

Prosperity Consciousness: Creating Wealth and Resources for your Not for Profit Organisation

Steven and Chutisa Bowman **

- * **“What would it take for our Not for Profit organisation to attract an abundance of resources, including money?”**
- * **“What would it look like if we had resources and money sources that were sustainable and more than we could currently imagine?”**
- * **“Why do we spend an inordinate amount of time and resources trying to attract even more resources and money that are never enough?”**



These are questions that constantly arise in the strategic thinking of leaders of Not for Profit organisations. This article seeks to provide a paradigm for the creation of a prosperity consciousness within the leaders of these organisations, and the subsequent manifestation of resources and money that accompanies such a consciousness.

It explores prosperity consciousness in the context of Not for Profit leadership, discusses the Scarcity Paradigm and its effect on Not for Profit organisations, highlights some of the most common belief systems about money and resources, and suggests ways that prosperity consciousness can be developed.

PROSPERITY CONSCIOUSNESS AND THE NOT FOR PROFIT LEADER

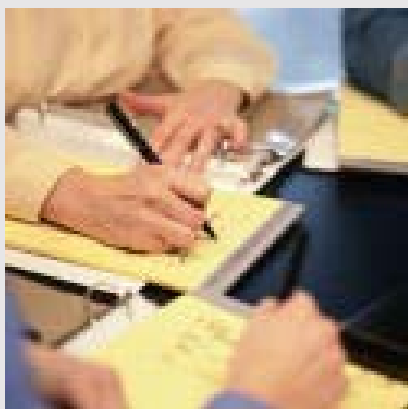
The two greatest factors that either create or limit prosperity and abundance in a Not for Profit organisation are the levels of consciousness that the CEO, Board and staff bring to the organisation, and the belief systems that the CEO, senior executives, staff and Board have about money, resources and revenue sources. Many setbacks and dilemmas can crop up in an organization when these people choose to operate from a scarcity paradigm. They feel that there is not enough to go around, or too little of everything: opportunities, prospects, support, resources, time and money. Because of these scarcity belief systems (which we term the Scarcity Paradigm) which emanate from the leaders, the organisation operates from a basis of lack (lack of money, lack of resources, lack of staff, lack of respect, lack of influence etc), and the leaders and staff act within their self developed and self imposed Scarcity Paradigm.



For example, it is generally acknowledged that many recessions and economic downturns are caused or exaggerated and intensified, not by the monetary realities of the country's economy, but rather by the people's perceptions, attitudes, fear of scarcity and level of faith and confidence in the economy or their country at the time. The scarcity attitude, outlooks and emotions of the general public create the negative economic culture and climate for the country, rather than the climate creating their point of view and emotions. Once the scarcity climate is set, it tends to solidify and justify these thoughts and emotions. Here, the people's thoughts and emotions are the cause of the scarcity conditions, not the effect.

The implications for Not for Profit organisations is huge: if a scarcity outlook is predominant within the organisation, this will create and embed scarcity. The financial circumstances of Not for Profit organisations is a direct expression and indication of the leaders and employee's attitude and emotions regarding prosperity and scarcity, wealth and lack. Leaders and team members' attitudes, belief systems and emotions regarding their personal and their organisation's prosperity are directed by their prosperity consciousness which, in turn, creates the organisation's financial state.

We have discovered, over decades of experience with the Not for Profit sector, that these belief systems, more than anything else, hold back many Not for Profit organisations from being prosperous and successful. It is not because the government has failed to increase grants, not because membership numbers are falling, not because others just don't understand what we are trying to achieve, (you can fill in the other limitations you have created or have heard of...). The lack of prosperity in most Not for Profit organisations is because **THE LEADERS HAVE CHOSEN THIS**. The leaders have chosen to operate from a scarcity paradigm, and have belief systems about money and resources that impose severe limitations on the prosperity of their organisation.



It is ultimately the leader's consciousness, beliefs and points of view that make the greatest difference in organisational culture, as the leader has the greatest influence on the rest of the staff.

Leaders that have chosen to operate from a scarcity paradigm often create a distrustful, cynical, apathetic, and pessimistic culture. They tend to focus on lack and blame their state on poor market conditions, natural disasters, changes in government legislation, and changes in interest rates or other external dilemmas. These leaders and their organisations tend to be drawn toward the comfortable habit of worrying and tormenting about things outside their control, on what they can't do and waiting on tenterhooks for the market and other conditions beyond their control to improve. A scarcity paradigm tends to knock the enthusiasm and innovative spirit out of their people, mostly unconsciously and unintentionally.

Prosperity consciousness within organisations is critical for future and sustained business growth. It is therefore vital to explore what leaders and organisations must do to ensure that leadership fosters a conscious prosperity attitude, approach and behaviour. If the leaders embrace a prosperity consciousness instead of a scarcity paradigm, their business will come with ease and joy.

PROSPERITY CONSCIOUSNESS Vs SCARCITY PARADIGM

Every individual has the capacity to choose whether to function in a prosperity consciousness or scarcity paradigm. Consciousness exists on a continuum, and it is only choice as to where on that continuum they want to be. However, if the organisation is to thrive, provide real value and achieve its vision and mission, leaders need to be operating from a prosperity consciousness and must also have attention on consciousness in all aspects of the organisation (for a more in-depth discussion of consciousness for CEOs and Boards, see S. Bowman, “The Conscious CEO” Association Management, August 2004, and S. Bowman, “A Sustainability Framework for Developing a Conscious Board”, Association Management, October 2004.)

Some people can experience abundance with whatever they have in their life, right here, right now. Some feel a scarcity even when they have millions of dollars. The feeling of abundance is a state of mind and an awareness which we call prosperity consciousness. The sense of lack is also a state of mind which we call the scarcity paradigm.

What is Prosperity Consciousness?

‘Prosperity’, much misinterpreted, misidentified and misapplied in our society, can be a medium for personal, organisational and social transformation. Yet, it is rarely seen from this perspective. Prosperity can be a means of expression for accomplishment, energetic empowerment, clarity, success, and vision, from the highest revelations and aspirations.

Prosperity consciousness is not just about possessions and money; it is about joyful expression of life, a sense of expansiveness, a joy of being and abundance in all things. The person who embraces prosperity consciousness makes an energetic choice to trust and envision that prosperity is theirs, right now. They live without trepidation and unease about money – either not having enough or concerned about losing it or desiring more. This state of consciousness also calls for an acceptance of our worthiness to receive wealth and abundance.

What is a Scarcity Paradigm?

A Scarcity Paradigm can be basically defined as - "a belief in lack". It is a set of attitudes and beliefs and feelings and values associated with lack or fear of lack. For scarcity to show up in your life you need to think it, believe it, and allow it. Scarcity paradigms consist of a belief in limitations, and almost always include implanted fears that have been inherited (from parents usually) or created through external influences such as media and social mores.

Leaders of Not for Profit organisations that have chosen to function from a 'Scarcity Paradigm' will often be heard to say:

- We have no money
- We are too small
- We have to operate on the smell of the oily rag
- We are always doing more with less
- We can't afford xyz....
- We don't have control
- It's all about luck



Belief Systems and Money

People who embrace a scarcity paradigm often misidentify money as their main problem.

One of the common beliefs around money is that we don't have enough of it, that we always want more. Our belief systems about money have developed over many years, and are the result of aligning and agreeing with certain fixed points of view that are primarily about scarcity. These fixed points of view have been embedded into us through our parents, the media, friends, and society generally.

These belief systems have an enormous influence over how we are able to attract money and resources, both personally and on behalf of our organisation. These belief systems we actually bring to our work, and embed into the practices of our organisation.



Some of the most common self imposed limiting belief systems that we have come across include:

- You have to work hard at it,
- There is never enough,
- Everyone gets money but me,
- Money doesn't grow on trees,
- Count the cents, and the dollars will look after themselves.

Other types of belief systems that are also common have to do with the so called morality of money, such as:

- Money is evil
- Money can't buy your love
- Money makes the world go round
- Poverty is noble
- Money corrupts
- You can't be community minded and also have money
- Materialism is bad

A scarcity paradigm is not directly related to the amount of money one has. Rather, it is the relationship to that money or to material possessions. People who operate based on a scarcity paradigm don't just think things are scarce; they are actually living and existing from a condition of scarcity. It's not just that they consider things are in short supply or insufficient, they have a fixed point of view or a frame of reference that no matter what is happening, there is not enough.

Consider the following:

- If you fret about not having enough money, you are functioning in a scarcity paradigm.
- If you believe there is not enough to go around for everyone in the world, you operate from a scarcity paradigm.
- If you are into hoarding and taking, or if you are desperately seeking to get as much as you can for yourself and hold onto it for dear life, you are being mesmerized by a scarcity paradigm.

If you are persistently afraid of losing, or constantly trying to beat others and anxiously defending yourself against the perceived threat of being taken advantage of, you are functioning in a scarcity paradigm.

The Three Embedded Beliefs that create a Scarcity Paradigm

As we develop our life experiences, we are constantly being exposed to three beliefs that underpin the creation of the Scarcity Paradigm. We in turn take these beliefs and embed them into our psyche, unexamined and invisible.

Belief 1. There is not enough. Most people have a fear that there will not be enough, and they function from the certainty that there will not be enough and someone has to miss out. This is often an unexpressed point of view, it is what you cannot look at that traps you into that point of view.

The messages of advertising and marketing constantly focus on this belief. If you do not have(fill in the blank), then there is something wrong with you". This then develops, at a very early age, into the "I don't have enough anxiety". One of the most recent examples of "There is not enough" is the fear from a number of charities that there will not be enough money to go around because of the outpouring of donations related to Tsunami relief efforts globally.

Fear that there will not be enough is at the heart of the breakdown in our relationship with money. One of the common beliefs around money is that we don't have enough of it, that there is not enough to go around. Most people function from the certainty that there will not be enough, which is why we are seeking security. We don't just think things are scarce, we think from a condition of scarcity. It's not just that we believe things are scarce; we have a mindset or a frame of reference that no matter what's happening, there is not enough.



Belief 2. It is hard We are constantly being reminded that all good things do not just happen, they are a result of hard work. The common limitations that we create include beliefs such as: "If it was easy, then everyone would do it/have it", and "Nothing worthwhile is ever easy". We often hear within the Not for Profit sector that "Raising sponsorship is so hard", "getting grants is getting more difficult", "it is harder to get people to donate", "it is harder to get people to volunteer".

Belief 3. This is just the way things are This is probably one of the most powerful beliefs, as it makes us not question the first two. This is the most invisible and pervasive of the beliefs, and takes away from us the ability to truly choose. This has the power to turn us into victims or to blame all on predetermined destiny, rather than being individuals who have the power to choose al

CREATING PROSPERITY CONSCIOUSNESS

Leaders of Not for Profit organisations should consider consciously embracing prosperity consciousness instead of unconsciously operating in a scarcity paradigm. Leaders can also cultivate a prosperity conscious culture within their organisation that harnesses the benefits of the quantum physics law that states everything is connected and there are infinite possibilities.

Leaders create their reality and their organisation's reality exactly as their belief systems and thought patterns are. These leaders can unwittingly create various barriers that keep them and their organisations from having abundance. This is the law of quantum physics that states "like energy attracts like energy". At the heart of quantum mechanics is the idea that things exist through their relationships. Everything is connected. Every component of a system has the potential to affect all the other components. Our beliefs and our thoughts are part of that energy which is underlying our visible world. Quantum physicists call this reality the quantum field. The practical application of this basic law of physics is that '*We have the choice to put our mind towards prosperity or scarcity*'. If you cultivate a belief system of scarcity and lack, then you will always have difficulty attracting resources and money. If you cultivate a belief system of abundance and prosperity, then you will greatly enhance your ability to attract resources and money.



Creating prosperity consciousness within a Not for Profit business context requires both a new paradigm and the courage to break new ground and go beyond limitations and boundaries. The leader must be a creative and prosperity focused innovator who, acting on intuition and inner knowing, seeks and optimises opportunity, with a vision for infinite possibilities, is able to take the required risk, and ardently progresses it to a valuable and sustainable conclusion.

Creating prosperity consciousness in the organisational culture involves examining and exploring the habits, thoughts and feelings of the leaders and the team members about money and resources.

Here are some simple tools that can assist in creating a prosperity consciousness within yourself and throughout the organisation.

1. Formally acknowledge that you act, at times, from a scarcity paradigm, and recognise your behaviours, thoughts and feelings that are indicative of being in a scarcity paradigm
2. Identify, clarify and write down what prosperity means to you. List all the characteristics of what you believe prosperity to be, in you and in others. Now, choose to give all these beliefs up, and agree to place no significance on any of these. If you believe in what you have defined as prosperity, then you automatically limit what you might receive and all that might be possible. In the end, prosperity means infinite possibilities.
3. Identify and write down your own belief systems regarding money and resources, and write down the answer to the following question- 'What is holding me back from attracting more abundance into my life'?
4. Identify and write down the belief systems of your staff, Board, other leaders in your organisation, and the culture of your organisation, and clarify what might be holding your organisation back from further prosperity.

5. Choose to change the scarcity paradigm belief system to one that is in keeping with prosperity consciousness. You can do this by reframing 180 degrees each of the three Scarcity Paradigm beliefs ie
 - There is not enough, becomes "There is an abundance"
 - It is hard, becomes "It has never been easier"
 - This is just the way things are, becomes "What are the infinite possibilities"
6. Celebrate what you currently have and what is right about what you already have. Move away from a focus on what is not right about your current situation, and embrace what is right. Ask yourself the question "What is right about this I am not getting yet".

These tools are a start to creating a prosperity consciousness.



Once you have recognised and consciously chosen your belief system regarding prosperity or scarcity, then there are a number of powerful techniques specifically developed to expand revenue streams and resources for your Not for Profit organisation.

These techniques include visioning, versioning, benchmarking, ranking and consolidating tools that all facilitate strategic possibilities and enhance strategic thinking to assist in creating revenue streams and resources and to consciously unlock the infinite possibilities of attracting resources to your Not for Profit organisation. Discussion of these techniques is outside the scope of this article.

**For more information on this topic and for details on the intensive 1 day workshop “Attracting Resources: Creating Powerful Sources of Revenue for your Not for Profit organisation” in Australia and New Zealand, go to www.lifemastery.com.au
Contact Steve Bowman on (03) 9509 9529 or email bowman@lifemastery.com.au



What is LifeMastery?

LifeMastery is an international practice dedicated to facilitating individual and organisational transformation through expansion of consciousness in the workplace so that consciousness can spread throughout society and transform the world.

We empower CEO's, Boards and Organisations to cultivate and expand consciousness capabilities that in turn increase accountability, strategic position, and the power to choose and implement the future they want.

We facilitate magnification of consciousness in governance and empowering directorship of the boards of commercial, public and Not for Profit organisations. We support Chief Executives and their teams to develop conscious and mindful partnerships with their boards.

We work globally with

- Individual Chief Executives
- Individual Chairs
- Individual Directors
- Boards of Directors

We work initially with the CEO and/or the Board to develop the skills and tools necessary to further develop a culture of consciousness within the organisation. These skills and tools include conscious governance, creative executive leadership and embedded strategic thinking processes.

In addition to consulting engagements, we also provide keynote presentations and workshops at conferences and in-house business meetings, conduct public seminars and publish articles and e-books. Our objective is to support organisations who want to grow individual and group consciousness.

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- Strategic Plan Facilitation
- Operational and Business Plan Facilitation
- Risk Management Planning Facilitation
- CEO mentoring
- New Revenue Generation Facilitation



Steven Bowman,
Steve is one of Australia's leading Governance and Senior Executive Team specialists, having previously held positions as National Executive Director of the

Australasian Institute of Banking and Finance, Australian Society of Corporate Treasurers, General Manager of ExpoHire (Australia) Pty Ltd, Assistant Director of the Australian Society of CPAs, Director of the American College of Health Care Administrators, and Managing Director of Enterprise Care Not for Profit Services. He is a past President of the Australian Society of Association Executives, and has held numerous other Board positions. He has consulted to a wide range of commercial, professional, trade, welfare, philanthropic and charitable organisations, and has authored or co-authored over 14 books on Governance and Executive Leadership. He was the founder and Associate Program Director of the Certificate and Advanced Certificate in Association Management at Monash Mt Eliza Business School for 11 years. He currently works with over 1,000 Not for Profit and corporate organisations each year in Australia and New Zealand in Governance, Executive Leadership and Consciousness at work.



Chutisa Bowman.

Chutisa is a Transpersonal change facilitator, registered Ergonomist and licensed HeartMath® Counselor. She has more than 15 years experience in ergonomics & human factors, transformational leadership, behavioural self management, and psycho-somatic coherent facilitation. Chutisa specialises in assisting people who are unable to change behaviours that they are no longer at ease with, and problems associated with anxiety, stress and difficulty relaxing or sleeping. Emotional self reliance, mind-body medicine and heart-based healing processes are all explored.