

# Business Energetics ▶

*Harnessing the full force of your business*

Do you have business issues that you just can't seem to resolve?

Is your business standing still or even going backwards?

Are you ready to inject some energy into your business to take it forward?

Do you want an edge over your competition?

If you haven't come across the concept of Business Energetics or worked with me directly this short introduction will give you an understanding of what makes Business Energetics different from normal management consultant or business coaching services. If you have worked with me already, the reference information in 'The Working Environment' section will be useful as your business evolves.

## **WHAT IS BUSINESS ENERGETICS?**

The traditional business tools that we all use are tried and tested. Which is fine but, if you want to stand out from the crowd and if you want to propel your business above the competition, you need an edge.

And if that's what you're looking for right now in your business then you've come to the right place. That edge is Business Energetics. Based on classic Feng Shui principles Business Energetics brings together your environment and your people into one harmonised and focussed profit machine.

Now, at the mention of Feng Shui you might have switched off. Feng Shui is superstition. Feng Shui is oriental gobbledy-gook. Feng Shui is a load of old tosh. Okay, get it out of your system and switch back on again.

If your business has challenges, if it's not reaching its full potential or its future is in doubt then you need to try something different. There are many successful companies and successful business people who integrate Feng Shui principles into their business. In fact it's so well integrated that it isn't even called Feng Shui. It's called an 'effective workspace', a 'creative environment' or an 'employer brand'. Whatever you call it, it's utilised by some of the most successful businesses in the world. So why aren't you using it too?

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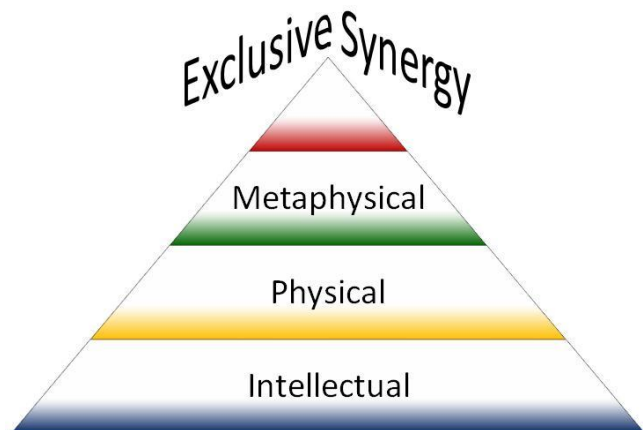
## **BUSINESS CHALLENGES**

Whether you're an organisation, a retail outlet, a manufacturing plant or a sole trader Business Energetics can help move your business forward. Combining traditional management tools with Feng Shui principles, Business Energetics is a holistic approach to resolving many business challenges including:

- High staff turnover
- High absenteeism
- Low morale and employee engagement
- Communication problems
- Lack of productivity, creativity and pro-activity
- Lack of leadership and management skills
- Incorrect branding
- Lack of customers or repeat customers
- Low sales or conversions

## **HOW DOES BUSINESS ENERGETICS WORK?**

Business Energetics works on four levels, each building on the one before it:



### **1. Intellectual**

This draws on many management tools that you may already be familiar with. For example, how can you get your employees to work together to increase productivity? A solution may be that you need to know how to put a team together or the manager may need to improve their management skills in order to motivate the team. Or perhaps your issue is lack of repeat business and referrals. We can use market research tools to understand your brand, how customers perceive you and whether you walk the walk as well as talk the talk.

This level is the basic level. It's what many businesses do already or, even if they don't they probably know they should! It's the level that most management consultants you engage will stop at. In Business Energetics it's just the beginning.

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## **2. Physical**

How do your employees feel when they come to work for you? Is your workplace designed to get the best out of them or do they battle with their environment in order to do the job you pay them to do?

What about your customers, either visiting your office or shop? Can they find you? Do they feel looked after and welcome when they walk through the door?

The physical level of Business Energetics looks at your environment. This includes location and making the most of it, colours, lighting, geopathic stress and electrosmog. You may be aware of some of these if you have a focus on environmental management but more information on all these aspects can be found in 'The Working Environment' section later in this booklet.

## **3. Metaphysical**

Okay here's where it gets a bit woo woo. The metaphysical level deals with philosophical or abstract ideas. In Feng Shui the underlying concept is that of Chi or energy, its ever changing nature and how we interact with it in order to maximise the benefits and minimise any detrimental effects.

This level of Business Energetics is impacted by the intellectual and physical levels but also has a definite focus of its own. For example, where's the best place to position the cash register in a shop in order to reduce shop-lifting? How should the boss's office be arranged to ensure that the company has strong leadership? Are employees supported energetically to perform with focus and efficiency? What are the best colours to use to determine how long a customer spends in your premises? After all, you may want them to leave quickly if you're offering fast food.

There are very few management consultants offering this level of insight unless you appoint a Feng Shui consultant.

## **4. Exclusive synergy**

There is no generic answer in Business Energetics. Business Energetics takes account of your specific business issues and applies aspects from all three levels to find a solution that's right for you. After all, there's no point in painting an office to encourage creativity in your team if your team are wrong in the first place! It's a little bit like having a car: you have to get it going in the first place (*intellectual*), then make it comfortable to drive and good to look at (*physical*), then you soup up the engine to boost its performance (*metaphysical*).

The overall result creates a synergistic effect that's right for you and what you want to achieve.

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## THE WORKING ENVIRONMENT

Now let's expand on both the physical and metaphysical levels.

### 1. Employees' health

If your employees are falling sick at work you need to ensure that their environment is not contributing to the situation. Good absence management (*a management tool from the Intellectual level*) will highlight if there is a problem with your premises or a specific part of your premises.

There are two types of work-related sickness that need to be considered: Building Related Diseases and Sick Building Syndrome (SBS).

- a. Building related diseases can be traced to a specific cause in the working environment. For example, cancer triggered by exposure to asbestos or legionnaire's disease caused by bacteria in the water system.

Employees need to seek help immediately for their symptoms and also inform you, their employer, if they suspect the cause is a building related disease. Once you are aware that there may be a problem you should seek advice from either an occupational health specialist or the Health & Safety Executive (HSE).

- b. SBS is not an individual illness but rather a collection of symptoms that some employees may experience in differing degrees depending on the strength of their immune system.

The more common symptoms are fatigue, headaches, irritation, lack of concentration, eye/throat/nose irritation, skin irritation, nausea and dizziness. The majority of the reports of SBS come from large office blocks and often newer, energy-efficient buildings with sealed windows.

You do have a duty to investigate the source or triggers once you know you have a problem. Not surprisingly the symptoms are usually attributed to poor ventilation systems, lack of fresh air, use of chemicals in cleaning and dust mites. However, there are other factors that contribute to our wellbeing at work and these are discussed in the following sections.

Another cause of absence is stress. According to the HSE in the period 2008/9 415,000 UK workers said that they experienced work related stress at a level that made them ill. And illness means absences which affect your bottom line and perpetuates the stress. There are ways of managing stress whilst still achieving your goals. Business Energetics can help you and your employees find the way that is right for them.

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## **2. Geopathic stress**

The earth produces its own electromagnetic field and, as human beings, we resonate with the frequency of the earth. However, natural phenomena such as fault lines, underground streams or caverns can distort earth's frequencies which in turn have a dis-harmonising influence on our own energetic vibrations.

Spending time in a geopathically stressed area, such as sitting at a desk for seven, eight or more hours a day, weakens our immune system. Multiply that by five days a week and add some good old fashioned stress into the mix and you are looking at potential chronic illnesses such as fatigue, headaches, depression or even cancer. It could be devastating for your employees. For your business it means lowered productivity or long term absences.

There are a number of ways of dealing with geopathic stress and Business Energetics can help you find the right choice for you and carry out the solution.

## **3. Electrosmog**

Technology allows us to do amazing things. At the same time our gadgets, power lines, wireless networks and other innovations produce electromagnetic fields (EMFs). These EMFs vibrate at a far higher rate than those naturally produced on earth.

These higher vibrations surround us, invade and clog up our energy systems – hence the term 'Electrosmog'. As a result our cells can struggle to survive or react against each other. Either way our health is affected. The symptoms can be very similar to those caused by geopathic stress.

At Business Energetics we understand that you can't just throw away your technology. However, there are solutions and we will help you find the right ones for you and your employees.

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### **4. Lighting**

Whether we admit it or not, the level of lighting we are exposed to has a profound effect on both our physical and mental wellbeing.

Light is a nutrient that is provided by the sun and is as important as air, water and food for our survival. The sun reaches us as a spectrum of light waves. The visible - red, orange, yellow, green, blue, indigo and violet - and the invisible - infra red and ultra violet.

If we go back in history to the days before electricity was harnessed we lived with the seasons, making the most of the long summer days and being less active and spending more time sleeping during the short winter days. Winter evenings were lit by firelight or candles which is a warm light (ie, has more of the red end of the light spectrum) which has a relaxing effect on us getting us ready for sleep.

Artificial light first came to us in the form of incandescent light bulbs and then fluorescent tubes. Most workspaces and public places are continuously lit by artificial lighting. But it's a poor replacement for natural daylight because it doesn't contain the full spectrum of light waves. This creates a number of problems:

- Fluorescent tubes give an audible hum and constant flicker. You may not consciously notice either of these but your body does and reacts as if under stress (try turning your fluorescents off and notice the difference).
- Full spectrum light allows us to see colours as they truly are which is important if you have any sort of creative or design team.
- Artificial light is not absorbed into white paper as full spectrum light is and so causes glare and possible eyestrain when you are reading.
- Even more importantly, natural daylight is utilised by our bodies to create vitamin D which in turn protects us from brittle bones and is also implicated in protecting us from heart disease. Natural daylight has been shown to be effective in fighting bacteria, healing wounds, clearing psoriasis and fighting internal cancers.
- Lack of natural daylight has been shown to cause depressive symptoms known as Season Affective Disorder (SAD) which could result in either employee absences or reduced productivity.

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There are many studies that show the effects of using artificial lighting and also many studies that show the benefits of full spectrum lighting:

- In 1980 Dr Fritz Hollwich studied the effects on the endocrine (*hormone producing glands*) system. Whilst working under artificial (*part spectrum*) lighting levels of ACTH and cortisol (*hormones produced when we are under stress*) were secreted. For people working under full spectrum lighting these were absent.
- In 1984, Norman Rosenthal used full spectrum lighting on SAD patients to provide an anti-depressive effect.
- A ten year study at John Hopkins University Medical School in Baltimore showed a positive effect of full spectrum light on the reduction of breast, rectal and colon cancer.
- In Russia, full spectrum lighting was used in a factory to address high incidences of colds and sore throats. After installation the bacterial contamination of the air was reduced by up to 70%. Furthermore, workers who did not receive full spectrum lighting were absent for twice as many days as those who did.
- Recent classroom tests have shown that students working in full spectrum light have a marked reduction in hyperactivity, absenteeism and an increase in academic achievement.

Full spectrum lighting is more expensive than standard fluorescent but there are a number of measures you can carry out depending on your business requirements and your building design. Business Energetics will find the right solution for you if lighting is an issue.

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### **5. Clutter**

It may seem like an inconsequential thing but clutter and disorganisation can have a number of negative effects on your business.

Firstly, piles of paper are a fire risk, especially if they are left close to electrical items. They are also a safety risk. If one of your employees trips over boxes, has to work in cramped conditions or needs to lift things out of the way to do their job, their physical health could suffer which not only means employee absence but possibly a claim against you for not providing a safe workplace.

Paper and files also collect lots of dust. Clutter doesn't get moved so the cleaners can clean. Instead it sits there collecting dust. And with dust you get dust mites: little creatures that are a common trigger for asthma and allergies.

Now let's think about your customers. Quite apart from the health and safety aspects already mentioned, clutter gives an impression of your business that you probably don't want your customers to have. How old are the journals and magazines in your reception? Do they walk through a cluttered office to get to your meeting room? Do you have to clear a space so they can sit down? Your business goals, and the industry you're in, will determine the type of image you want to portray. Whatever that image is, clutter will *never* support your brand image.

Apart from turning off your customers or potential customers, clutter has other cost implications. Studies suggest that employees waste up to an hour a day looking for misplaced items or paperwork. That's easy to qualify as a loss to your business. What is not so easy to calculate is the price of missed opportunities: perhaps losing the business card of a prospect that was really keen to meet with you or missing out on an important conference because the deadline came and went.

Studies also suggest that employees who work in cluttered spaces are more stressed, less efficient and, as a result, feel out of control. As a lack of control is another trigger for stress it becomes a perpetuating cycle.

Clutter also has an effect on an energetic level because it slows and stagnates energy. If your workplace needs a creative dynamic team, clutter will hinder them both physically and mentally.

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## 6. Colours

As with light, colours can support your employees as well as your business: its brand, its image and its relationship with customers. If used correctly colour can stimulate, create the right ambience and support business objectives. If no thought is given to colour then you could hinder the work of your employees, your brand and your business so it is worth considering and is a cost effective way of bringing positive change to your business.

Individual colours have different psychological and physiological effects on us. Perhaps you're 'in the pink' or 'feeling blue'. These aren't just sayings. Studies have shown that different colours affect us and are the basis of Colour Therapy which uses colours to heal both physical and psychological symptoms.

In 1968 Dr Jerold Lucey at the University of Vermont successfully used blue light to treat jaundiced babies. Blue light has also shown to be effective in treating pain caused by rheumatoid arthritis. A recent study by Dr John Anderson showed red light to be effective in treating migraines and pink has successfully been used in jails to calm violent prisoners.

In your workspace it is important that you clarify the objective for each area before deciding on colour schemes. As a general rule colours can be said to have the following effects:

Blue	Calming, relaxing, quiet Ideal for reflective or restful areas
Green	Creativity, study, optimism Ideal for training or research areas
Yellow	Sociable, interaction, communication Ideal for meeting rooms or customer service areas
Orange	Happy, active, extrovert Ideal for public areas, canteens or meeting places
Red	Stimulating, fast, hyperactive Ideal for transit areas and public areas where movement and activity are important

At Business Energetics we also use colour on a deeper energetic level by taking account of the orientation of the building and the energy of particular individuals.

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## **7. Artwork and imagery**

There is a strong body of research that shows interaction with nature has a number of positive effects including stress reduction, lowered blood pressure, physical healing and psychological healing. What is interesting is that these effects are also evident just when we see nature from a window or as a picture on the wall.

What you put on your workplace walls will say a lot about your business to both your customers and your employees. Does your boss's office have a painting of a boat in choppy seas or a battle scene? Or are there photographs of awards being won? Are your employees encouraged to display their awards, certificates or team photos? Do they have inspiring images to focus on when they look up from their desks or just a stained, marked wall?

The effect of such images is not always immediately evident to our conscious mind. However, subliminally, these messages stick. A head and shoulders shot of the Chairman looking down on employees usually says 'I've got my eye on you' or 'I don't trust you.'

Be wary of humour too. Funny images or screensavers that are sarcastic or self-deprecating push home their own message that is neither funny nor uplifting.

Bring nature in with pictures, posters or wallpaper. Celebrate achievements of the company and individuals. If you support charities then let people know about it. Check the notice boards too – they can be very telling of the company culture. How many notices do you have telling people *not* to do things?

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## **8. Plants**

Plants (*living, fresh, healthy plants as opposed to dead or plastic dusty ones*) bring nature into the workplace and have the same positive effects as nature imagery. In addition, plants contribute to the physical environment in a number of ways.

Firstly, plants absorb carbon dioxide and give out oxygen which is opposite to humans who absorb oxygen and give out carbon dioxide. Plants also control humidity to a level that is beneficial for humans. Therefore humans and plants are perfectly suited to live in harmony with each other. Increased oxygen has positive effects on how our brain functions and reduces fatigue. The level of effect will of course depend on the size of the workplace and number of plants and humans in it.

As well as oxygen plants give off negative ions. These are found in the atmosphere and will be noticeable in places that you associate with fresh air such as the sea or in a rural area away from roads and industry. Positive ions are also found in the atmosphere and are given off by electrical equipment and manmade materials such as plastic or nylon. Positive ions can cause fatigue and lower our immune system and we need to counteract them with negative ions. Plants are therefore ideal to improve our wellbeing in the workplace.

Finally plants take in gases that are noxious to humans and can have a purifying effect on the atmosphere. Research carried out by Dr BC Wolverton for NASA, attempting to create a breathable environment for a lunar habitat, found that houseplants are the best filters of common pollutants such as ammonia, formaldehyde, and benzene. These poisonous chemicals can be released by furniture, carpets and building materials, which are then often trapped by the ventilation systems in our workplaces. This in turn can cause respiratory and allergic reactions for people working in these places.

Energetically, plants can have a distinct effect depending on their species. At Business Energetics we use plants on both the energetic and physical level.

## **9. Water**

Water produces negative ions and can have the same effects as plants on the atmosphere. Running water, such as from an indoor fountain, has a calming effect as does an aquarium.

Like plants, any water feature should be maintained and looked after (*and fish fed!*)

Energetically, water is extremely important and symbolic of wealth. Therefore actual placement of water features is also considered.

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## **NEXT STEPS**

If you want to review your business from a holistic point of view, bringing together the best solutions from business management, environmental management and energy management then Business Energetics is for you.

If you have business issues that are holding your organisation back and you need real solutions that work then Business Energetics will put each layer of your business under the spotlight and offer an integrated package of measures to address any problems.

If you carry on using the same tools you'll continue to get the same results. If you use the same tools as your competitors you'll just stay neck and neck, constantly competing with each other. If you use Business Energetics you won't even notice the competition.

If you want to unleash your business's full potential there are two ways Business Energetics can help you right now:

### **1. Review.**

A Business Energetics review can tell you exactly what message you are putting out to your market. What your brand says about you, what your workspace says about you and what your employees say about you. The question is.... is it what you want them all to be saying about you? Does it fit with your objectives and purpose? Or is it the complete opposite?

It's often hard to be objective about your own business but at Business Energetics we can be. We can look at your organisation and say 'this is how it is'. What you do with that information is entirely up to you.

### **2. Full consultation**

A consultation with Business Energetics will depend on the challenges that you are facing. It may involve an employee survey, a review of your processes, a physical survey of your workspace or an energetic survey using Feng Shui principles of both your workspace and your key players.

If you have any questions or would like to take it to the next step, contact Jackie Notman on 07920 461574, by email at [jackie@fs168.co.uk](mailto:jackie@fs168.co.uk) or via the Business Energetics website at [www.fs168.co.uk/businessenergetics](http://www.fs168.co.uk/businessenergetics).

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## **ABOUT JACKIE NOTMAN**

### **Founder of Business Energetics**



I have over 25 years experience of working in businesses across a range of industries and a range of functions including human resources, training & competence management, coaching, operations, safety, business development and account management. This all means that, with a little bit of research and questioning, I can understand your business and your goals.

In addition I have 15 years of experience working with energy for health having first trained as an aromatherapist in the mid 1990s. But working with energy goes far beyond health although ultimately it returns to health and having a happy and fulfilled life. After a long fascination with Feng Shui I trained to practitioner level in 2009. However, I never stop learning as Feng Shui is a life long learning process. What I have learnt so far is that, with my business background, I have a unique set of tools that can be applied to business, any business, to encourage success.

And that excites me because I really want you to succeed. That's what I'm here for and that's what I get a buzz from. Quite simply, your goal becomes my goal.

Oh, and I'm very user friendly too!

## ***Jackie Notman***

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