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View From A Coach Window – Brand Power

In this second edition of The ENERGY Lifestyle Magazine we begin with some thoughts on personal branding. When you walk down the street and see the 'W' of Waterstones or the 'M' of McDonalds, you know exactly what you are going to get when you walk through the door. If the logo of your name was on a high street forecourt, what would people get when they walked in the door? What is your unique branding and identity?

Now imagine we bumped into each other inside a lift and I asked you what you did for a living. What could you say within the 15 seconds it takes for me to get to my floor that would have the most impact? Have a think and write an "Elevator Speech" that describes your job in the most interesting way you can without mentioning your job title, department or industry, incorporating your unique brand and identity. If you are in between jobs, create an Elevator Speech for the job you'd most like to get.

Our special guest this month is Kim Pearson who will introduce us to the Bowen Technique; and then we will continue our journey through the meditation alphabet while the second in our series of motivation tools is shown right.

Bowen Therapy – Kim Pearson

Bowen Therapy consists of a series of gentle precise moves. Practitioners are able to discern stress build-up in muscles and soft tissue enabling them to perform specific Bowen moves to assist recovery and pain relief. The technique should be considered for problems such as back and shoulder pain, sciatica, knee problems and sports or work related injuries. A session usually lasts from 45-60 minutes and frequently results in a deep sense of overall relaxation, allowing the body to recharge and balance itself.

For further information visit www.bowenhealing.com or call Kim on 01954 204142

The A-Z of Meditation: Breathing

There are countless breathing techniques used in meditation. Take a moment to relax and observe the way you breathe. The most natural way is that as you breathe in, the abdomen expands. This is the way newborn babies and animals breathe. Here's a simple method you can try called the Taoist "three cycle method":



1. Breathe in (slowly through the nose with the abdomen expanding)
2. Hold the breath (for a few seconds)
3. Breathe out (slowly through the mouth with the abdomen contracting).

Communication Corner



Ted spotted Ned sprinkling bread crumbs over his garden lawn.

Ted: The birds have gone south.
Ned: Sorry?
Ted: The birds, they've left for the winter, there's no point in leaving bread out for them.
Ned: Oh, it's not for the birds; it's to keep the zebras away.
Ted: But there aren't any zebras within a thousand miles of here.
Ned: Yes; effective isn't it?

(Based on an old Sufi joke)

Motivation Tool No.2 - Bounce

A very simple and effective way of sourcing inner energy and motivation is to jump up and down six times while clapping at the same time.
WARNING: uncontrollable laughter sometimes accompanies this exercise.

Book Club

"The Power of Now" by Eckhart Tolle – simple, delightful

The Six Energies

The energy of learning
The energy of meditation
The energy of conversation
The energy of movement
The energy of humour
The energy of music

For inspiration, motivation and balance, source a little of each of the six energies every day.

www.the6energies.net

Meditation (edited) extracts from "Tuning the Mind – The A to Z of Meditation" © D. Fonseca 2008