

## **Weaving Spirituality and Livelihood:**

A holistic approach to starting a business.

Presented by: Kirsten Gagnaire, Principal, Social Enterprise Group

This three-part teleclass series combines my life work in the area of social enterprise – the development of businesses that integrate financial, social and environmental success— with my deep work with Spirit. As I've gone through the Spiritual Integrity Jump! apprenticeship, I've realized that for many people, including myself, the dismantling of the structures around livelihood are sometimes the hardest.

Our egos, identity, and our financial survival often depend on the work we do. For some of us, our work also supports others—children, partners, parents—which can make it even more difficult to make big changes. Also, as we go deeper into our Spiritual paths and the world of the mythic, it is often hardest to integrate that understanding into a world that is fixated on money as the sole bottom line. However, as we are seeing, this singular view is causing the demise of our world on many levels. I deeply believe that as each one of us begins to create livelihoods based on our personal values, we will help shift the paradigm from a separation between money/society/environment/Spirit to one where we operate from a four-legged stool that integrates all of these aspects and promotes healing on many levels.

This three-week course will meet once a week, via a teleconference, for an hour and a half. At the end of the series you will:

- Have a broader understanding of how your work links to creation and making positive change in the world
- Be able to articulate the values and vision you hold for your work
- Have a value proposition that clearly states the value your work brings to those you are serving (customers, clients, etc.)
- Have tangible tools you can continue to use on your own and in community

The course agenda follows:

**Week 1: Understanding the Cycle of Creation:** For our first session we will use an indigenous myth to unfold and understand the phases of creation and spend time helping you identify what phase of creation you're in with regards to developing your venture. Finally, we will help you identify how you can positively impact the world's creation.

**Week 2: Aligning Your Vision and Values:** This week we will explore structure around developing a vision and set of values that can provide the framework for the ongoing development of your venture. Emphasis will be on using your personal values (e.g. spiritual, social, environmental, financial) to build a framework for your venture that is concise and tangible.

**Week 3: Business Value Proposition:** All businesses need to be able to articulate their value to their market. The final week culminates in the use of a business value

proposition framework that will help you begin to think through what you provide your customers, as well as addressing issues around pricing and competition while continuing to focus on the social value you bring to the marketplace.

**Cost:** \$35 for the series

**Dates:** Thursdays July 10, 17 and 24<sup>th</sup> 2008

**Time:** 5:00-7:30pm Pacific

**To Register:** Please register by July 5 to allow time to receive and read information in preparation for the first class. Upon receiving your registration and contact information, we will send you the information for accessing the teleconference system (which can be done through any phone). Please visit [BrownPaperTickets.com](http://BrownPaperTickets.com) to register. <https://www.brownpapertickets.com/event/37020>

**Audience:** Anyone in the Spiritual Integrity community who is thinking about starting or growing their own business and wants a structure to develop it from a holistic perspective.

**Tools:** All participants will receive information and worksheets via email to use as guides for the series as well as for use as their work continues following the series. Recordings available for participants unable to attend a session. However, live participation is encouraged, as there will be time for questions and answers.

I am honored to be able to bring my work to this community. For more information please visit [www.sustayne.com](http://www.sustayne.com). For questions, please feel free to contact me at [Kirsten@socialenterprisegroup.com](mailto:Kirsten@socialenterprisegroup.com) 206.903.8578.