

3 STEPS TO FINDING YOUR WHO...

Dr. Seuss is an amazing storyteller and has captivated children of all ages since 1937 when his book *And to Think That I Saw It on Mulberry Street* was published. It's interesting to note that Dr. Seuss's first book, *A Story That No One Can Beat*, was rejected by 28 publishers. Fortunately, he did not discourage easily!!

One of his books, *Horton Hears a Who*, is the story of Horton the Elephant who, while splashing in a pool located in the Jungle of Nool, hears a small speck of dust talking to him. Horton discovers that the speck of dust is actually a tiny planet, home to a little Who community called Whoville, where sub-microscopic creatures called Whos live.

A character known as the Mayor, leads the Whos. The Mayor asks Horton to protect them from harm. Horton happily agrees to do, and in doing so, he is ridiculed and forced into a cage by the other animals in the jungle for believing in something that they are unable to see or hear.

Here's what occurs to me ... you, me, every person, is Horton and the Who is our intuition. Only you can hear your intuition – no one else. Our intuition has a powerful purpose and that is to keep us safe and protect us from danger. Our Who can see, hear and understand what we cannot. It serves as our guardian as we venture forth into the adventure of life....where there are all types of threats, dangers, creatures, hazards and challenges.

Our Who is not new – it's been with us from the caveman days. And, indicators suggest our Who is on the verge of extinction. Our society, in its collective wisdom, has sat in judgment and caged our Who. We are not encouraged, taught, educated, or inspired to tap into the power of our intuition and listen to what is being whispered to us. Societal focus tends to the tangible, measureable, definable which doesn't leave much space for our Who to reside.

What is your Who?

My invitation to you is to take a moment and reflect on a time when you were in a situation and suddenly felt uncomfortable for no specific or identifiable reason. Perhaps you were introduced to someone and you felt inclined to take a step back rather than reach out and shake their hand. There may have been an occasion when you were in the midst of making a major financial decision such as buying a car, house, making a job change – and something held you back from saying yes only later to learn it was to your benefit to have held off.

In each of the examples, and probably hundreds more that you've experienced, your Who, your intuition, was actively protecting you by giving you warning signals. Sometimes the signals are physical – discomfort, a cold breeze blowing over you, an upset stomach, or the hair on the back of your neck standing up. Other times, the signals are subtler and less apt to capture our attention.

When I reflect on the really bad decisions I've made – and that's too many to count - I can identify the signals my intuition was sending me. Why did I ignore my Who? Several reasons come to mind – tunnel vision, stubbornness, self-will, and by far the most prevalent reason is that I 'knew' better. My so-called intelligence trumped my intuition – knowing versus feeling.

The first step is to **recognize your Who**. Recognizing all of the signals - loud, soft, big and small, and the manifestation of the signals, will open the door for you to being receptive and respectful for the purpose your Who is serving.

The second step is to **accept the messages** from your Who in the absence of judgment. Try turning off your mental filter that shifts into high gear using words like logic, proof, or disbelief. This step starts with the decision (yes, a conscious decision) to be accepting. Gradually, as you begin to recognize the signals and move into acceptance, more and more opportunities will be presented for your Who to talk to you.

The final step is to **trust your Who**. This can be the most challenging because when you trust your Who, your decision-making process changes. You begin relying on this inner-power and taking action that you may not be able to explain logically or rationally. You intuitively know it's the right decision for you to make, the best action for you in any given situation.

At this moment, you may be thinking, "I'm not intuitive", or "My intuition has deserted me" then there's the really popular "Seeing is believing". Each of us has our Who – we're born with it. You may be so unaccustomed to hearing the messages that you don't recognize it for the guardian that it is. It's very easy for me to look back on my past and 'see' where my intuition attempted to protect me. It is equally clear to me when I honor my intuition, the result or outcome is favorable.

Thank you, Dr. Seuss, for opening our eyes, ears and hearts to the importance and worthiness of what we cannot be see and/or hear.

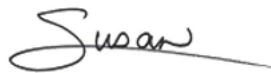
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If you'd like to explore how you can honor your WHO in your business, I invite you to schedule a **complimentary Strategy Call** with me.

Why?

Because you matter. Your life matters. Your business matters and I want you to start living the life you dreamed of living when you started your business!

Schedule your session now – before time runs out. Act now so you don't miss this amazing opportunity – a \$350 value. **It's yours free** when you take action now and schedule your time.



Your Business, Your Life, Your Way!

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Have Questions? Give me a call 714-847-1566

Or send me an email: Susan@SusanBock.com

A special thank you to my editor, who consistently provides me with encouragement, inspiration, and the opportunity to laugh at myself.