



Lifebuilder Ezine – October, 2010

QUOTE OF THE MONTH

“Our mounting global problems are in large part the logical consequences of a ‘dominator’ model of social organisation at our level of technological development – and hence cannot be solved within it. They also show that there is another course which, as co-creators of our own evolution, is still ours to choose. This is the alternative of breakthrough rather than breakdown: how through new ways of structuring politics, economics, science and spirituality we can move into a new era of a ‘partnership’ world.”

– Riane Eisler, American author and social activist

Welcome to the October edition of the **Lifebuilder** ezine and congratulations on choosing to read this! If you are one of those people who can see clearly that the current economic and political system that operates in most of the so-called ‘civilised’ world is deeply flawed and unsustainable, you may have wondered what the solution is. As Riane Eisler says in the quote above, we cannot solve the problems with the same kind of ‘dominator’ consciousness that has created, which is exactly the same principle expressed by Einstein when he said **‘The significant problems we face cannot be solved at the same level of thinking we were at when we created them.’**

As it is businesses that are the dominant institutions of this age, it is logical that we should first scrutinise the default system that runs businesses around the world to find some of the answers to the problems facing humanity. On doing this, it is clear that the primary system in place in almost every business is the **financial accounting system** that measures the money flowing into and out of the business, the profits made over a period of time and the profits accumulated over many such periods, and therefore, replacing the financial accounting system as the primary system of measurement and management within an organisation with a **better performance measurement system** that measures the **real drivers of value** rather than just the financial effects of these drivers would seem to be the best place to begin any attempt to change the way business operates.

As a result of these observations and conclusions and the clear need that exists in organisations for such an alternative performance measurement system, I have developed a performance measure called the **‘Inspired Capital Index’ (ICI)** that measures the extent to which an organisation creates **‘Inspired Capital’**. **Inspired Capital** is the extent to which an organisation creates **true wealth**, which is what results in a **better quality of life** for its **customers, employees, stakeholders, partners, society** as a whole and **all other life on this planet**. I’m sure you’ll agree that a world in which businesses had the primary goal of truly benefiting everyone and everything they touch and doing no harm to any life would be a far more caring, humane and productive world than the dog-eat-dog, profit-at-any-cost world we have created.

If the ideas and sentiments I have expressed above interest and inspire you, you will enjoy reading the feature article that I have written below on why and how **Inspired Capital and the Inspired Capital Index** can become the **blueprint for sustainable business success in a brave new world**.

If you live in South Africa, see the '**Events**' section beneath the article below to see a schedule and find out more about the retreats, workshops and talks I am running in November and December in **Cape Town, East London, Durban** and **Ponta d'Ouro** in Mozambique.

Enjoy this edition of the Lifebuilder and I hope to meet you in person at one of my events soon or if you can't come to one of these, you are invited to connect with me virtually on [Facebook](#) and [Twitter](#).

Namaste

Jono

Feature Article: 'Inspired Capital – A Blueprint for Business Success in a Brave New World'

Are you and your organisation battling to keep up with the rate of change in your industry and the world today? Are the old ways of thinking and doing things simply not working for you any more, and is this causing you and your people to fear excessively about the future? If this is the case, it may be some comfort to know that you are not alone. A recent survey¹ conducted by IBM of over 1,500 CEO's and senior executives of large organisations around the world revealed that the majority felt that radical change and the extremely **rapid rate of change** in their industries and the world was their **biggest challenge** and they felt their organisations were **ill-equipped to deal with the challenges created by this change**.

The current worldwide economic recession, the recent collapse of many financial institutions and governments around the world and climate change and environmental destruction are all changes that are **symptomatic of a deeper underlying problem with the industrial-age system of capitalism** that spawned them. You may be able to see the truth of this and that there is a systemic problem arising from the philosophical foundation of the whole system we call 'capitalism' which makes the system unsustainable in the long term, but you may not be able to see how we can collectively create a sustainable system that will solve the problems created by the old system and what you and your organisation can do to be part of the solution rather than the problem.

This is because a **new paradigm** (defined as 'a theoretical framework or model for understanding') is required to understand how to solve the problems we have created as a society through our adherence to the principles and practices of industrial-age capitalism. Albert Einstein stated this truth very eloquently when he wrote: "**The significant problems we face cannot be solved at the same level of thinking we were at when we created them.**" As Plato, another enlightened mind from a different age, said, "**All wisdom begins with the definition of terms**", so clearly, what is required to solve the problems humanity now faces is **a new definition of wealth that is not limited to money** and the purely financial capital that is the bottom-line measure of performance in industrial-age organisations and the raison d'être for their existence, as well as a **new way of measuring wealth** based on this **more holistic definition of wealth**.

'**Inspired Capital**' is a definition of wealth and capital that refers to the extent to which an organisation creates '**Whole Wealth**', which is what results in a **better quality of life** for its **customers, employees, stakeholders, partners, society** as a whole and **all other sentient life**. What is measured in an organisation is **what is managed**, so using a **performance metric** that measures the extent to which Whole

¹ The 2010 IBM Global CEO study for which IBM consultants interviewed 1,541 CEO's and senior executives of organisations in 33 different industries and 60 countries between September, 2009 and January, 2010 (see www.ibm.com/ceostudy/uk for more information about the study).

Wealth is created in an organisation is critical to ensure that everyone in the organisation is aware of and properly compensated and motivated by the extent to which they are acting in accordance with the organisation's collectively agreed **positive values** that align the organisation with its **long-term vision to create Whole Wealth and Inspired Capital** as a measure of it. In a nutshell, the benefit of implementing the ICI system in an organisation is that it will significantly improve **employee productivity and innovation** and ensure the **sustainable growth and profitability** of the organisation in the long term by measuring the extent to which the employees of the organisation are **aligned with the collectively agreed values and vision** of the organisation and **transforming their mindsets** so they are at a consistently higher motivational level and are consistently behaving accordingly.

Creating Whole Wealth and Inspired Capital is the challenge and the opportunity facing every business in the world today, or as the CEO of Wal-Mart, Lee Scott, put it, "**Sustainability is the single biggest business opportunity of the 21st century... it will be the next main source of competitive advantage.**" And the way to make your business truly sustainable? In the IBM Global CEO Study, the majority of the CEO's surveyed identified **creativity** as the most important factor that will determine their organisation's success or failure in the next decade.

Clearly, business leaders have to **stop doing the same thing over and over and expecting a different result**, which Einstein defined as **insanity**, and start exploring **new ways of thinking and acting** driven by **more positive values** than the fear and greed that have largely characterised the business world over the last two centuries to ensure the future survival and prosperity in the brave new world that is rapidly unfolding around us of not only their businesses, but perhaps also of the human race as a whole.

*This article was written by **Jonathan Quail**, the CEO of **Lifebuild** and an inspirational speaker, trainer and life coach. Jonathan has created a unique performance metric called the '**Inspired Capital Index**' (ICI) that **measures the extent to which an organisation creates Inspired Capital and facilitates a transformation of the values** lived by people within organisations so these values, and behaviours and systems and processes that are their tangible expression, come into **alignment with the organisation's long-term vision of sustainable prosperity** for all its stakeholders. For more information about the ICI system and how it can help your organisation to start building Inspired Capital and creating Whole Wealth in a sustainable way, please visit www.lifebuild.com/ici or contact Jonathan directly on jono@lifebuild.com.*

LIFEBUILDER EVENTS

A Course in Miracles Study Group Session

Dates: **Sunday, the 31st of October and 7th of November**

Venue: **Johannesburg Botanical Gardens, Emmarentia**

Time: **10:30 a.m. – 2 p.m.**

Investment: **R50** person or **R100** if you want a picnic lunch provided

'**A Course in Miracles**' is a book that was channeled in the 1960's and 70's through an American woman by the name of Helen Schucman, who heard the voice of **Jesus Christ** speaking to her and was instructed by him to write down what she heard. Her transcriptions were edited and collated by her and a group of friends and became the book '**A Course in Miracles**' that has subsequently been read and studied by millions of people around the world, spawning a **worldwide movement** of people seeking to understand and apply the true teachings of Jesus.

One of the challenges with studying the Course is that it is written in quite formal language using

Shakespearean iambic pentameter; another is that its three parts are over 1,200 pages long in total; but the biggest difficulty people experience in studying the Course is that it explains a thought system - the thought system of the Holy Spirit - that is completely opposite to their current thought system and that of the vast majority of people living in the world, which is the thought system of their egos rather than the Holy Spirit. Many people find it too challenging to work through the Course on their own and **need the guidance of a teacher who understands the Course better than they do** and a **forum** in which to discuss some of the challenging ideas presented in the Course and ask any questions they may have about it.

Because of this need, **Jonathan Quail** runs sessions for students of the Course every second or third Sunday to help them to work through the Course from beginning to end and understand its extremely powerful but for many, difficult-to-grasp, principles. If you have ever wanted to read the Course, but feel daunted by the task, this is your opportunity to study it along with other like-minded people and be guided through the process by someone who has studied the Course intensively for the last 4 years, as well as a number of other books written to explain the Course's message by various authors, most notably '**The Disappearance of the Universe**' by Gary Renard, which has been hailed as a work that saves people 20 years of time trying to understand the Course's true message.

For more information about Jonathan Quail and his work, visit his web site at www.successcoach.co.za. To book your place/s for this session now, please send an email to admin@lifebuild.com, or if you want more information about these sessions, you can call **Jonathan** on **071-853-2368**.

Lifebuilder Guided Meditation and Power Breathing Sessions

Dates: **Sunday the 31st of October and 7th of November, 2010**

Venue: **Johannesburg Botanic Gardens, Emmarentia**

Time: **2.30 p.m. – 4 p.m.**

Investment: **R50 per person**

In today's frenetic, busy, rapidly changing world, it is all too easy to become **fearful and highly stressed**, a state of inner dis-ease that will inevitably lead to disease if not corrected. **If you are feeling stressed out and overwhelmed** by modern life and the challenges you are experiencing in your life, we invite you to **take some time out every Sunday afternoon** to find the **stillness and the peace** deep within you that **dissolves anxiety and stress** by doing a **guided meditation session** facilitated by **Jonathan Quail**, a **spiritual teacher, life coach, speaker, trainer, entrepreneur and co-founder of Lifebuild**, along with other like-minded people. By attending these sessions over a period of time, you will learn how to:

- **Be aware** of your thoughts and emotions and **be present in the now** moment at all times;
- **Forgive** any and all situations and people to release their negative effects on your life forever and transform all your relationships into **unconditionally loving** ones;
- **Meditate** on your own to experience this **inner peace** for yourself and carry it into the rest of your life;
- **Breathe** consciously for relaxation and health;
- **Love exercise** by breathing properly;
- **Create more abundance** in every area of your life by being in a state of '**flow**' more often.

"After meditation, I feel very relaxed and at ease whilst also full of energy and a keen sense of awareness...." – *Guy Daniel, about his experience of meditating using one of the meditation techniques you will experience by coming to the sessions*

"I felt connected, inner peace, bliss and safe. Meditation is my gift and life. Namaste!"
– Thabiso Kewagamang, regular practitioner of a meditation technique he learnt from Jonathan

Each session will **start with a brief talk** about meditation - what its effects are and why everyone should practise it regularly. Send an email to admin@lifebuild.com to book your place/s now. You may pay for the session in cash before it starts or take it off your contract if you are a regular practitioner of Bikram yoga. For more information about Jonathan Quail and meditation, go to www.blissout.co.za.

Lifebuilder Talk: 'The Art of Alchemy and How to Apply it to Transform the Lead in your Life into Gold'

Date: **Tuesday the 9th of November, 2010**

Time: **6.30 - 9 p.m.**

Venue: **[Novalis Ubuntu Institute](#), Rosemead Avenue, Wynberg, Cape Town**

Investment: **R180 per person including a 3-course dinner**

Booking: Click **[here](#)** and send the email that pops up to book your place/s now

This talk held over a **delicious dinner at the Novalis Ubuntu Institute** will show you **how to transmute the leaden circumstances in your life**, whether they be financial poverty, poor health, unloving relationships or any of the other negative conditions that are so commonly experienced by people, into **gold** – financial wealth, good health, loving and trusting relationships and other symbols of a healthy mind. The talk will also give you a taste of the **Personal Alchemy weekend retreat** facilitated by Jonathan Quail, who will be introducing the **Integral Model** developed by Ken Wilber that he uses as a framework for the Personal Alchemy transformation process he guides people through and giving a **brief overview of what the Personal Alchemy process entails** at the end of his talk.

He will also be talking about the retreats being held at the **Novalis Institute** from the 18th to the 21st of November and the retreat happening in **Ponta d'Ouro in Mozambique** between the 16th and the 20th of **December** that includes swimming with **dolphins**, who are master alchemists.

Your investment for the evening is **R180**, which includes a delicious **3-course dinner**. Booking and upfront payment is essential for the talk and dinner in order to cater for the right numbers. To book your place/s for this evening now, please email admin@lifebuild.com with '**Art of Alchemy Talk and Dinner Booking**' in the subject line and your name, cell number, the number of places you want to book and the name/s of the people on whose behalf you are booking in the body of the email, or call **071-853-2368** for more information about the evening.

Lifebuilder Talk – 'How to Overcome Fear and Ride the Wild Tiger of Life'

Date: **Wednesday the 10th of November, 2010**

Time: **8 p.m. - 10 p.m.**

Venue: **The Grove School, Bishopslea Road, Claremont**

Investment: **R100**

If you are feeling generally stressed and fearful about what is happening in your life, the country and the world at the moment - in fact, if you have any fear at all - you really need to come to this talk given by [Jonathan Quail](#), the founder of [Lifebuild](#), to **learn how to overcome all your fear and enjoy the ride on the wild tiger we call life**, no matter what appears to be happening around you. This talk will reveal how and why we are totally responsible for creating our own reality through our thoughts, and how to train your mind so that it is completely free from fear and all its negative side-effects, making you aware of the **unlimited abundance** you feel inside, which will then automatically start reflecting in the abundance you experience in every major area of your life, including your **material wealth, your health, your relationships and your work life**.

Here's what a few people have said about Jonathan's talks in the past:

"Awesome presentation! You are truly a gifted and talented speaker. You are a world teacher and a lightworker. Thank you for being a catalyst and change agent in my life..." - *Andrea Girling*

"Excellent, mind blowing - helped me to understand company restructure and cope better with change. Empowering - enlightening, definitely an eye-opener, new concepts realising a higher conscience. Informative and motivating." - *Salleha Jamal, Bankserv*

"I would like to Thank You for an outstanding and value for money presentation. It was Incredible!" - *Gordon Mackay, Property Investor and Speaker on Property Investment*

"I again reiterate how wonderful your talk was. You are indeed a talented speaker. It was a pleasure having you there. I believe you have a wonderful future ahead of you in public speaking and motivation. You are a special human being." - *Candice Goldstein, Sportron Distributor*

There will be time after the talk for Jonathan to answer your questions and you will have the opportunity to chat to like-minded people over tea and coffee. To book your place/s for this talk now, please email admin@lifebuild.com with 'Booking for Freedom From Fear Talk on 10/11' in the subject line and your name, cell number, the number of places you want to book and the name/s of the people on whose behalf you are booking in the body of the email, or call **071-853-2368** for more information about the talk.

Lifebuilder Talk: 'The True Meaning of the End of the Mayan Calendar in 2012'

Date: **Thursday, the 11th of November**

Time: **6.30 p.m. - 9 p.m.**

Venue: **La Fontaine Guest House, 14 Avery Avenue, Constantia, Cape Town**

Investment: **R100, which includes tea, coffee and a muffin**

In this revealing talk, **Jonathan Quail** will discuss the **true significance of the year 2012**, which is **when the ancient Mayan calendar stops**, and what he believes will happen in 2011 and 2012 to profoundly **shift consciousness around the world** to a higher level that creates a 'golden age' in which far more people think and behave in more enlightened ways that lead to a better society and world. If you are curious about what the next few years holds, listening to Jonathan will inspire you with a **vision of hope for a better future** that is unlike the dysfunctional past, a future in which values of **caring, sharing and community** underpinned by the force of **universal, unconditional love** become primary and the false values or idols like money, power, fame and pleasure that many people in the world now worship cease to be the principal

forces driving the majority of people and society as a whole.

Coming to this talk will help you to prepare yourself for your role in the co-creation of the new, more conscious world rapidly unfolding around us and meet and network with like-minded, positive people on a similar journey of self-discovery to you. To book your place/s for this talk now, please email admin@lifebuild.com with '**Mayan Calendar Talk Booking**' in the subject line and your name, cell number, the number of places you want to book and the name/s of the people on whose behalf you are booking in the body of the email, or call **071-853-2368** for more information about the evening.

'Freedom From Fear' Lifeshop™ and Fire Walk Experience

Dates: **Saturday the 13th of November, 2010**

Times: **8 a.m. - 10 p.m.**

Venues: **La Fontaine Guest House, 14 Avery Avenue, Constantia, Cape Town**

Investments: **R950 (includes meals, refreshments, course material, recordings and an optional fire walk)**

This transformational **Lifeshop™** facilitated by spiritual teacher, speaker, trainer and life coach **Jonathan Quail** will **change your perception of reality** and therefore, both the '**you**' who is the perceiver and the world this new '**you**' is perceiving, radically. This new '**you**' will see a **vision of the real world** where neither fear nor any of its associated negative emotions, such as guilt, anger, greed, envy and apathy, exist, and you will start to live by the single law of this real world, the world of Divine Truth, while you are apparently living in this world. This law is the law of **unconditional love** for all living things, which is a law that **eliminates all fear** and the separation that goes with it from your mind.

This new world and the results you will experience living in it will be so transformed that you will be **astonished and delighted with the transformation** that starts to take place in your life after this truly life-changing workshop. The '**lead**' of the **negative conditions and circumstances** you may be experiencing in your life currently - poor health, financial scarcity, bad relationships or any of the numerous other outward manifestations of fear that seem to be an unavoidable consequence of being human – will be **transmuted into the gold of true 'wealth'**, which is **true happiness** and the **good health, loving relationships and abundance in every aspect of life** that we all want but so few people seem to enjoy.

The programme on **Saturday** will include:

- An introduction to the **Integral Model** developed by Ken Wilber, which is a framework **for understanding the ideas and concepts** that will be covered during the weekend and all the **integral transformative practices** you will be learning during the weekend to help you to understand why you will be doing what you are doing and **integrate it all in a way that makes sense to your conscious, rational mind**;
- A session that will help you to **understand what your mind and your ego are** and how your conscious, rational mind governed by your ego creates the 'reality of the world you see, then perceives its self-created version of 'reality' as real to **confirm its belief that its egoic identity is who you really are** in order to keep you stuck in its controlling '**comfort zone**' doing the same things over and over again and experiencing the same frustrating results;
- A detailed explanation of the **origin of fear** and the universe it has created, the perception of which is the primary way the mind seeks to limit you and what you believe you are and can do;
- A group process that will help you to **understand clearly the 'game' you have been playing to sabotage your life, your happiness and your highest success** and prevent yourself from living a life of love,

- peace and joy where you are **doing what your soul calls you to do**;
- Two powerful **forgiveness / releasing processes** you will be taught and guided through the application of to help you to practise forgiveness on yourself and other people whom you feel have hurt you (one of these methods was used by a Hawaiian doctor to **heal an entire ward of mentally disturbed patients**, proof of its **miraculous power!**);
 - Powerful **experiential processes** to help you to **think 'out of the box'** and to **see other people as they truly are** rather than through the distorted filters of your own fearful mindset;
 - As the culmination of the transformation process, a **fire walk** in the evening where you will walk over a 5-metre stretch of hot coals without burning your feet at all as conclusive proof to you that **your mind controls your reality** and that you have **the power to do anything you truly believe you can do**, no matter how impossible it may previously have seemed to be to you.

This is what some attendees of the '**Freedom From Fear**' **Lifeshop™** had to say about their experience:

"You are truly a gifted and talented speaker. You are a world teacher and lightworker. Thank you for being a catalyst and change agent in my life..." - *Andrea Girling*

"It's hard to speak for other people, but I witnessed a few people having 'Aha!' moments. The value for me was huge, I think I have found my life path and I now have a real purpose in my life. I also feel whole - which is something I have never felt before and it was instant. Friday I was full of holes and by Sunday I was whole. I don't know how or why, but I feel so different." - *Candace Bentel*

"The ego comes back with a vengeance – when the latter happens I have to tell you, I use your words 'bring it on'. Forgiveness is beautiful. The forgiveness process and the journey is AMAZING – THANK YOU! You are a significant part of my journey. I have to tell you with all humbleness I am in the flow and have been attracting and manifesting much in the last 2 months and every other day something happens that serves as confirmation that I am on track and that the path of enlightenment is the only way and ultimately what we all seek." - *Alfreda Brown*

"Continuity was good – first the clarification of how and why the ego works for those that do not know the reason why; then to discover our FLOP's and how to correct the FLOP's." – *Hazel Henley*

"Thank you for the time you have given me and for making this world a better place."
- *Patrick Bracke, FFF workshop attendee*

For more information about this '**Freedom From Fear**' **Fire Walk Experience**, see <http://www.lifesync.co.za/lifeshops/index.htm> - **FREEDOM FROM FEAR LIFESHOP** or call Jonathan on 071-853-2368. To book your place/s for this life changing experience, send an email to admin@lifebuild.com with '**Freedom From Fear Fire Walk Experience Booking**' in the subject line and your name, cell number, the number of places you want to book and the name/s of the people on whose behalf you are booking in the body of the email.

Lifebuilder Power Meditation Lifeshop™

Date: **Sunday the 14th of November, 2010**

Time: **8 a.m - 6 p.m.**

Venues: **La Fontaine Guest House, 14 Avery Avenue, Constantia, Cape Town**

Investment: **R950 (includes refreshments, a vegetarian lunch and recordings of all the meditations you will be guided through during the day)**

In this one-day **Power Meditation Lifeshop™** facilitated by me in the secluded setting of the La Fontaine guest house in the beautiful suburb of Constantia, you will learn what meditation is, how and why meditation is of such tremendous benefit to **spiritual growth, happiness, health and well-being** and how to meditate in **10 different ways** that all have different and profound benefits:

If you've heard about meditation and all it's amazing benefits before - **calmness, inner peace, better health, increased concentration and productivity, joy and even bliss** - and always wanted to start meditating to enjoy these benefits, then this workshop, **or Lifeshop™**, as **Jonathan Quail**, the creator and facilitator of it prefers calling it, is your opportunity to **discover the best way for you to meditate or deepen your practice** if you have tried meditating or meditate regularly already.

All of us are different and what works brilliantly for one person may not work at all for another. That's why Jonathan will be teaching **10 different meditation techniques in this Power Meditation Lifeshop™**. He promises you an **experience** that will **shift your perception of yourself and the world forever** and give you the **key to accessing the incredible peace that lies beyond the mind** and living in that peace permanently. By attending this **Lifeshop™**, you will learn how to:

- **Be aware** of your thoughts and emotions and **be present in the now** moment at all times;
- **Forgive** any and all situations and people to release their negative effects on your life forever and transform all your relationships into **unconditionally loving** ones;
- **Meditate** on your own to experience this **inner peace** for yourself and carry it into the rest of your life;
- **Breathe** consciously for relaxation and health;
- **Love exercise** by breathing properly;
- **Create more abundance** in every area of your life by being in a state of '**flow**' more often.

"Thank you for the information, especially the forgiveness process. I enjoyed your talk very much and it was very informative and helpful – thank you! I would certainly be interested in attending again if you decide to hold the meditations on a regular basis." - *Samantha Joyce, Power Meditation Lifeshop™ attendee*

"Thank you for last night, everyone enjoyed it and took benefit. I slept like a baby and have achieved more than ever today. Congratulations on a great evening!" - *Mark Bloomer, attendee at one of my guided meditation sessions*

"On the day I attended your meditation workshop, I did not think about the difficulties I have been experiencing with my business at all and found some sense of calm and inner peace for the first time in months." - *Meagan van den Bergh, Power Meditation Lifeshop™ attendee*

"Many thanks for the talk and meditation on Monday evening it really was a great experience. The meditation was really a surprise as to the experience I personally had, quite amazing." - *Susan Bolton, attendee at one of my meditation sessions*

For more information about this event, see www.lifesync.co.za/lifeshops/index.htm#POWER or send an email to admin@lifebuild.com with 'Freedom Fear Lifeshop Booking' in the subject line and your name, cell number, the number of places you want to book and the name/s of the people on whose behalf you are booking in the body of the email to book your place/s for it now.

Lifebuilder Personal Alchemy Weekend Lifeshops™ and Retreats

Dates: **Thursday, 18th of November – Sunday, the 21st of November**

Times: **6:30 for 7 p.m. on Thursday through to 5 p.m. on Sunday**

Venue: **Novalis Ubuntu Institute, Wynberg, Cape Town**

Investments: **R3,500** (includes refreshments, meals, course material and audio recordings of all sessions)

Dates: **Thursday, the 2nd of December – Sunday, the 5th of December**

Times: **6:30 for 7 p.m. on Thursday through to 5 p.m. on Sunday**

Venues: **Assagay Lodge, Assagay, Durban**

Investments: **R3,950** (includes accommodation, refreshments, meals, course material and audio recordings of all sessions)

Dates: **Thursday the 16th of December – Monday the 20th of December, 2010**

Venue: **Phambuka Bush Lodge, Ponta d'Ouro, Mozambique**

Times: **2 p.m. on Thursday the 16th through to 1 p.m. on Monday the 20th of December**

Your Investment: **R4,950 or R5,500 per person** depending on which accommodation option you choose (includes accommodation, refreshments, meals, course material and audio recordings of all sessions)

By coming to one of these **Personal Alchemy Lifeshops™** or **retreats**, you will learn what the **ancient art of alchemy** was really all about and how to apply its profound principles in your life to transmute the '**lead**' in your life, whether it be financial poverty, poor health, unloving relationships or any of the other negative conditions that are so commonly experienced by people - into the **gold of abundance** in all its forms – **happiness, good health, loving and trusting relationships, a vision and higher purpose for your life, financial wealth** and a **healthy, balanced lifestyle**. You will discover how to **transmute the lead of your ego**, your sense of a limited, conditional and fearful self that has been in charge of your life for so long, into your **true reality as immortal, eternal and fearless Spirit** and transform the leaden circumstances in your life into gold as a natural consequence of this through a combination of **listening, interactive discussion, 'entertainment'** and **powerful experiential exercises**.

It is only through living in an awareness of this awesome **MISSING TRUTH** that lies within you that you can experience **inner peace, unconditional love and joy**, states of being that will automatically **transmute the outer circumstances of your life** into golden ones that reflect this sublime inner state. Without this awareness, we are lost in a world of illusion that will only cause us to suffer, no matter how much material wealth or success we may appear to have; with this awareness, **nothing in this world can stop us from living in a state of peace, love and joy** and spreading this state to others in our own unique way.

This is what the ancient art of **alchemy** sought to teach its students – how to **transcend their lower selves** so they became powerful enough to transmute physical lead into gold, a feat that was simply a **reflection of the transformation of the inner consciousness** they would have had to experience through the study and practice of alchemy in order to do this. The aim of the modern student of alchemy is

to **transform the material, outer aspects of his or her life** into **metaphorical gold** by transmuting the egoic, separated, fearful self into the Higher Self. One of the primary objectives of the retreat is to help you to discover your **purpose and calling** in this life time, which is the **alchemical path** that will reveal your golden inner Self to you and what your higher Self's Purpose for your life is, and transform the outer circumstances of your life radically through living authentically on Purpose.

The guided group **meditation** and **exercise sessions**, evening **movies, talks, discussion sessions** and experiential processes, including three **swims with dolphins** if you are coming to the Ponta d'Ouro retreat, will help you:

- **Uncover the game you have been playing** to sabotage your life;
- **Forgive** other people and yourself for all you perceive you or they have done wrong;
- Tap into your innate **creativity** and the Voice of your higher Self, your **intuition**;
- **Communicate telepathically** with dolphins and other animals;
- Discover **who you really are**;
- Find **your higher purpose** and **calling** in life;
- Let go of the past and future and **live only in the present moment**;
- **Live in a state** of inner peace and joy **permanently**.

You will also learn some very **practical techniques** on the retreat that you can practise on your own to help you to improve your life radically, such as:

- How to **forgive** any situation and person to **release their negative effects** on your life forever;
- How to **transform all your relationships** into unconditionally loving ones through relationships;
- How to **meditate** to **experience true inner peace** and carry this peace with you always;
- How to **breathe consciously** for relaxation and health;
- How to **eat** for maximum health and vitality;
- How to **love exercise** by breathing properly while you do it;
- How to **laugh consciously** to release stress and tension;
- How to **create abundance** in every aspect of your life, including **financial wealth**, by finding and **flowing with your life purpose**.

For more information about these workshops and retreats and to book your place/s for one of them, see www.lifeshops.co.za. You are also welcome to call **Jonathan Quail** on **071-853-2368** if you have any questions about these life-changing events.

MORE INFORMATION ABOUT THIS EZINE

This edition of Lifebuilder, an ezine that Lifebuild sends out once every two months, was sent to over 7,300 people.

Help us spread this life-changing information to more people by forwarding this ezine on to your friends. If this ezine has been forwarded to you and you want to subscribe to it and receive an inspirational quote every day as well, go to www.lifebuild.com/subscribe. To download 12 free e-books and access other great resources and subscribe to our mailing list at the same time, go to www.lifebuild.com/membersclub.

Should you want to contact us about anything, you can send an email to admin@lifebuild.com