

The Soar Podcast E40 - Anjani Amriit

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SPEAKERS

Rai Cornell, Anjani Amriit



Rai Cornell 00:02

Welcome to Season Two of the SOAR podcast, the place for creative entrepreneurs who want to build healthier, happier, more profitable, self employed businesses. I'm your host Rai Hyde Cornell, business mentor at Chiron consulting and CEO and senior copywriter at Cornell content marketing, get ready to soar.



Rai Cornell 00:30

Welcome to the SOAR podcast. Today's episode is very special we have Anjani Amriit. Anjani, tell our listeners what you do.



Anjani Amriit 00:41

I help train leaders to become more conscious. So we work in holistic leadership. We also empower women. So we're a women's empowerment advocate, and we mobilize changemakers to make the world a better place.



Rai Cornell 00:57

And your business is so multipronged, you work one on one with people, you do group retreats, you also have this incredible, like give back charitable contribution that you partner with nonprofit organizations all over the world.



Anjani Amriit 01:16

Yes, we have, we have a lot of interest in helping out people and projects. But the main thrust of the work that we do is really bringing practical wisdom to people in everyday life to help them overcome challenges, problems, difficulties, help them reach their greater potential. And

we do that by fusing Eastern technologies with Western psychologies. And so it's bringing real wisdom from ancient times, ancient traditions, and bringing it into a practical, modern situation so people can use that information. And really get ahead, stand out from the crowd, gain confidence, overcome a challenge, transition from a workplace or career and find your purpose and meaning and bring that to the world.



Rai Cornell 02:10

Yeah, and I'm all for the purpose of making the world a better place and having positive impact. And that's been so fascinating to me, there's so many things that are fascinating to me about your business, but the fact that you work on that granular, individual level, and you see the direct connection between impacting that one individual in such a positive way, and the ripple effects that they will have through time and throughout the world, to have that positive impact and be those changemakers. It can almost be overwhelming at times, I think to think about how much impact you're having in such a grand scheme. But starting at such a minut, one to one level.



Anjani Amriit 02:56

Yes. And what I've noticed is that often people when they say I'm looking to change the world, I want to make a better place, I want to start a business that creates a positive change in people's lives. We often forget that we have to start with ourself. And we don't realize often it's a blind spot, you know, how, how do I change the world? But how do I do that and help myself at the same time, because I'm not feeling great, I'm struggling. And so it always starts with self. And I'm a huge proponent of self awareness, self inquiry, so we can support ourselves, it all comes back to self. Everything in life that we're wanting to get or we're struggling with or we're challenged by is within us. The solution's within us. And if we start with self and we end with self, then we can be a positive change for other people.



Anjani Amriit 03:53

And what I mean by that is, say, I'm a coach, or I'm a business owner, and I want to make a bigger impact through my business and I want to really transform people's lives or positively affect climate change, or whatever it is. And often I'll be struggling in my own business day to day, my relationships aren't working. And that's distracting me it's taking up my bandwidth or I'm worried about earning enough money in my business, or I'm on a spiritual journey with my business and it doesn't feel spiritual to want to earn money or I'm trying to get more clients. But I don't want to be sleazy because I'm on this awakened conscious journey. And so, we have to look at that in self first. We have to heal those limitations, those woundings first and then we can come to our purpose, our path, our mission, from a higher power from our greatest wisdom. And when we do that, everything we need comes to us, it just flows to us, and we can start to make the seemingly impossible possible.



Rai Cornell 05:05

And it goes beyond your work, then at that point when you do focus on the self, because if we think about how we work through our day-to-day lives, we don't just spend 24/7 in our

think about how we work through our day to day lives, we don't just spend 24/7 in our businesses, that's only maybe a third of how we're spending our time, we're also spending our time in our communities and with our family and with our friends. And so if your business is making you miserable, if it's stressing you out, if it's making you feel conflicted and out of integrity, then maybe your business is able to function and operate and do some good in the world. But what's the energy that you're sending out? What are the ripple effects that are happening when you're off the clock, when you're with your spouse, if you're in that state, where you walk into a room, and the room gets tense, that's the change that you're affecting in the world. And so starting with yourself, allows you to go way beyond your work, and also impact everyone that you touch.

A

Anjani Amriit 06:05

Yes, and also people buy your relationship to the thing that you're offering. So if you're in your business day to day and you wake up exhausted, you haven't slept, you're worried about money, you're worried about clients, you're worried about your staff, you're any of those things, and that's the energy you're putting into your business. And so people don't realize this, but it's so important to understand that there's an energetic exchange in our businesses and in our relationships in our home. But if we're looking at our business, it's an energy exchange, and people pick up on that. It's unconscious, it goes on under the radar, but people feel it. And that doesn't achieve that doesn't make us magnetic, because people feel our tired energy, our exhaustion, our frustration, and yes, we will get some clients trickling through, but it won't be fulfilling, it won't be exciting, it won't be rewarding, because that's what we're attracting, we're attracting people who are also frustrated and angry and not earning enough money, and etc, etc.

A

Anjani Amriit 07:21

So, to become really magnetic and attractive in your business, I call it Yin marketing. It's this process of understanding that people buy our relationship to what we're offering, if I'm loving what I'm doing, I'm happy in my life, I'm full of energy, people get drawn to that. And they can't put their finger on it, but they just go, wow, who are you? What are you doing, and I want some of that. And that's what I find happens with my clients and all of my business works on referral, like I really don't, and I shouldn't be saying this to you because you're a content marketer but I don't do traditional conventional marketing. I do yin marketing, where I work with people, and then their shift and how their energy shifts and becomes magnetic and attractive, makes those people around them go, what are you doing? What have you been doing? Tell me your secret. And then they kind of go well, I've got this secret weapon called Anjani. And so they refer. And that's what you want. You want raving fans. And so it all begins and ends with you, you are your business, whether you're selling services, whether you're selling products, whether you're selling yourself, it doesn't matter.

A

Anjani Amriit 08:43

It is you that people come to you, even if you have a large organization, a medium or a startup, it doesn't matter, whoever is founder, CEO, COO, that's the energy that gets put into the business, into the culture of the business. It funnels down through the culture. And we're not taught this at school. We're not taught this on our MBAs. We're not taught this in leadership

programs, all programs and training is what you can do externally, what external strategies you can have. And we need those I'm not dissing those, we need them. But there's a whole other piece to the coin. You know, the other side of the coin is the internal work and our energy and how we feel about what we're putting out there. And that is as important. That's the other 50% of the equation.



Rai Cornell 09:39

It really isn't and I love that you speak to that and you help people kind of rectify that energy within them. And I mean, this is true within my own business and within my own life. I can't tell you how many, it's probably more times than not that after I have an initial call with someone, and they asked me all the questions and I asked them all the questions and we go, okay, you know, I think we're a good fit to work together, let me send you a proposal, they come back. And they almost immediately say, You know what, I really loved your energy. I hear that all the time. I love your energy. Let's go ahead, go ahead and send me that proposal. I'm ready to get started whenever you're available. I hear that all the time. And it's not. I love your proposal, your pricing is great, or your services are exactly what I need. Those are factors too. But it always comes back to the energy piece, which is just fascinating to me, especially when a lot of these conversations are happening over the phone. They can't see me, we're not in the same room. But it's that attitude and that energy that you embody about your work and what you're doing, that people want to be a part of.



Rai Cornell 10:44

And so how do people even go about starting this journey of healing their own energy and getting right with that, so that they can start having that positive change, especially for those people who are maybe in a place of burnout or near burnout? Or just exhaustion and frustration



Anjani Amriit 11:07

Yes, I mean, that's how I came to it. I burned out, you know, I was a corporate lawyer for 16 plus years. And I was working 22 hour days for months on end. I had no rest, I wasn't exercising, I dropped, like 15 kilos, I had chronic irritable bowel, I had regular panic attacks, I was running on anxiety and adrenaline. And I was a wreck. Now, even though externally, it seemed like I was very successful. I had an amazing career, I worked at the top law firms in the world, I was flown business and first class around the world on deals. I was negotiating trillion dollar, mergers, acquisitions, business sales, I had all the money I could ever want. I had a beach pad like I had it all externally. But inside, I was dying. And I didn't know why, I didn't understand. And I think this is the same for many people, we don't understand because it's not in our Western culture, to look inwards. You know, there is no talk about energy, or soul or spirituality, or, you know, we're starting with yoga and meditation now. And that's becoming more mainstream and acceptable, and that's so good for us as a culture.



Anjani Amriit 12:32

And so where people can start is just realizing that it's a blind spot. And listening to this podcast and going. Wow. I didn't realize there's another part of me that I'm not tapped into

podcast and going, wow, I didn't realize there's another part of me that I'm not tapped into. And there might be a blind spot here. Am I checking in? Am I happy? Or am I burnt out? Am I miserable? Am I exhausted? At the end of the day do I feel full of energy, or drained of energy? And you know, when I first started working with people, I say, do an energy check in, you know, check in with, where's your energy at the end of the day, at the beginning of the day, that will tell you very clearly, if you're aligned with what you want to do or not, whether you're putting out good stuff or not energetically, it will tell you really quickly, is my cup full or is it empty the whole time. And so I basically took myself off to India and I did my own Eat, Pray Love Story. And that's where I you know, I trained with many masters through many traditions. And that's what helped me really heal and come back to well being, get grounded, get centered, understand this wisdom, and find my purpose. And I really discovered my purpose through healing myself, through understanding what makes me tick, what energizes me, what are the things that I enjoy, and coming back to self and being anchored in self, anchoring my sense of security in myself.

A

Anjani Amriit 14:12

So the easiest and quickest or the first step for people to do is just to understand, ah, there's a whole other part of me that I haven't tapped into yet. And that is my energy, my energy body, my energy anatomy, the energy of my business, because every business has an energy body as well. And understand there's a blind spot here. Maybe there's something that I can do about it, checking in with yourself, how are your energy levels? What are you putting out in your business? Is it joy and exuberance? Or is it frustration, fear and insecurity? And then understand that, you know, looking for someone who can guide you through that, a really good trusted adviser or a trusted mentor, to help you navigate through that in a way that you can do it really quickly and really successfully, someone who's been there before and knows the route so they can take you straight to where you want to go.



Rai Cornell 15:10

And, you know, luckily, I feel very lucky because I'm probably more familiar with your work than most people, since I've got to spend time with you. And you know, talk about your brand voice and all of those great pieces. And one of the pieces of language that you use, it just sticks in my mind it's so powerful is insourcing versus outsourcing. And so tell me a little bit about that. Because I feel like that's something that is really going to resonate with a lot of people in terms of how they recharge, at the end of the day, when they feel like their tank is empty. What do they do? And maybe where should they be shifting their focus?

A

Anjani Amriit 15:51

Great question. So outsourcing, looks and feels like this. I'm at the end of the day, I'm exhausted, I've done my work, I've been running my business all day, I've been taking calls, etc. So I'm exhausted, I'm probably a bit angry, I'm probably depleted and probably feeling frustrated that I'm not getting the impact that I want. I will outsource my need for relief, joy, energy, relaxation, to a glass of wine. Or I'll outsource it to Netflix or binge to get one of my needs met, to get my needs met, or I'll outsource it to my partner or outsource it to Bumble or I don't know if you have it in the States, but you know, or Tinder or yeah, I'll just outsource, I'll get what I need from outside of me. Whereas, you know, there's no judgment around that

because we all do it. It's a blind spot. But it's time that people get help, and understand and get support to understand that, that takes a lot of extra effort and energy, I've got to pay for hingegeen I've got to pay for Bumble, I've got to pay for Netflix, I've got to pay for all of the wine, I've got to pay for, you know my shoe habit, which was mine, you know, I would buy my happiness with shoes and coats. And but it's expensive. It takes energy and it's fleeting, it doesn't last. And so you know, a relationship is a big way in which we outsource, getting more likes on I'll go on Instagram and see how many likes I've got to feel good about myself.

A

Anjani Amriit 17:36

And all we have to do is flip it inside. So insourcing is being able to source our needs by ourself. So parenting ourselves, turning inwards. Understanding what I needed by just checking in, what do I need right now, asking yourself at the end of the day. What do I need right now? And how can I do this in a healthy way? How can I give myself reassurance that everything's going to be alright, how can I reassure my fears? How can I reassure my insecurities and be like the most loving parent that we would want for ourselves to our self, lovingly parent ourself, it's not just self love. It's more specific than that. It's how can I be that loving mother and father to myself? How can I give myself these needs, not to the exclusion of having other people giving it to us. But first and foremost, that's how we fill our own cup first. And then when we're doing that, it's kind of like, you know, practicing. You want to run a marathon. So how do I get to run the marathon every day, I've got to kind of get up, put my running shoes on and go for a run. I might start with 10 minutes, I might start with 15 minutes and build up over time. So there are some major needs that are unmet. One of them is a fear or insecurity, usually around money or love or, you know, in business, it's getting more clients, getting more work. How can I reassure myself? How can I insource that need and when we do that, it's really, it's really powerful. It's very liberating, and we start to feel better, we start to feel better about ourselves, we start to feel better about our business, and that then starts to overflow into what we're putting out.



Rai Cornell 19:39

I think everyone right now is running through the list in their head going oh my god, how am I outsourcing? Yep, the wine, the Netflix.

A

Anjani Amriit 19:48

Yeah, we all do it. So let's not judge ourself. It's just to get more aware. Ah, be curious. Ah that's curious. That's interesting. It's not a bad thing Yeah,



Rai Cornell 20:01

Right and asking ourselves what need is that thing fulfilling? What need is the glass of wine fulfilling? What need is the Netflix fulfilling? Yes. So on that very thought provoking note, we're gonna take a quick break to drop some resources for our listeners.



Rai Cornell 20:16



Rai Cornell 20:20

Hey, this is Rai. Ready to build a business that supports a life you love, a life you've always dreamed of. It's time to stop passively dealing with what's right in front of you, and start deliberately designing your own future. That's exactly what we do in private business mentoring. You and I work together to create a completely custom to you business model that gives you everything you want and need while protecting you from stress and burnout. Ready to get started, go to chironconsulting.us/mentoring to learn more. There, you can also book a free call with me so we can start getting to know each other and see if mentoring is right for you. Plus, I love working with early stage entrepreneurs. That's why my mentoring packages are priced so low, I want you to soar. So don't worry about having to shell out thousands of dollars, not here. Just go to chironconsulting.us/mentoring to learn more.



Rai Cornell 21:17

And we're back. Okay, so, Anjani, I want to ask you about this eastern meets western, ancient needs modern philosophy, because I feel like that is very unique to your work. You know, there are a lot of coaches out there who focus on spirituality and you know, helping people awaken that side of themselves. And then there are a lot of coaches out there who help people build those businesses, and I'm one of them, my whole goal is to help people build healthier, happier, more profitable businesses. And you have found this amazing harmony between that ancient and the modern, the spiritual and the practical. Tell me about that, and how you find that balance. So things aren't so woowoo. But they're more like that practical wisdom.



Anjani Amriit 22:09

Yes, it's a journey that I took myself personally coming from corporate law, I was very highly trained in strategy, practicality, negotiation, logical thinking and intellect. But it didn't serve me when it came to my own personal happiness and joy. It was only when I started training with these great Yogi's and, you know, in the Eastern philosophies that I started to understand that I have a soul as well, or an energy body or I have energy, and that there was this whole other part to me. So when I work with people, now, I bring the two together. So I'm trained in psychosynthesis, which is synthesis of psychology and spirituality, and so the way in which I work is I bring both of those together in a very practically applicable way for the modern world, you know, we can't sit and read an ancient text, and then go, oh, I'll just apply that to my modern day life. It is absolutely impossible. It's like the two worlds are so far apart. So the work that I do is helping people just interpret how they can bring wisdom into their businesses, into their lives in a very practical way. And wisdom is something that is beyond our intellect, or our logical, rational mind. So we need the mind. But the mind has to serve the wisdom, our intuition, our gut feeling.



Anjani Amriit 23:53

And so I train leaders and people in positions of power, business owners, founders, I train them in dialing into this other part of themselves, dialing into their wisdom, how you do it, I specifically train them in how to do it, so that they can tap into that. And that is an infinite pool of joy, knowing intuition, wisdom, guidance is infinite. And so it's all about empowering others. I don't say, I know all the answers, and I'm going to give you the answers. I say I know how to help you tap into your own internal power source. And then you can go off and take that into

every area of your life and up level your impact, up level what you're wanting to do from a very different place. So it's bringing those two things together, blending them, fusing them, you know, like the modern chefs, they all bring a beautiful fusion of different cultures and make something new. And if we want to be innovative, creative, we've got to do it in a new way, we've got to do it in a different way. And why not tap into these amazing powers that the yogis had all those years ago that are very applicable to our modern day society and modern day lives and businesses?



Rai Cornell 25:16

Yeah, because the energy never left, the energy, the connection, the source, the universe, that's all been here all along. It's just our way of life and our tools and the way we interact with each other has shifted over the years. So all of these things that you're talking about are still wildly applicable, we've just kind of put them on the back burner, because other things that are shining are like Netflix, and Facebook, and all the things that are right at our fingertips are more readily available. And so what are some of the biggest transformations that you've seen in your clients, you can give us an example of so and so started here. And then we went through this process, and they ended up here and actually achieved what they wanted all along.



Anjani Amriit 26:05

There are so many



Rai Cornell 26:06

I know, like, pick from the multitude of examples.



Anjani Amriit 26:10

Let's look at one this week. So one of my clients this week, she came to me miserable, depressed, anxious, lacking in confidence, no confidence whatsoever, working in a job that she'd been working in for the last 20 years that she hated that it was just sucking her soul dry. She had a poor relationship with her son, she wanted to improve that she was a single mum, and had an unhealthy relationship with alcohol. She wanted to run her own business, she did run her own business years ago, and she had been through a very messy divorce. And that left her very scarred. So she came to me basically an empty shell. And she wanted to find her purpose. She wanted to find a new role in corporate that earned her 200,000 more than what she was earning because she couldn't make ends meet. She wanted to set up her own business, improve her relationship with her son, get clear, and feel good about herself and have confidence. So this week, I've been working with her for three months now. And this week, she messaged me, she has now got a new business. So she started her own business, she got a new job in corporate doing what she loves earning \$250,000 more. She's now clean and sober. She also did yoga teacher training. And she's training other people in taking yoga training classes as well. She's won a corporate training program gig for her business. So right off the

bat, a \$10,000 corporate gig right off the bat. And she's bought a new house. So she's into wealth creation as well. So all of that has happened for her in a very, very short amount of time.



Rai Cornell 28:30

And is that typical? Three months to see that much transformation?



Anjani Amriit 28:34

Sometimes it depends on how open people are to the energy work, because it's the energy work that makes the difference. Because it's not talk therapy, the work that I do, we do some talking. But the thing that makes rapid transformation is when we change our energy, if we change our energy, we literally can change our lives overnight. It can be astounding. It's always miraculous. My clients are always saying to me, "Anjani, you will never believe" and I'll go "yes, I will". I'm in the business of helping people make the seemingly impossible possible. You know, they'll come to me saying, Well, I can't because I don't have enough money. I can't because you know, my children are still at home. I can't because my husband will never agree. I can't because I don't have enough qualifications. There's always these I can't, it's not possible. And when we can shift our energy around that when we can let go of tiredness, exhaustion, we can let go of trauma, not through talk therapy or psychology, but energetically it gets stuck in our energy body. And the work that I do just is to pull it out, is to release it, so that it's just not there. We don't need to get into the story. We just can let it go and then move forward. And so yeah, that's one example. And it's a typical example. And rapid transformation is the name of the game.



Rai Cornell 30:09

So one more thing I wanted to ask you about before we end. I mean, I could talk to you forever. I'm having a hard time limiting myself to just a few things today. But the other thing that I feel like is unique to your messaging, is this idea of feminine leadership. And you talk a lot about working with leaders with changemakers. And it's only in the context of feminine leadership. And we hear a lot today about, you know, empowering women and the women's movement, and things like that are really coming back to life now. But I feel like the term feminine leadership isn't as simple as it may read. So tell me about feminine leadership and what that actually means in application?



Anjani Amriit 30:54

Yes, I agree with you. Look, we've come a long way as women to overcome these gender stereotypes. And there's a huge cutting effects of the Me Too movement and everything else that's happened, we've come such a long way. And women are more and more stepping into their power. But when I talk about feminine leadership power, it's beyond gender. And I'm talking really about the qualities of leadership. So it can be misleading, but it comes from the Eastern tradition of the sacred feminine and the sacred masculine. And those qualities in the East it's also called the yin and yang. And what we're talking about is the qualities or traits of

leadership. So with feminine leadership, or Yin leadership, what we're talking about is things like conscience, and a social, moral conscience and moral compass in doing what's right for the company, for our bottom line, and people. So it's people, planet, profit, and bringing those three into our businesses. And if you look at any statistics right now, and I've been, you know, looking at the statistics on what makes people make a choice over one business from another, and it's whether businesses are actually giving back. So that social responsibility piece, if we're not including that in our business, then we are missing out on a whole range of clients and people, clients will switch services if we're not doing that. So it's conscience.

A

Anjani Amriit 32:37

The second one is collaboration, you know, collaborating with others, collaborating with our staff, and that might go from asking rather than telling, and also collaborating with other people on our businesses, you know, how do we collaborate with other people on Instagram? How do we collaborate with other businesses, who are also doing same or similar things. And the old patriarchal way, the old masculine way of doing that is divide and conquer. And the feminine leadership power is about coming together and supporting each other and amplifying each other's voices, because we are way more powerful when we do it that way. And also, the third one is creativity, which really is innovation. Feminine leadership is innovative, masculine leadership is do the same thing as we've always done. And don't do it differently. Because this is how it works. So it doesn't allow for any new ideas. And so if we're leading a business or a company or organization, we have to allow these new ideas, we have to empower our staff, our teams, even our clients, to give us feedback to step up and say, Well, what do you want? What do you think ask not tell. And it really enriches our organizations, it enriches our message. It enriches our brand. It enriches everything, it enriches us, because when we're creating something new, it's so exciting. So that's what we mean by feminine leadership.



Rai Cornell 34:12

And you do this work with men and women. It's not just working with female leaders. It's empowering leaders with these feminine principles.

A

Anjani Amriit 34:22

Yes, absolutely.



Rai Cornell 34:24

Anjani, like I said before, I can listen to you talk all day long. I find you absolutely fascinating. So where can our listeners find out more about you, learn more about you and potentially work with you?

A

Anjani Amriit 34:37

You can find me on my website, which is my name anjaniamriit.com. I'm also on all the socials. I have a YouTube channel, I'm on Instagram and Facebook. And if you are on my Instagram

I have a YouTube channel. I'm on Instagram and Facebook. And if you are on my Instagram page or my website page, I've got lots of free downloads. I'm starting a four week feminine leadership power program this month. So if you're interested in that you can find more information on my website. You can access my book corporate dropouts, which you are a part of. It's amazing. We reach international bestseller. And there's lots of free downloads if you're looking to find your purpose or get clarity around your purpose or your business.



Rai Cornell 35:19

Thank you so much for being here today Anjani, this was fantastic.



Anjani Amriit 35:24

It's been an absolute pleasure. Thanks for having me.



Rai Cornell 35:39

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