

# Meaningful conversations



Geoff Hudson-Searle

Edited by Alison Kittrell



# Meaningful Conversations

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## PREFACE

This book has been written about very passionate subjects in business today – communication, strategy, and business development and growth – which are essential for success and profitability in the business process.

In February 2014 I set out to write a weekly blog across a variety of subjects, especially people in business, opinions, research and tips, as well as some revelations past and present. This book is based on those blogs, and it demonstrates the relationship between communication, strategy, and business development and growth; it is important to understand that a number of the ideas, developments and techniques employed at the beginning as well as the top of business can be applied all across a company.

This book provides a holistic overview of the essential leading methods in these areas. It can be viewed as a hands-on guide for business professionals and those in higher education. Readers gain insights into topical subjects, including a wide range of tips, models and techniques that will help to build strong and effective solutions in today's business world.

The terms *communication*, *strategy* and *business development and growth* have been overused during the last decade and have become devalued as a result. In this book, I aim to simplify these terms and to re-value management and leadership by addressing topics and subjects in each distinct chapter.



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The book is divided into three key areas to make it easy to find the material you need. Each component is easy to locate by the titles at the top of the pages. The sections within the three components relate strongly to each other and are interrelated to all the other sections. You can start with your particular area of interest, or you can read the book from the first page to the end; there really is a topic for everyone in the book.

Business professionals and individuals dealing with the great challenges of today's business world have renewed responsibility for what business does best: innovate, invest and grow. Many people wait until circumstances force change and transformation, which can be radical and painful; this book will arm you with the tips, advice and techniques to provide fresh thinking to your everyday environment and to innovate your circumstances for a better environment. We are all extraordinary people and have the ability to share and provide wealth creation and richness to our surroundings. The question is, how much do we want to be extraordinary?

This book has been written not just for people in a company or organisation. It is about helping and supporting understanding across a wide variety of subjects to anyone in life: students, budding entrepreneurs, businesspeople and anyone who aspires to do better.

PART ONE

*The Importance of Communication*





# *The Foundation of Everything*



## CHAPTER ONE

### *Building a life of happiness and success*

*‘The way we communicate with others and with ourselves ultimately determines the quality of our lives.’*

– life coach Anthony Robbins

We humans communicate with many different categories of people – lovers, friends, business associates, strangers. Our communication can range from the sharing of our deepest dreams and fears, to asking directions.

Regardless of the topic, though, effective communication always requires us to be present, open and engaged. When we are, amazing things can happen.

While I was visiting Sedona, in the state of Arizona, United States, I had the good fortune to be introduced to Maia Kincaid, Ph.D. Maia works as an animal and nature communicator and is the author of several books. We met in a wonderful organic restaurant called The Field. On the wall of the restaurant was a very inspiring quote from the mystic poet Rumi: ‘Out beyond ideas of wrongdoing and rightdoing there is a field. I’ll meet you there. When the soul lies down in that grass the world is too full to talk about.’ This invitation



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to move beyond traditional judgments and boundaries set the tone for my discussion with Maia.

After a brief chat about *Freedom after the Sharks*, my recently published book, the conversation turned to her work in animal and nature communication. She asked if I had ever wondered what my pet was thinking or what my pet would say if he could talk. Then she asked if I knew that animals speak as humans do.

I told her that a few years ago I had read a book called *Animal Speak* by Ted Andrews. In the book, Andrews says that our relationship with animals involves our mystical side as well as physical reality. If we are open to that mystical side, animals can teach us valuable lessons, offering us guidance and support. Native Americans and other Shamanic teachers tell us that we can learn much if we are open to all kinds of communication from the natural world.

I told Maia that I had experienced this kind of insight from the animal kingdom. I had seen butterflies dancing around my head while I was hiking at 4,500 feet, seen eagles circling at 7,000 feet, had a tarantula climb on my foot, and watched mountain lions, elk, hummingbirds, ravens and many other species. These animals all carried a message for me at a specific time in my life. That caused me to think about what could happen if humans and animals actually could communicate freely. Imagine the power and wisdom that could come of such communication!

Maia told me she works to facilitate that kind of two-way communication. As she explains on her website: "Talking with an animal directly is a powerful way to provide exactly what they desire, what they need, and what is in their highest good. And, besides that, animals have the most amazing and enlightening

## *The Importance of Communication*

things to share with us about their way of viewing and living life, and they have great wisdom to share with us on living our own unique lives.'

I found this amazing, and it also caused me to wonder: Maia could teach humans to communicate with animals, but many humans have difficulty communicating with other humans in their business and personal lives. Why is this so?

Maia finished our discussion by saying that we all need smiles, feelings of fulfillment, feelings of empowerment, and feelings of love, appreciation and gratitude. These inspire unique creative expression and enrich the human heart, mind and soul. These are things that unite us as human beings, and we need to be more thankful for the simple joy of being human.