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Ego, soul and spirit

We are living in a turbulent time, where we are challenged to find new ways to live and work with each other. Old ways of doing things don't always work when changes are following each other ever more rapidly. Before you know it a new product, service or insight is already old. And if this isn't enough, the number of choices are growing exponentially. You only have to look at the different laptops or smartphones available! What do you choose, and how do you know if you've made the right choice?

In the middle of all these changes and choices we not only lose ourselves, we also lose each other. We could mean so much more for ourselves and others. The thing is, we often get caught up in our old consciousness: our ego, then, dominates our lifestyle. This doesn't give us genuine happiness, doesn't really satisfy, and results in us losing sight of ourselves or our environment. More and more people are asking themselves: is this it? What am I doing all this for? What am I really contributing? This plays out in our private life and in our work; either we get it, or we don't. The good news is that you can make clear choices, find fulfillment and mean more for yourself and for others. More importantly, you can find it all in yourself. Because wealth, essentially, begins with you. It requires, however, a new consciousness.

1.1 A new vision of work and private life

We can only create limited connection with ourselves and each other from our old consciousness. It is our belief that in order to have true connection, you need new consciousness. But what is the difference between old and new consciousness?

Old consciousness

Many people live and work primarily from their ego, where the 'me' is center stage. This means that your priorities are often on automatism, selfish needs and your own

interests. The focus is on you and on what's good for you. From your own ego, you proclaim, "That's me, that's what I think, and that's mine." Your ego distinguishes you, but it can also detach you from others.

If your ego takes over, then you confuse yourself with your ego. You think that you are only your ego. From this limited consciousness you look at yourself and the outside world and then you carry on. Without noticing it, you are thriving then often on fear or control. You are afraid of missing something, not having enough, or even losing something. Because you're so busy with yourself, you lose contact with a deeper layer of yourself and contact with your environment. In organizations you see that people are sometimes cut off from themselves and from others. Power cliques, privileges and old habits prevail. Organizations become, as it were, ego-organizations, where people don't always realize that they are operating from this limited perspective. They don't realize that it's also possible to function from different dimensions.

New consciousness

How do we restore the connection with ourselves, with each other and with our environment? Old ways of looking at things don't always give an answer. Why not? Our ego often can't come up with new solutions. Ego can't be conscious of itself and as a result has difficulty seeing outside existing frameworks to see that there is more. It is as if you have become a part of a painting and you can't see yourself from a distance anymore. Therefore, a new way of living and working together requires a new consciousness. A consciousness from which we see ourselves and the world differently, and can deal with it differently.

Our vision is for people and organizations to create a new world of authenticity and true connection. This is possible if people and organizations become individually and collectively more conscious of the influence of their ego, soul and spirit. From this new consciousness you can live and work and contribute to a world of connectivity with yourself and your environment.

Light on or off?

You can follow a number of pathways to new consciousness; each and every one in his own way and tempo. Among the great number of pathways we see two options.

Either you remain thinking, feeling and acting from your own ego and with the light off. You are then often on automatic pilot towards your own interests, self-enrichment, materialism, status, power or control. Or you become more conscious of your own ego, you make more room for your soul and spirit and are focused on authenticity, inspiration, clarity and connection. In short: you've switched on the light. The good news is that you yourself have the choice!

Light on

When you turn on the light, you are more conscious of your ego, soul and spirit. If you're conscious of your own ego and learn to balance it, you can be more effective in your social visibility and profiling. Your ego then helps you to be more assertive in pursuing your own interest and needs in a goal-oriented way. You also have access to such ego-qualities as strategic negotiation, persistence and adaptability. Your ego can also help to protect you or your loved ones. If you are more conscious of the influence of your soul, your authenticity, passion and individual talents are in the spotlight. Then you're able to focus on what really matters to you. Your soul can be a true compass in finding the right path in your work and life. If spirit is part of your life, you experience more inner peace and space. You are better able to deal with changes. Then you're not just looking at what your 'Me, Inc.' is delivering you, but what is soothing for your soul. Spirit allows you to live for yourself and to have more of an eye for the world around you as well.

If you turn the light on now and then, you develop more of your potential and increase your effectiveness. A new world opens up for you. This isn't only possible for the happy few, but for everyone. Your work and private life can become an adventure, where you experience brilliant discoveries about yourself. We are beginning a journey to the tropics, to discover how you can, from your ego, soul or spirit, travel, live and work in totally different ways.

1.2 On a journey with ego, soul and spirit

Imagine that after a long period of hard work you go with a traveling companion on vacation to the tropics. You plan in advance a canoe journey on a river in the jungle. At the launch you receive instructions on how you can best make the journey.

Ego journey

Before getting into the canoe, you see what time it is and tell the instructor you want to travel from point A to point B in three hours. His answer is that it is possible, but you've got to paddle pretty hard to make it. You plan to, because afterwards there are many other interesting places you'd like to visit. Now that you're finally in the tropics, you of course want to see everything. You're now energetically paddling, and thoughts are flashing through your head. Should I have called that one client? Luckily, the last project went well; did others also think so? I wonder if after the vacation they'll give me another good project. Hey, that tourist is paddling strangely. And that hat - what's up with that? Suddenly you see something moving on the river bank. "Hey, a monkey", you tell your traveling companion in the other canoe. You quickly take a picture of the monkey to show to your friends later. Then you push on in order to be on time at your destination.

Soul journey

While you're paddling up the river you suddenly see a monkey swinging from vine to vine. Your mouth falls open, you are speechless and you only see the monkey. You paddle enthusiastically against the current in order to watch the monkey as long as possible. "What a beautiful animal, look at him . . . fantastic." You are enjoying this, your body begins to tingle all over. Just you and the monkey, that's all that exists at this moment. You stay watching for minutes on end, mesmerized. All of your thoughts about work vanish as snow before the sun. You don't even notice that your canoe has struck a rock. Your canoe wobbles dangerously to and fro. A bit later, you see that your travel companion has disappeared out of sight.

Spirit journey

Before getting into the canoe, you have many thoughts: why am I actually setting a deadline for myself on the river? I'm not at work, you know? Who cares if I just paddle around today? You leave your thoughts behind, and as you're getting in the canoe your foot slips and becomes wet. "Oh no, what a great start", you think. But you laugh about it and you begin your journey with your travel companion. Along the way you become aware of an overwhelming stillness around you. Goodness gracious, isn't it beautiful here? You are enjoying the paddling and the canoe

seems to glide by itself through the water and you listen to the rippling of the river. You watch in amazement as a fish leaps and a shrilly shrieking bird flies by. You paddle on relaxed in a natural tempo. Now and then you fall into a cadence as if the river is carrying you along. The more quiet you are, the more you see, hear and smell. At first, you see green trees and later the nuances of green between the trees. And then you see the monkey. Gradually you feel yourself more connected with everything that's around you and time seems to stand still. All of a sudden, you have the thought that it's time to come up with a few new ideas at work. A couple of seconds later the thought is gone and you see the river again, the rocks in the river, your travel companion and the other canoeist. How perfect this is with nature and the people you're meeting along the way and then letting go. "I'd like to have this feeling more often, also at work", you think to yourself. And also this thought is gone after a couple of seconds. Everything comes and goes, without evaluation or having to be explained. You sit relaxed yet alert in your canoe and experience the space in and around you.

1.3 A closer look at the three dimensions

You can travel in three different ways: from your ego, your soul or spirit. Not only in the jungle, but also during your work and in your private life.

The ego journey

You can see with the ego journey that you operate from your ego to achieve your deadline in a goal-oriented manner, make plans and then execute them. This is very practical. This is a handy way to make sure you reach your destination on time. Indeed, you'd rather not lose your way in the dark on such a river in the jungle. You can also see that during this ego journey you get all sorts of thoughts about what has happened or what needs to happen in the future. It's easy to get lost in your thought stream and to forget the stream that you're sitting in with your canoe. And if you see something, like a monkey or another canoeist, you are quick to render a judgment: what an idiotic canoeist, what a strange hat, what a beautiful monkey. But if you see the monkey, are you really seeing him? Or do you only want to photograph him so you can later show the picture to others? In short: your ego can be very practical and can come in handy. But if you get carried away by

your ego, you lose yourself in all sorts of thoughts and ideas and you miss an entire world around you. There is more to you than just your ego.

The soul journey

The second journey is an example of a soul journey. This journey concerns itself primarily with the inspiration that you experience on the river. The beauty of the nature touches you, goes to your very core. You enjoy the monkey intensely. Before you know it, you've immersed yourself in the monkey, you forget the time and you don't see the rock in the river. From your soul you make space for your inspiration. Maybe you recall that you were sizzling, bubbling or fizzing with energy. You can be so enthusiastic and be so immersed in something that you forget everything around you. At such a moment you don't see what else is playing out within you and what is happening around you. It applies here as well: there is more to it than that.

The spirit journey

That there is more than just ego and soul is apparent from the third journey up the river. From spirit you see clearly what is in you and what happens around you. You notice when your ego is taking you over, or if you lose yourself in your inspiration. You have clarity and you don't allow your ego to force you to complete the journey in three hours. You also don't completely lose yourself in your passion for the monkey. And you more easily accept what happens to you, such as getting a wet foot. During your spirit journey you have all sorts of thoughts without losing yourself in them. You let your ideas you have about work to pass calmly and you've got your eye on what is happening in the here and now, such as the shrieking bird that flies by. You are conscious of yourself and you feel connected with your environment. Just imagine that spirit would be a part of you at work, then you have more of an eye on what is happening in and around you. From spirit you experience more space and your bearing is relaxed and alert. Then you sometimes get surprising insights, fresh ideas and new choices.

Back home

You of course don't sit every day in a canoe. This is not the only place where you meet ego, soul and spirit. Indeed, ego, soul and spirit are always in you. Without

Wealth for free!

noticing it, you can work, live or travel from only one dimension, such as from automatism, needs and interests of your ego. The other dimensions sit sleeping in a corner of your consciousness, as it were, waiting until you turn on the light. Sometimes during a vacation another dimension will come to the fore, such as your soul. You enjoy yourself to the fullest and refresh yourself with nature, culture or contacts. Back from vacation you try to hold on to this energy, but with the daily grind you're quickly back on automatic ego-pilot. Your soul is reduced to a pilot light, you fall mentally to sleep and your clarity has vanished. But it doesn't have to be this way!

Every one of us can live and work from ego and soul and spirit. At every moment of the day and in every work and private situation. Then the wealth will naturally come to you for free! Our assertion is, namely, that all three, ego, soul and spirit, have their value. Even considering that all three are quite different, you need all three in order to live your potential to the fullest. And it's exactly spirit that can bring a new balance: a well-balanced ego, more inspiration and more connection with yourself and others. This requires becoming aware of yourself.

