

Association Management **am**

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Developing people

Professional development feature

Mayor of Wellington, the Honourable Kerry Prendergast and Chairman, Associations New Zealand, John Pfahlert at the ANZi launch

**The Interview: Fred Gravestock
Creating wealth**

Creating wealth and resources

Steven and Chutisa Bowman



We have discovered, over decades of experience with the not-for-profit sector, that belief systems about money, prosperity and abundance, more than anything else, hold back many not-for-profit organisations from being prosperous and successful. It is not because the government has failed to increase grants, not because membership numbers are falling, not because of any other limitations you have created or have heard of. The lack of prosperity in many not-for-profit organisations is because leaders have chosen belief systems about money and resources that impose severe limitations on the prosperity of their organisation and create a scarcity paradigm.

Leaders that have chosen to operate from this scarcity paradigm tend to focus on lack, and blame their state on poor market conditions, natural disasters, changes in government legislation, or other external dilemmas. These leaders and their organisations tend to be drawn toward the comfortable habit of worrying and tormenting about things outside their control, on what they can't do, and waiting for conditions beyond their control to improve.

Every leader has the capacity to choose whether to function in a prosperity consciousness or scarcity paradigm, and in turn influence their organisation. However, if the organisation is to thrive, provide real value and achieve its vision and mission, leaders need to be operating from a prosperity consciousness and must also have attention on consciousness in all aspects of the organisation (for a more in-depth discussion of consciousness for CEOs and Boards, see Steven Bowman's articles in the August and October 2004 issues).

Prosperity consciousness is not just about possessions and money; it is about joyful expression of life, a sense of expansiveness, a joy of being and abundance in all things. The person who embraces prosperity consciousness makes an energetic choice to trust and envision that prosperity is theirs. This state of consciousness also calls for an acceptance of our worthiness to receive wealth and abundance.

A scarcity paradigm can be defined as "a belief in lack". It is a set of attitudes and beliefs and feelings and values associated with lack or fear of lack. For scarcity to show up in your life you need to think it, believe it, and allow it. Scarcity paradigms consist of a belief in limitations, and almost always include implanted fears that have been inherited (from parents usually) or created through external influences such as media and social mores.

Leaders of not-for-profit organisations that have chosen to function from a scarcity paradigm will often be heard to say:

- We have no money
- We are too small
- It is very hard to get funding
- We are always doing more with less
- We can't afford xyz....
- We don't have control

A scarcity paradigm is not directly related to the amount of money one has. Rather, it is the relationship to that money or to material possessions. People who operate based on a scarcity paradigm don't just think things are scarce; they are actually living and existing from a condition of scarcity.

The three embedded beliefs that create a scarcity paradigm

As we develop our life experiences, we are constantly being exposed to three beliefs that underpin the creation of the scarcity paradigm. We in turn take these beliefs and embed them into our psyche, unexamined and invisible.

Belief 1. *There is not enough.* Most people have a fear or certainty that there will not be enough, and someone has

to miss out. The messages of advertising and marketing constantly focus on this belief. One of the most recent examples of "There is not enough" is the fear from a number of charities that there will not be enough money to go around because of the outpouring of donations related to Tsunami relief efforts globally.

Fear that there will not be enough is at the heart of the breakdown in our relationship with money. One of the common beliefs around money is that we don't have enough of it, that there is not enough to go around. Most people function from the certainty that there will not be enough, which is why we are seeking security. We don't just think things are scarce, we think from a condition of scarcity. It's not just that we believe things are scarce; we have a mindset or a frame of reference that no matter what's happening, there is not enough.

Belief 2. *It is hard.* We are constantly being reminded that all good things do not just happen, they are a result of hard work. The common limitations that we create include beliefs such as: "If it was easy, then everyone would do it/have it", and "Nothing worthwhile is ever easy". We often hear within the not-for-profit sector comments such as "raising sponsorship is getting harder", "getting grants is getting more difficult", "it is harder to get people to donate", "it is harder to get people to volunteer".

Belief 3. *This is just the way things are.* This is probably one of the most powerful beliefs, as it makes us not question the first two. This is the most invisible and pervasive of the beliefs, and takes away from us the ability to truly choose. This has the power to turn us into victims or to blame all on predetermined destiny, rather than being individuals who have the power to choose all.

Not-for-profit leaders create their reality and their organisation's reality exactly as their belief systems and thought patterns are. These leaders can unwittingly create various barriers that keep them and their organisations from having abundance

Here are some simple tools that can assist in creating a prosperity consciousness within yourself and throughout your not-for-profit organisation.

1. Choose to change the scarcity paradigm belief system to one that is in keeping with prosperity consciousness. You can do this by reframing 180 degrees each of the beliefs:
 - There is not enough, becomes "There is an abundance"
 - It is hard, becomes "It has never been easier"
 - This is just the way things are, becomes "What are the infinite possibilities"
2. Celebrate what you currently have and what is right about what you already have. Move away from a focus on what is not right about your current situation, and embrace what is right. Ask yourself the question "What is right about this that I am not getting yet?" ●

Visit www.lifemastery.com.au for more articles, and details on Steven and Chutisa Bowman.