelligence. “We are feeling, emotional people. And in our industrial, technological world, that got severed along the way. What has been created out of that disconnect is the depression so prevalent in this country. When people are suicidal or depressed, they take it with them wherever they are. That has something to do with how we are with people,” Spruill says. “When the divine mother, or the feminine, is present, then there is a possibility of less of that. I see proof of this in the countries I travel to where there is this ontology of being, this connecting, and there tends to be less suicide and depression.”

Listen for action.

The feminine listens to evaluate whether actions are beneficial to people and life as a whole. It asks, *Is this action congruent with the highest values for all of us, not just for one person?* “The feminine doesn’t place favoritism, it listens for what is best for everyone involved, including the earth itself,” Spruill says. “That’s one of the reasons I’m so attracted to ForeverGreen.

“At the end of one’s life, people don’t talk about the results they’ve had. It all comes down to relationships. *Did I love well? Did people love me? Did I contribute to my family, to my community? Did I make a difference?* ForeverGreen is having people ask those questions in a deep way.”

can know himself or herself in their fullness,” Spruill says. “One of the reasons I’m so excited about working with ForeverGreen is because of its ontological approach: its heart, integrity and the timeless principles of health and humanity.” **YB**