

Gen Y Shift Series

“Sex, Money, Power & the Divine”

with Jeffrey Van Dyk

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Ben: Welcome, welcome, everyone, back to the Gen Y Shift Series. This is Ben Hart with you again. I'm so happy and pleased to have someone I really, really appreciate and adore. We haven't spent much time together in the last few years, but he was a very fun part of my life years ago when I was in my early 20s. I'm very happy to have him on to share his wisdom and love and power with you all.

So let me give a quick introduction and we can jump in. So Jeffrey Van Dyk is a leader in the Conscious Entrepreneur Movement and works internationally to help business owners, speakers and coaches find their highest purpose and create powerful, meaningful work from it. He has nearly two decades of experience in training and development and has worked alongside many luminaries including Bill Gates, Donald Trump, Ariel Sharon and many others.

In addition to his private coaching and consulting practice, he is co-founder of the Spiritual Marketing Quest with Suzanne Falter-Barns, and has served on the faculty at Dream University with Marcia Wieder and the True Purpose Institute with Tim Kelley with whom he co-founded True Purpose Israel.

He also recently launched The Expansion Lab, which helps messengers and change agents understand what their purpose and divine message truly is, and how to become the messenger that can connect with and deliver their message to the worldwide audience waiting to receive it.

Jeffrey, it's an absolute pleasure to have you on. I just love who you are in the world and I'm so glad to share you with the community. So thanks for being here.

Jeffrey: Yeah. Thanks for having me, Ben. It's a delight to share this platform with you.

Ben: Beautiful! Well, I know that we have a juicy topic to go into tonight around money, sex, power and God. But before we dive headlong into that, I just wanted to just kind of set the context for some people in our community. I know that "messenger" and "change agent" are terms that you use a lot, and I just mentioned it a moment ago. I wonder if you could just share with us about it and

kind of how you worked with those terms and what your work is with those people.

Jeffrey: Yeah, absolutely. So let's start with the context of where I think we're at in our world, and those that are attracted to The Shift Network will think this will be new news. We are a massive shift. We're in a big state of change and evolution. I see the image of a changing of the guard, and I believe that's what we're up to right now.

There's so much that goes along with that "changing of the guard." It's a change in our way of being, of relating to one another, of how we do exchange that's related to money, of how we structure our businesses. There's so much that's been evolving and keeps evolving around flattening organizations and around collaboration. Over the last decade there's been a ton of conversation around "How do these older people engage with the Gen Y people? They're so gosh darn different!" I believe it's because the Gen Y generation has come as a big ushering in of this new energy.

In marketing, I see it as a change from push marketing where we are trying to shove information at people and convince them of things so that they buy our products and services to pull marketing where we are magnetizing the right people and where our businesses are less transactional and more transformational.

So a lot of the people I work with are those folks, people that are endeavoring to do business in a new way, and in marketing endeavoring to move from push marketing to pull marketing, from transactional to transformational business. There are a lot of people that I call messengers that have a message for the world, and certainly the most common way to be a messenger is to be a writer, to be an author, a blogger, what have you.

But in this day and age, in transformational business, a lot of messengers are messengers through their business. Their business is the vehicle for their message, and along with that, yes, their blog or their vlog and being hosts on shows like this.

Change agents are people that I would suggest don't necessarily feel as connected to like, "Oh, I have this big message that I need to get out to the world," but they do have a sense of "I know I'm supposed to be part of this change and how do I best do that?"

Ben: Beautiful! And when you're working with change agents, the messengers, what is it that you are specifically focusing on helping them do?

Jeffrey: The primary thing I do with people, if I really boil it down, is a couple of things.

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One is to help them get connected to a source of guidance that's outside of their conscious mind, something we might call God, the universe, spirit guide, something "spiritual." I don't really care what word we use for it and what background we come to it from, but if we are to create a new world, we need a source of guidance and information outside of our current paradigm to show us the way.

Einstein said you can't create or solve a problem from the same consciousness that created it, and so much of our world right now is saying, "Oh, global warming and hunger and AIDS! Look at all these epidemics we need to solve!" But when we're engaged in it from the place of the problem itself, we actually don't have much capacity to think of not just solutions but a whole new way of living, a whole new paradigm where the problem just kind of falls away. So that's number one.

Number two, people have a training program in life, and I think this is especially important for Gen Y people. When I did all the work with Tim Kelley around purpose work, we always said that your childhood challenges and your childhood wounds are the training program for your purpose. And what I've discovered as I've started working more and more and more with entrepreneurs and helping them build their businesses and brands is there's a transition point where you stop functioning from the ouch of the wound and start functioning from the gift of the wound.

Wounds have what I call expiration dates, and you know that an expiration date has arrived because you keep bumping up into something and then it like keeps showing up in every area of your life, and you're like, "Oh, my God! What is going on? Why is this still showing up?" And I'd suggest it's because it's reached an expiration date and there are some big life lesson to grab hold of and move through, and it is moving through that life lesson that equipped someone to become the messenger or change agent that can galvanize their tribe and move their work into the world.

So a lot of my work is supporting people and sort of guiding them or holding their hand through that valley where they go to that scary place that's like, "Oh, man, I don't know about this." There are a lot of fears about going into old stuff. "Will I get caught up in it? Will I drown in it?" As you start doing the healing around it, the life lessons around it, parts of your ego say, "Oh, gosh, who are you going to be on the other side of this?" The thing I always tell people is you

will be someone. You won't disappear, probably not. You just might not know who you'll be. That's yet to be discovered.

So to boil it down, for messengers and change agents, I help them figure out what they're really up to, what their work in this world really is about, who they're really meant to serve, what those people crave more than anything, how to meet those people and structure a business that serves people, but also to understand what the underlying transformation that that group of people really needs and craves even if they aren't aware of it so that you can deliver that and deliver on your purpose and your message as you run a successful business.

Ben: Beautiful! Well, thank you for what you do. There's so much in what you just shared that I want to tease apart and work with, and the piece that's most alive right now is what you're just describing about holding people's hands as they go into those scary places and do the transformative work to be able to bring more of their purpose forward and who they are to the world.

I think that relates so much to these younger generations, my generation, in terms of the templates are not there for us to look at and how to do this and how to bring forward our creative gifts and how to really step out into the world and create the new paradigm, create a new world, create a new culture, and so there's a mention on a fear in all of the peers that I speak to as we connect more to our gifts and wonder about how do we create a living and how do we do all these things.

I'm curious, one of the topics we're going to talk about tonight is power, and so I'm curious because I feel like power and courage have a big piece to play in that and really being able to stay in the truth of who we are and bring it forth. But I know that in your own life, you've gone through a lot of transformations and a new reason to speak into what a year it's been for you. So I wanted you to say a bit about how power plays into this and really stepping forward into the world.

Jeffrey: Yeah. I'll actually grab a word from what you just said because especially for the Gen Y generation, it's both the like "Oh, crap!" part of it and the exciting exploration part of it, which is "I don't have a template."

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I don't have a template. Everything I see out there doesn't really apply to me or to how I know I'm meant to do it or to even the world I live in nowadays. Like the way you and you and you, these other people, how you did it, like I get that that worked for you back then, but it won't work for me and it won't work now (A). And (B) even if you say it will work for me, I don't want to do it that way. That's

not what I'm here for. I meant to do it a different way. And what that way is, I don't know yet necessarily. I just know it's not that. Does that make sense?

Ben: Absolutely!

Jeffrey: Yeah. And I think it applies to almost everything. You can just take that across the board.

The place I've been really interested in that is in relationship to power. One of the things I've noticed -- and I've worked with thousands of entrepreneurs over the last few years, beautiful people with great gifts, great skill, great crafts, great heart. But if there's one thing I think is missing, it's power. It's that oomph that drives things out into the world.

So a lot of the thing I've been thinking about lately is the relationship between power and contribution. So power, we can think of creativity, power, fire, inner mojo, what have you. If we're working with a chakra system, we'd talk about second chakra.

Contribution is more of a heart piece. It's who do I want to serve? What's being generated and generous out of my heart? When those two things come together, when I have an understanding of what the contribution is I want to make and whom I'm meant to make it for and how to serve those and reach those people, and I have access to my power and I'm not afraid of it, and I can use it and I can serve on it in service to the people I serve, then stuff really starts moving.

So if folks are listening and you feel like, "Yeah, I have a heart and I feel my heart, I feel my empathy and I feel my longing to serve; but somehow I can't seem to get it out there," that's where I'd suggest you might want to look underneath the hood and see do you have access to all of your power.

I'll give you a couple of examples of this. This really started showing up, Ben, like earlier this year. I had a client that was at a workshop I did in London. This gorgeous Spanish woman, just like beautiful heart, called me up and said, "I know I need to hire you." I said, "Great! What for?" And she said, "I don't know."

So we dove in and we looked, and I said, "Let's figure out what this is about." When we boiled it down I was like, "Oh, this is all about your relationship to power." She had like tons of it boiling within her, but she felt so scared to let it out into the world because all her experiences with power were largely destructive. She had a very domineering father, abusive to her mother, and everything that she related to power was something that was absolutely appalling to her soul.

What she didn't have access to was a benevolent power, a holy power, a power that is in service to, a power that feels generous and loving and still has fire and mojo, and once she got a hold of that, that her business really started to take off and she felt like she could really the contribution she is here to be. Does that make sense?

Ben: Yeah, absolutely. Yeah. What it's bringing up for me is I'm thinking about actually how you and I met, which was at a men's group many, many years ago, and the reason I went there was because I realized I had no models for good use of power and I was seeking some mentorship in that area. It was a beautiful gift to run into people like you and Tim Kelley and many others who held a power that felt very benevolent and felt like it was generative.

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I'm curious in your own life what recommendations you have for people to connect to that sense of power in themselves in a healthy way when there aren't many models in the culture for it.

Jeffrey: Yeah. So the first thing I would suggest is to decouple the basic energy of power with the stories you have of power. So one of the exercises, if somebody is listening to this and they're like, "Yeah, I want to engage in this," I would suggest you do is start to write down all your negative models for power. Just go through your mental rolodex and like, "Oh, yup. Oh, that boss. Oh, that president." Whatever comes to mind when I say negative models for power, write them down.

Another exercise I sometimes use with clients, a very simple exercise, is exercise where they just write the word, the phrase "Power is..." and fill in the blank for a good five minutes, and you'll get out all the stuff, all the story you have about power. It's important to do that to excavate well, what is my current set point for power, what's my current thought process or experience or relationship to power because sometimes we need to clear the decks before we build something new. So that's the first thing I would do.

If you have any personal growth exercises where you can do -- Ben, I know we've done parts work together, so if you have anything that can help clear limiting beliefs or old stories around power, great, do that. By the way, just a quick aside, I'm a huge fan of story. I'm not one that says, "Ugh, story is bad," or "That's just a story." Everything is story. This entire universe is made up of a story. This is the story we are collectively telling. So it's not that stories are bad or good; it's just being more conscious about which ones we're choosing to tell and create our lives by.

So on the flipside, I would also suggest you start to look around in your life and in your world for where do you have positive or healthy pictures of power, whether it's someone you know personally or not. It might be Nelson Mandela. It might be one of your parents. It might be a mentor of yours. What I find when I look for positive models for power is there are people I know that when they're at their best, they're beautiful models of power. They aren't always at their best and neither am I, but I do look at those models from that place. So that's the second thing you can do, and that's a little bit more external.

The third thing I'd suggest is going more internal, which is to look at where do you have pain points inside of yourself around the power? When you go to step out in the world, to bring your work into the world, your voice into the world, your contribution out, where does it feel like, "Oh, I can't do that?" Where does it feel scary or risky? Or where does it feel like, "God, if I do that, I'm not sure I can trust myself with that amount of power?"

Most people, when we get into those places inside of ourselves, we want to skip over it because it's really uncomfortable. It doesn't feel good to be there. But what I can say is if you're willing to check that out and sit with where it feels most uncomfortable and ask, "What gift do you have for me?" you start to receive that gift. You start to uncover your power.

So I'll give you an example of that. Ben, you and I were talking a little earlier before we hopped on the line that I've had a ton of change in my life this past year, and it started, gosh, about a year ago about now, last fall. I noticed I started getting really pissed off. I was really upset a lot at my business partner, the guy I was dating. I was like, "Okay, wait, I know enough about rejection. This isn't about him. What is going on within me?"

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And when I got quiet enough, I found a part of me that was really pissed off, and what it was pissed off about was places where I wasn't standing up for my truth or letting people just walk over me, which I don't do that in most areas of my life. But there were a couple of areas I was doing it in these very intimate relationships, and what the pissed-off experience was pointing me to was a part of me that was not standing up for my truth and hadn't really in some ways my whole life. I did a piece of work around it and got access to some lost part of myself, and it was the very critical part of myself that I needed in order to do the next body of work that I was here to do, interestingly enough.

So it's funny how those things come up, and you don't really know why they're coming up, when they come up, but sometimes in retrospect you will get it and go like, "Oh, wow, yeah. That needed to happen."

So I could go on. I'm going to pause there though.

Ben: That's great. What's come into mind is how much we're covering right now. I want to invite people who are on the line, because usually we wait for questions till the end, but there's no reason we can't mix it in throughout. So if you're on the webcast and you have any questions, feel free to type them in there. And if you're on the phone line, you can always hit 1 and raise your hand and we can call on you to ask your question. So just feel free at any time to go ahead and do that.

While people are chewing on that, I'm thinking of money and sex were two of the other pieces that we were talking about for tonight, and I know that those are pretty big.

Jeffrey: Yeah. I also want to sort of, just parking lot for a minute, power conflicts, so like you and the boss. So we're going to get to that in a moment, but let's do sex and money for a minute.

Ben: Actually, I wanted to flag it before you start, Jeffrey, with saying that we posted a little bit about this call on our Facebook page, The Shift Network Facebook page, just saying we're going to talking about power and money and sex and the importance of making them holy. One of the comments on there was someone saying, "It's not right for you guys to be talking about these things. You should be talking about love and peace and connection." So I think that that's an important response to weave in to what we're going to be talking about here because that comes up for people.

Jeffrey: Yeah. I love that question and I want to have you bring it back up in a minute.

Ben: Great.

Jeffrey: But I want to step back and say something I don't often say in these forums. When I work with people around what their contribution is, I split what they're up to or what their calling is and how to bring their calling out. They're actually two different things.

So for instance, how I do my calling is through my business, through The Expansion Lab, through workshops I lead, et cetera. But it's actually not what I'm doing. What I'm doing is something much more foundational. You know what I'm saying?

Ben: Mm-hmm.

Jeffrey: So one of the things that I know I'm here to do is to help find the divinity in the places it's most obscured. I believe we're in a time in this transition. There's many ways you could talk about it, but one way I like to talk about it is heaven on earth or heaving earth. The picture I keep seeing of it is a loom with like one east-west fabric going more of a heaven fabric if you will, and the north-south fabric being earth, let's say. It develops a fabric where this concept or experience of heaven and earth are one.

To that extent, to look in the world and say where do we have the least access to the divinity of something, where are we most blind to what's holy in a certain area of this world, and money and sex are two areas where it seems to be most hidden from our site. There is so much when it comes to money that relates to power over dominance and abuse versus contribution and support.

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Actually, I could say the same thing about sex, power over domination and abuse versus contribution and sharing. So there are two areas that I think so many of us that are called to find a new way to do life and to do in this world that we shy away from it, right? It's so easy to go like, "I just don't want it. I just don't want any of it." You know, I think that's one way is just like, "No, I'm going to go into the mountains and see you guys later. I'm going to an ashram. I'm out."

But most of the people that I know aren't called to take off or to remove themselves completely from society; and if you don't, sex and money are things you're going to have to engage with. So I'm more interested in finding out what can be right and holy about them and finding a new way to be in relationship to them than just to not talk about them. Does that make sense?

Ben: Yeah, absolutely.

Jeffrey: And I'm not actually saying I have the answers for what's right and holy and that I can shine up a mirror and say, "Here is the divinity in these things." But here is how I think about them and how my guidance shows me the relationship between sex and money in this conversation.

So if you think about sex and money at the top, they are two of the probably biggest ways we engage with power. Now, again, for most of us, either in our own life or in the rest of the world, when we witness it, we go, "Ugh, I don't actually like how either myself or other people engage with sex and money. It hurts. It's painful," et cetera. But if you roll those just like one layer underneath

sex and money, I think you hit power. It's two different expressions or vehicles for power. And I think if you go one layer underneath power, it's about self-trust. The degree to which someone trusts themselves is the degree to which someone can wield power benevolently and honorably.

A lot of people are actually scared by power because they don't trust themselves, right? And if you think about being in a samurai training and just being one weekend and then just walking around with a razor-sharp samurai sword, it's like, "Oop, sorry, I cut your head off. I didn't mean to." Right? Because you don't have a relationship with that sword. And so too with power, when we have a relationship with it and with ourselves, we learn more and more how to wield power in service, wield power honorably.

So money and sex at the top; underneath that power, underneath that self-trust, underneath that, I would say, is self-love. Underneath that, in myself at least, I find connection to oneness, divinity, all that is. So that's sort of the chain if you will that I play with. And when I'm having trouble with sex or money, when it's like I don't like how I'm engaging with it or I don't like, "Ooh, look at that person on TV or this news report," or whatever, I kind of run through okay, how does this relate to power in my relationship to power? How is this a reflection of my own level of trust with myself? How is that a reflection of how much love I have for myself and others? And how much, based on that, do I experience oneness and divinity in my connection to everything?

Ben: Beautiful! I'm just breathing that in and connecting again to power. If we go a level above as you're expressing, money and sex are very many examples of how to hold those in a very powerful and beautiful way in terms of society. So it really feels like creating this chain that we can then follow down back to our consciousness and back to the source of how relating to reality in that moment is a very powerful place to stand when there isn't necessarily a way to understand how to relate to it outside of ourselves.

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Jeffrey: Can you read that question you read a moment ago again?

Ben: Yeah. So we had posted about making power holy and making money and sex holy, and the response was "It's not right for you to be talking about that. You should be talking about peace and love and connection." Some of the questions around that is just how do we embrace a perspective like that when it's very understandable?

Jeffrey: So let's think about peace, love and connection as it relates to sex and money. Certainly we've seen a lot of experiences of money being destructive, but we've

also seen some examples of money creating peace, helping to create a better world for people, and connection. I actually believe that commerce is a way of exchange, and when done in a really gorgeous way, money is a way of being in relationship with people.

Mark Silver, a colleague of mine, talks about the sacred moment when you're having a sales conversation, and I love that phrase. Because for me, when I take on a client, let's say, or ask someone to work with me and offer forward my time and my expertise and my heart, it's a sacred contract. Money is a form of exchange, and it to me is a form of connection. It's a form of saying, "Yes, we're in. We are connecting. We are doing this together."

So to me, I don't see a lot of difference between talking about money and sex and power, and peace and connection. We can engage in sex, and by sex I mean the whole world of sexual creative energy and power of actual sexuality, of love and intimacy. So we can engage in sex in terms of something that is tawdry and thoughtless and go out and have some sex, or we can think about sex or engage with sex as something that's sacred and meaningful and one of the most intimate forms of connection we know of. So I would agree with the person that wrote in that we should be talking about those things, and I also believe that we can open up the framework of that conversation, especially to places we typically don't go.

I'm just getting this one thing, Ben, right now, which is so many people that feel like, "Gosh, I'm supposed to do this differently," one of the challenges, one of the shadow pieces for us is it's easy for us to develop an "us against them" mentality. We're called to do this differently and we're the sacred people and you're not. You're bad and you're destroying the planet. You're taking advantage of people and raping and pillaging, and we're not.

It actually doesn't support us all that much. I mean you can too like help create awareness, but then what's the deeper conversation around connection and peace and around, "Oh, you're an extension of me and I'm an extension of you. How are we in this together?" So I just think it's time we take the lid off from these conversations we typically don't have especially in spiritual communities or sacred communities or conscious communities, because if we don't do it, then it's like, well, all of you people over there, you get business and you get money and you get sex and we'll take peace and harmony over here. It doesn't really work, you know.

Ben: Yeah, I think that's a huge piece of the upcoming generations is how to deal with that polarization that occurs especially, as you know, different silo structures are shifting, how to walk that fine line of bringing the gift or change the way we feel

is being stirred in us while honoring and being in relationship to what the old has been.

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Actually, I'm curious how that's been for you as someone who is coming from high-level business and more traditional background and then moving into such a spiritually based work and enterprise, how that's been in terms of navigating and navigating that polarization that can occur.

Jeffrey: That's a good question. I think at the high level it's been fun. It's been interesting because there are no right answers and there's no one way. In a world, gosh, especially even as I switched from working at Microsoft and working in the tech industry to working in coaching and marketing for conscious entrepreneurs, it's still largely a paradigm that says, "Build your corner of the world and become the expert, and then everybody wants what you have!" Believe me, I believe that some of that is necessary, but more and more what I'm seeing is this shift from who is the big expert upfront to who is willing to create a movement for a tribe, who is willing to step forward and say, "Oh, I'll help lead to this." Not necessarily is the guru who has all the answers, but for someone who wants to engage in the questions.

That's the thing that's been interesting for me, and gosh, when I started this work and started the business Spiritual Marketing Quest, a lot of people are like, "Ooh, you can't use the word 'spiritual' in business. No one will come." Right? But what we found was that like there was this whole tribe super hungry to be in this conversation around spirituality and marketing, and we built a very successful business in a very short period of time and led works in many countries, and it kind of took off and had a life of its own.

Still to this day, I run into people who are like, "Oh, I'm sad you aren't doing those events anymore because they were like the only place where I really felt like these two things were being comingled in a way that started to make sense." So that's one thing.

I would also say there have been times that have been tough. It's funny, I find that when you "do things a new way" and you say to say the universe, "Yes, I will do it a new way," sometimes the universe says, "You sure?"

I remember, once I launched a DVD product after an event and I had hired a consultant to help me with this. There were some parts of the consulting that didn't really jive for me, but they were the expert and I thought I should try it the way they were leading. So we did it and it was a big flop. It was one of the

biggest flops I've had. I think it basically paid for the consulting I bought but didn't make any money.

I checked in with my guidance afterwards, and my guide said, "Jeffrey..." I was like, "What happened here?" and they said, "You were trying to move product, not people. If you focus on moving people instead of product, everything will continue to work." And I just kind of lost my way especially when I hired somebody else that wasn't aligned with my way.

So there are lessons along the way as well, and that was a really good lesson. But more than anything, what I've found is that people are hungry. Really on the most basic level, they are hungry for connecting, being real people with real conversations. In business, it means offering real value that people really want and need in a way that works.

It's funny because I think marketing is very simple on one level. On another level it can be quite a challenge because you have to keep current with what your calling is and what you're meant to be bringing out into the world, and you have to keep current with where the market is at and what people are wanting and looking for in the market that's different now than it was three months ago or six months ago or twelve months ago, and it's shifting quickly. So it's challenging and it's fun is what I would say about that.

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Ben: I love it. I definitely have a high admiration and cheerleading-type quality to it as I saw you putting up the Spiritual Marketing events a few years ago when you began that work. It just felt so beautiful to see someone really owning the spirituality in relationship to business in such a powerful out-there way. So kudos to you for that.

I'm curious, this has come up a number of times in our series and I think it's so, so important for people in their 20s and 30s to really have models of this as you speak about your guidance. I'm wondering if you would just talk a bit about your relationship to guides and to guidance because it's not something that's talked about in the same spirituality is, but it feels so valuable and important to where we're moving in the coming years.

Jeffrey: Yeah. Well, I'm just going to tell my story because people often ask me like, "Wait, how did you get to where you've gotten?" I've had a little bit of a circuitous path. I was a recording engineer for an NPR station, a choir teacher, a singer and performing artist. I worked in high tech and then got into teaching consciousness work and marketing.

Early in my 20s, I started working with a spiritual teacher, and I started journaling really is how it happened. I started journaling and I started noticing on my computer screen in front of my eyes that stuff would be written and it was coming out of my fingertips, but it was not coming out of my brain. I would look at computer screens and like, "Wow, that's really smart. Wow, that's a lot of wisdom right there." That definitely did not come from my brain. I've never thought those thoughts before. So I started just asking the computer screen questions and answers would come back.

So I did that for a good decade till my early 30s, and that's when I met Tim Kelley who I've mentioned a few times who was my mentor, and I learned another half of it. So I kind of learned the spiritual guidance stuff accidentally, and I think it was just because I was open to it and curious on a most basic level. One of my best friends had cancer back then and I started reading a lot of mind-body medicine books and mind-body-spirit books, and I don't know. I guess I created that portal.

But then when I worked through Tim I really learned how to help people open that connection more reliably and consistently by getting clear about what would be scary about, what fears, worries, concerns would keep people from opening it, and really learning about the relationship between the ego and the soul and developing a deep love and respect for the ego along with my soul and finding a way for my ego and my soul to work in harmony, which I had never had before that. I always had this like spirituality over here, ego over there, and they're in battle.

So when I learned this way to be in relationship with my ego, it was a huge relief like, "Oh, my gosh, I don't have to fight myself anymore. I don't have to have this epic battle inside of myself. It was a revelation." So the basic tenets of that are that the ego is responsible for getting your needs met. So if you think of Maslow's Hierarchy of Needs, shelter, food, esteem, love, at the top of it self-actualization.

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It's also responsible for creating and maintaining a consistent identity. So who you are one day is who you perceive yourself to be the next day. When people don't have that capacity, they are insane. They have multiple personalities and multiple personality disorder.

So when you understand oh, that's the role of the ego, then you start to understand why the ego would be threatened by potentially opening up to something outside of the ego and bringing information in. Gosh, what if I open up and I start to feel like I'm crazy or other people judge me? Well, there is that

esteem issue that the ego is all for that and kind of gets thrown out of whack potentially. Or what if my family learns of this and doesn't agree? There is the love piece that gets threatened. Or what if I'm told to sell everything and move to Ghana? Well, there is that basic "Will I have food and shelter?" question that's not answered.

So at each step you can think about how the ego might be threatened by spiritual guidance. It's not necessarily a bad thing if you know how to engage with the ego, if you know how to say, "Oh, gosh, yes, what do you need? Under what conditions would it be safe for us to proceed?" And more than just creating a sense of safety, actually creating relationship with the different parts of your ego.

A conscious well-developed ego is a beautiful thing, and I would suggest that for those people that are like, "Ooh, bad ego, and I don't like the ego," think about people you really love and respect. Most of them probably have a fairly well-developed ego that they are in relationship with it. It's not running them up all on its own.

Then it's that ego, a strong conscious ego that creates the container within which to more and more and more safely explore things outside of the ego.

Ben: Love it!

Jeffrey: Does that adequately answer that question?

Ben: I think it definitely does. I mean my interest in almost just asking you to speak to it is just wanting the idea of guidance and guides to be more out there.

Jeffrey: Let me talk about how I use it in business because this is where I think it's really juicy. I do believe that there is consciousness outside of our conscious mind, and when I think about guidance, I think about a continuum of guidance, sort of like a ladder. The first rung is maybe something we'd call aha moments or intuition, and as you move up the ladder, you might encounter something you would call spirit guides or spiritual guidance or being able to communicate with something outside of your conscious mind. In more indigenous worlds we might call talking with the ancestors.

And as you move up the rung even further, there is more and more identification with it. Instead of like here is me and there is them, the guidance, there's more and more understanding and identification of "Oh, it's all one thing. We're just on this continuum."

So for me, when I'm working, I can work and totally forget about the guidance completely and forget about that latter, and when I do that, it's just sort of me and what I know trying to make the best of it. We're a world that's really built on the intellect so we rely really, really heavily on the intellect, which is great, but again, it's only connecting to stuff on some level you already know.

And then there are moments when we touch into intuition and we say, "Oh, wait, what about this?" Something popped through and it introduces a new component into our thought process, and that's where a lot of I think our innovation and ingenuity comes in is those moments of a new idea, a new consciousness popping through.

But what if we could just open that gateway more fully on a regular basis so it's not just one little moment of insight or aha popping through and saying, "Ooh, I have the new idea," but instead we can have a whole series of guidance on what people need and how we're supposed to serve them and how to be in relationship with them?

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So for instance, when I am about to launch a product or a service, I sit down and do a whole session where I ask who is this really for? What do they really crave right now more than anything? What am I most well-positioned to give them? Who am I in relationship to them? What's the transformation they need that they might not even be aware of? What is the issue they are aware of that they're actively looking for support around?

When I have the information, my ability to write marketing campaigns and write marketing copy and material that lands with those people and have them go, "Wow, there's something different here; there is something I need here; I might not even be aware exactly of what it is, but something is calling me," that starts to be a regular experience because you're touching something deeper than just their intellect. So you end up having more success as a business owner but you're also doing more transformation at the same time.

Actually, that's where I think money becomes a really holy, beautiful thing, right? You're making more money doing more good. It's a great thing.

Ben: I love that. Thanks for sharing that, Jeffrey. That's great.

I noticed that we're getting to the end of our time. I just want to make sure people have a chance to ask their questions. So I'm going to bounce over there and just invite people again if you're on the phone to hit 1 if you have a question. If you're on the webcast, you can go ahead and type them in.

I see one that's already here. Someone is asking, "You spoke earlier about moving beyond your wounds and harnessing the gifts that are there. I'm wondering if you could speak more about how to do that."

Jeffrey: That's a huge question. I teach 12 courses on this. Yeah, gosh, let me just tune in here. So the first thing I'm getting is to realize that you're not a victim of your wounds, and I think it's one of the hardest things to do. It's so easy to point at what other people have done to you.

I know this might be contrarian, but I have the belief that we are the co-creators of all our experiences. So on some level there is no victimization; there's only few people co-creating experience where one is the dominator and one is the one being oppressed. But if you realize that on some karmic level you all are working together, then there is no victim. It's important to get to that state, and it takes some doing sometimes, because otherwise, you're constantly engaged with blaming the other person, and as long as you're in blame you can't take the gift from it at all. You can't even see it.

So there are some very basic things I would say. One is look at your history, your wounds. Because of your wounds you've done certain things and not done others, and that has created some very special gifts in you. One example I like to use is a client I had who had a suicidal mother, and for years she knew in her heart she was the one to keep mom alive. Mom would fall into depression and she'd lift her back up again, and she'd fall back down and she'd lift her up again.

Time and time again she gave her mother hope, over a series of years such that she knew every way in the book to give someone hope. Ooh, it doesn't work this way, try it that way; it doesn't work that way, try it this other way. Like she really knew how to give someone hope and has essentially a Ph.D. from life and hope giving.

She is a very successful saleswoman these days, and if you ask her boss what's so great about her, they'd probably talk about her numbers. "Ooh, she is an excellent salesperson. She's really the top person we have in the whole company." But if you ask the people who work for her, the team she supports and that she directs and manages, they would say, "You know, what's so great about her is every time I'm feeling down or every time I don't know how to take the next step or don't know where to turn, she always has a way to help. I don't know how she does it, but she just always knows the right thing to say."

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So that's the gift that the really knows how to support people and take them to the next step and has this Ph.D. in hope giving.

The transition, however, there's also something that sort of the wound to work through from that experience. For her, it was this feeling like gosh, I know I'm meant to be more of a leader. I know I have a message for the world. She really felt like a messenger. She felt like her work was sort of on target but not exactly. When we got into it we found a voice inside of her that said, "My words can kill."

Now, if you think about it, when she was younger, if she said the wrong thing and mom died, if mom killed herself, that's where that belief would come from. I've got to be very careful with what I say. But later on in life, when that's not the case but that old belief is still running, it really hinders your ability to move ahead in life, to say, "Oh, okay. I can go do this."

So part of moving from the wound is to start peeling back what keeps you from stepping forward, not from the perspective of there's something for me to fix but from the perspective of oh, there might be parts of me that I buried, I put away in safekeeping, and it's time to take them out of these hidden places and bring them back into my life.

So like I said, that's a huge, huge, huge, huge topic. But if you can start looking at your experiences from the lens of what are the greatest gifts I learned as a result of those experiences, regardless of how challenging the experiences were, that's the first step because you start to see, "Oh, that's the gift of that challenge. That's the gift of that wound. Beautiful!"

The second thing to ask is what is the personal growth and development I need to move through in order to harness that gift and use it as best as possible in the world?

Ben: Beautiful! Well done in such a short time. I think you covered it well. Do you have a few more minutes, Jeffrey?

Jeffrey: Sure, yeah.

Ben: Okay. We have another question that just came in here, which is about money. He is saying, "Could you speak a bit more about how to make money transformational? Because I find when I have money stress, it's very hard for me to connect to oneness and feel like everything is okay."

Jeffrey: Amen to that. Yeah. So when you're in money stress, man, think about Maslow's Hierarchy of Needs again, right? When you're in money stress, all I can think about is like, "I need more money. I don't have enough. We're in scarcity."

So the first thing I would suggest, and again, I'm not actually coming to this call as like, "I have all the answers for how to make money holy." The first thing I would suggest is to meditate, to actually find yourself back in this moment, to bring yourself back to the state where you have access to a larger perspective of who you are.

And then if you are an entrepreneur, to start really being honest with what you're selling and saying, "Is it the best thing I can offer to the world? Is this the best thing I can create?" If it's not, fine. Just endeavor to create the best thing you can create. There's nothing quite like being an ambassador as something you feel really good about.

From a nuts and bolts perspective, if you consistently don't have enough money, if it's like you're trying to be an entrepreneur and it's not working, you might need to go get a part-time job for a while so that you don't come from such a scarcity place in the way you're relating to other people and the way you're relating to money. That's a very nuts and bolts tactical thing to look at.

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Then the thing I would suggest for anybody listening, if you do have access to your spiritual guidance, ask your spiritual guidance how is money holy or how can I make money holy in my life, and see what you receive. If you don't have direct access to spiritual guidance, journal on it. Ask yourself or ask something you might call your higher self, how can I make money holy.

I would also encourage you to think about the relationship between money and exchange, and exchange and contribution, and contribution and heart. So think of money and heart together and you might play with that.

Ben: Great! Thank you.

Well, I just want to honor everyone's time, and one way we often close this, Jeffrey, is I'd just love to pop the question to you just for the sake of everyone's learning is I'm curious what your own growth edge is these days. What is it that you're more focused on and working through in your ongoing journey?

Jeffrey: Well, money, sex and power. Seriously! I mean I am in this inquiry about how to unleash more power, more oomph in my life in service to my contribution in a way that really, really, really feels good and holy. One of the things that's happening for me in that process is I'm having to go deeper in my spiritual practice. I can't engage with that conversation from the same consciousness. I used to engage with it.

So that's sort of a top line hit. I think that's all I'll say about that given the time we have.

Ben: Great! Well, Jeffrey, I so, so appreciate who you are in the world and how you're approaching everything with such intake and with such heart. Before we close, how could people stay in contact with you? Where could people go to connect with your work?

Jeffrey: Yeah, great. So Facebook is always fun. You can go to facebook.com/jeffreyvandyk. That's J-E-F-F-R-E-Y-V-A-N-D-Y-K. There's no "E" at the end of my last name.

You can also go to my site, theexpansionlab.com. I know we talked about Spiritual Marketing Quest quite a lot on this call, so if you want to check out that body of work, you can just go to spiritualmarketingquest.com.

Ben: That is so beautiful.

Well, everybody, thank you so much for being here, for your questions, for your presence, for who you are obviously being in the world as you're drawn to something like this. I have so much love and gratitude towards you.

And to you, Jeffrey, again, thanks for being here, my man.

Jeffrey: Yeah, thanks for having me. This was really fun to reconnect in this way.

Ben: Absolutely! I look forward to much more.

Jeffrey: Absolutely!

Ben: Have a beautiful evening.

Jeffrey: All right, take care.

Ben: Bye-bye.

Jeffrey: Bye-bye.

[1:03:32] End of Audio

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