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# CREATING A CONSCIOUS CULTURE

— The Corporate Edition —

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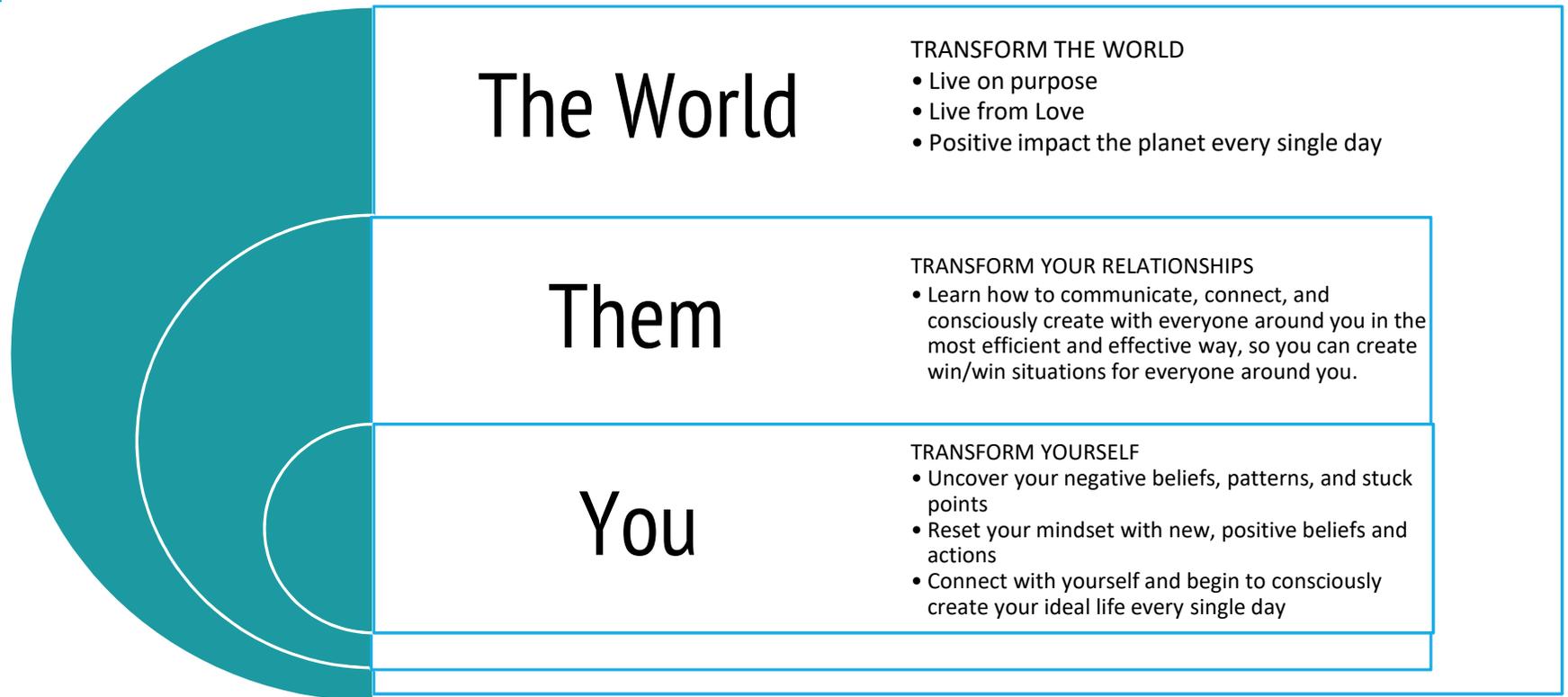
**What does being “conscious” actually mean?**

**Why does it matter?**

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# GIVING PEOPLE THE TOOLS TO CONSCIOUSLY COMMUNICATE, CONSCIOUSLY REFLECT, AND CONSCIOUSLY CREATE TO MAKE A POSITIVE IMPACT ON THE WORLD



# How Do We Develop a Conscious Culture?

**Step 1.  
Conscious  
Communication**

**Step 2. Conscious  
Reflection**

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**STEP #1: CREATE WIN/WIN OUTCOMES  
FOR EVERYONE**

— **Conscious Communication** —

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# How Do We Consciously Communicate?

Use this Framework to Navigate Any Communication Situation in the most efficient and effective way.

Assess in Steps 1, 2, and 3

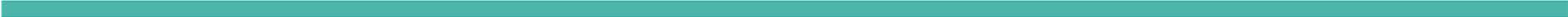
Make decisions for Steps 4, 5, and 6

#1. Purpose/Message/Goal	#2. Audience	#3. Context/Setting
<p>What is the purpose/message/goal for this communication situation?</p> <p>What is the content that you're trying to get across?</p>	<p>Who is this message intended for? Who is the customer/the person on the other side of the conversation?</p> <p>How do their beliefs/experience/background/life lens influence their comprehension and their reception of the message?</p>	<p>What is the social or cultural context and setting of this situation? Is at school, work, home?</p>



# Consciously Consider Your Audience

<b>How Do They Feel Most Appreciated?</b>	<b>How Do They Feel Most Seen/Heard?</b>	<b>How Do They Learn Best?</b>	<b>How are they triggered?</b>
I need encouraging words I need touch I need quality time I need service actions I need gifts	I need to be loved. I need to be understood. I need to be acknowledged. I need to be seen. I need to be heard.	I hear I see I feel I do	This is what I help companies work through...



# How Do We Consciously Communicate?

1. Use this Framework to Navigate Any Communication Situation
2. Assess in Steps 1, 2, and 3
3. Make decisions for Steps 4, 5, and 6

#4. Communication Channel	#5. Tone	#6. Communications Strategies
<p><u>What is the best channel to use</u> to get your message out in the most efficient and effective way? (Text, email, in person conversation, over the phone, social media)</p>	<p><u>What is the best tone to use</u> to get this message across in the most efficient and effective way? (Funny, serious, academic, professional)</p>	<p><u>What are the best strategies</u> to get this message across in the most efficient and effective way?</p> <p>Connection through credibility Connection through emotions Connection through logic</p>



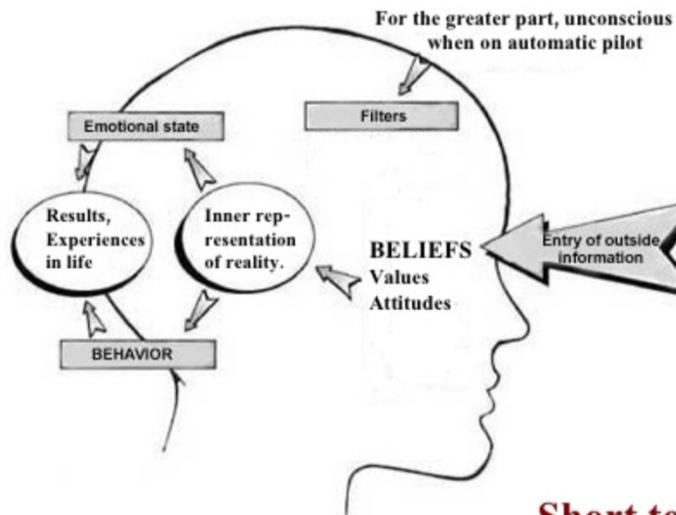
# Putting Conscious Communication into Practice

<b>Executives</b>	<b>Employees</b>	<b>HR</b>	<b>Customers/Clients We Serve</b>
<p>What is the purpose/message/goal for the executive? Who is the audience? What is the context/setting? What is the best channel, tone, rhetorical strategies to get the message across in the most efficient and effective way?</p>	<p>What is the purpose/message/goal for the employee? Who is the audience? What is the context/setting? What is the best channel, tone, rhetorical strategies to get the message across in the most efficient and effective way?</p>	<p>What is the purpose/message/goal for HR? Who is the audience? What is the context/setting? What is the best channel, tone, rhetorical strategies to get the message across in the most efficient and effective way?</p>	<p>What is the purpose/message/goal for clients/customers? Who is the audience? What is the context/setting? What is the best channel, tone, rhetorical strategies to get the message across in the most efficient and effective way?</p>



# How Do We Create?

**Beliefs are important!**



*Beliefs > thoughts*  
*Thoughts > feelings*  
*Feelings > actions*  
*Actions > results*

**Short term results = momentum**  
**Long term results = your “situation”**

# How Do We Create?



# Step #1- ASSESS YOUR CURRENT LIFE BALANCE WITH THE WELLNESS WHEEL

Truth be told, the essence of who we are is much like the spokes on a wheel. There are many spokes that comprise the wheel, giving it motion. Each spoke plays an instrumental role in the proper functioning of the wheel, too. Should anything happen to those spokes – such as rust, damage, or breakage – it can affect how the wheel moves, causing a bumpy ride. We are similar to that wheel, with each spoke representing a part of us. It's known as the Wellness Wheel.



# STEP #1- ASSESS YOUR CURRENT LIFE BALANCE

Take a moment to review and reflect on all 7 areas of your life.

Consider these questions:

- Which area is operating best in your life right now?
- Which area needs the most improvement?
- Now, give yourself a personal grade for each area

Physical	Intellectual	Emotional	Spiritual	Social	Occupational	Environmental
Ability to maintain a healthy quality of life that allows us to get through daily tasks without undue fatigue or physical stress.	Ability to open our minds to new ideas and experiences that can be applied to personal decisions, group interaction, and community betterment.	Ability to understand ourselves and cope with the challenges life can bring	Ability to establish peace & harmony in our lives	Ability to establish and maintain positive relationships with family, friends, and co-workers	Ability to get personal fulfillment from our jobs or our chosen career fields while maintaining balance in life.	Ability to understand responsibility for the quality of air, water, and land around us



# STEP #2- VISUALIZE WHAT YOU WANT

Take a moment to review and reflect on your grades.

Consider these questions:

- Which area did you give the highest/lowest grade to?
- Which area would you like to focus on today?
- What do I want to BE/DO/HAVE/FEEL in each area of my life?
- In your perfect world where this area looks exactly as you wish it did right now, how would you describe it?

Physical	Intellectual	Emotional	Spiritual	Social	Occupational	Environmenta l

## STEP #3- CONSCIOUSLY DESCRIBE YOUR INTENTIONS

- Fill in the blanks below and write your descriptive visualization about what each area of your Life Wellness Wheel looks like.
- Write your final version on a white notecard, and read these every morning and every night.

I intend to create a reality in which I AM/DO/HAVE/FEEL \_\_\_\_\_ in this area of my life.

When I wake up in the morning, I feel \_\_\_\_\_.

When I go to bed at night, I feel \_\_\_\_\_.

When I talk about this area of my life, I often say things like \_\_\_\_\_.

When I think about this area, I often say things like \_\_\_\_\_.

And so it is.

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## STEP #4- CONSCIOUSLY CREATE YOUR GOALS

- Use the SMART Goal formula to write one actionable, measurable item that you could implement to help you create this vision for your life NOW.
- Fill in the blanks below and complete for each area of your Life Wellness Wheel.
- Write them down on your white note card underneath your intentions.
- Read these every morning and every night.

**Specific**

**Measurable**

**Attainable**

**Relevant**

**Time Sensitive**

By this date, I will be/do/have/achieve this thing, and I will feel this way.

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## STEP #5- CONSCIOUSLY TALK TO YOURSELF

- Affirmations are positive short sentences that we repeat to ourselves to help us change our negative beliefs to positive beliefs.
- First, write down one sentence for each area of your Life Wellness Wheel that describes why you get stuck
- Second, switch that sentence into a positive statement and write that down with an I AM statement in front of it.
- Now, write your affirmation on the other side of your white note card for each area of the Life Wellness Wheel. Read these every morning and every night.

**I am not smart enough.**

**I am not good enough.**

**I am not strong enough.**

**I can't do that.**

**I will never have that.**

**I AM smart.**

**I AM worthy.**

**I AM strong.**

**I AM capable of anything I set my mind to.**

**I AM worthy of having whatever I want.**

# GIVING PEOPLE THE TOOLS TO CONSCIOUSLY CLIMB UP THE PERSONAL DEVELOPMENT MOUNTAIN

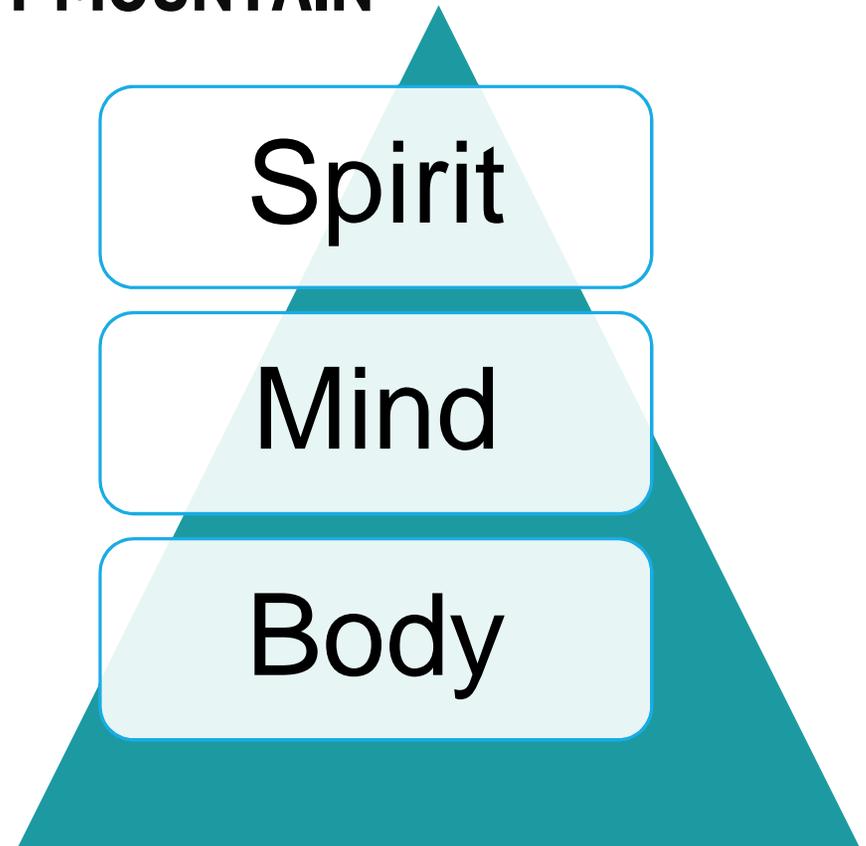
**Step 1.** Assess Your Life Wellness Wheel

**Step 2.** Visualize What You Want

**Step 3.** Describe Your Intentions

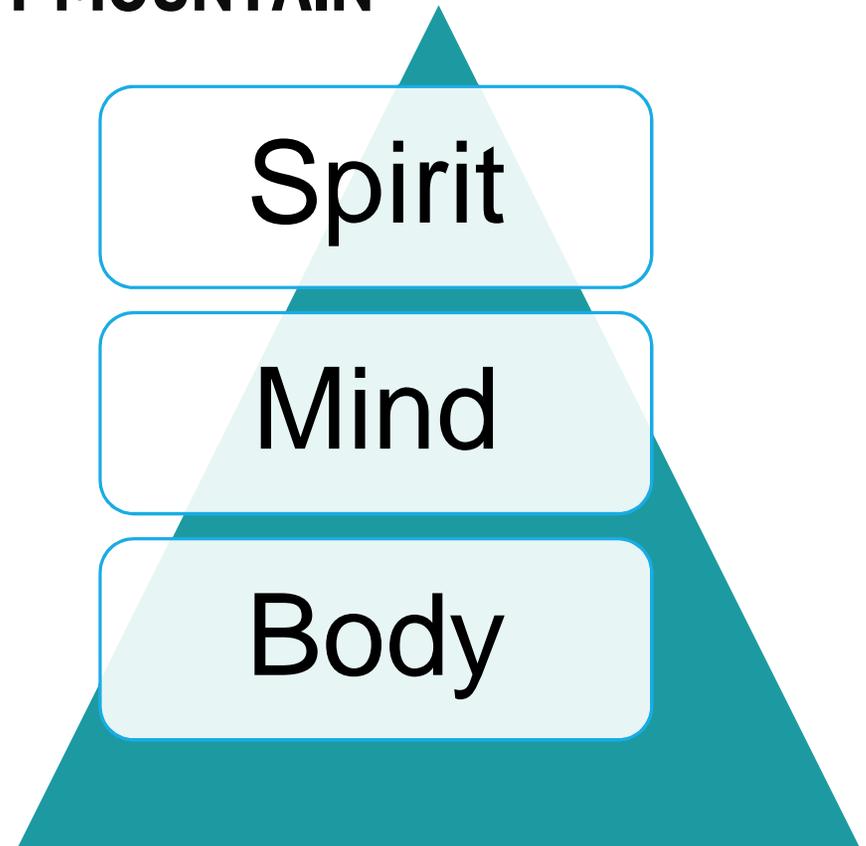
**Step 4.** Create Your Goals

**Step 5.** Tell Yourself You Can Do It



# GIVING PEOPLE THE TOOLS TO CONSCIOUSLY CLIMB UP THE PERSONAL DEVELOPMENT MOUNTAIN

How can we create more conscious corporate cultures that help people consciously communicate, reflect, and create with themselves, with others, and with the world, so we can raise consciousness for all on this planet?



Thank You &  
Let's Continue the Conscious  
Conversation!

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