Introduction to Jeffrey McDonnell

If you have a business or you're thinking about starting a business, you are going to love this next guest. He is, a business person extraordinaire, and it's interesting what you're going to learn about how he does it.

But after a 26 year career with a technology company where he was a leader in the company, a manager in the company, he decided to leave and it came from he had a very interesting experience, which he's going to talk to you about a little bit later.

It came from something that happened to him that really created a shift in his life, and thank goodness he landed in a beautiful place. He landed by helping Donna, Eden and David Feinstein's company.

They were guests on our summit, and I was just telling him they were one of my favorite guests. So I hope you watch that interview. And, Jeffrey McDonnell is our next guest, and he's going to talk about how to use energy and energy healing in your business.

And I'm a huge believer in this. I know the impact it can have. He did it with Donna and David's business when he came in to take over the management and the running and the marketing of the business.

It had some potential, but it hadn't gone anywhere close to where it is now. As the leading energy healing educational company on the planet. And a lot of that is due to this man's incredible work.

So we're going to dive into that in just a minute. One last thing to I do want to just talk about is he's such a devoted husband, father and even grandfather, even though he's a little bit younger than me.

He's got a little granddaughter. And I've gotten a chance to meet his wife. Just a lovely, lovely lady. And and that's something that he always talks about right up front is his family.

So I love that about you, Jeffrey. Thank you so much for being part of our summit.

Corporate Career and Spiritual Awakening

Well, thank you for having me. This is wonderful I appreciate it. Yeah. So you were you were climbing the corporate ladder, making your way up towards the top, and then all of a sudden something happened.

Talk to us a little bit about that. Yeah, I was I always joke, I, I, you know, I had a long career. I was very successful at what I did, but in some ways I was hiding out.

I was always on the I was on what they called the, top 100 future leader list, you know, so I was I was groomed to recruited and coached, and I just knew at then many of you out there might be going through this that I just didn't want to.

I always called it Sell My Soul to the Corporation. So I love the organizations that I've ran over the years. I really loved the people I worked with.

I just didn't want to give everything. So I had this nice niche. I held on to, and, it was about ten years ago now. It's hard to believe. But ten years ago now, I had, what some would call a Kundalini.

For those of you that don't know what that is, you you can go Google it. But basically I had a, a big opening, a big energetic opening, which, I experienced in that moment.

Oneness. And, because I had no frame of reference. If any of you guys or guys or gals relate, I had I was a very focused, successful businessman, and that was my life outside of my my family, as I really appreciate you pointing that out, because that's always been important to me.

And I didn't have a frame of reference for spirituality or, healing or energy or any of this stuff that I'm in now. And so when I had this experience, it really threw me.

And one, it was amazing. It was an amazing experience. But two, I had so much energy running through my body that I didn't know what to do with. It actually led me to become very imbalanced.

And this actually happened over a few weeks. So the imbalance that I ended up in the hospital, I was having voices and visions and, and, if, if you ever do want to share that with a doctor, I can tell you what happens.

You know, they don't just prescribe you some medication and take you out. They ship you to a psychiatric facility for evaluation. So I was sent to a psych ward.

I always thought I had to go crazy to find myself. So I was. I was in a psych ward, for five days. Fortunately for me, the very first night, after I came out of my medication in the middle of the night, I had a profound experience.

And, I don't want to take all of you there in this context, the of time. But, of course, that was the lowest point in my life. I mean, there's a lot of things that happened in my life, but I thought at that moment that I had everything in my life that I had worked for was destroyed.

My, my career. You know, you put in a psych ward, you know, my wife is, 20 years at that time that's gone, lost the respect of my kids. All the things that had mattered to me at that moment were gone.

And so, I would say, that I prayed for the first time, because I had, was laying there a broken man, and I just said, God, you got to get me through tonight.

You just got to get into the morning. Because I woke up in the middle of the night and I just said, I can't handle any more visions or anything like that.

And what happened for me, was, Jesus came and, Jesus came in and and shared with me one important thing. And it's the fundamental fundamentals of how I operate.

Things are how I approach all things in my life, my, my family. The business led to my success. But he said, God loves you now as you are today. There's nothing you need to change.

Beautiful. And he repeated and repeated and, I said, you know, thank God my higher self. Jesus, all of this in my world, my guides, you know, people use all different terms for those kind of things.

Might have a really good sense of him. And I said are you are you quite sure about that. You're looking at a broken man here laying in a psychiatric ward whom just have been drugged up.

So he, you know, I was knocked out and, scared, crying like a baby. Yeah. And you love me. And, how he responded was, I love you laying on that bed as you are now.

I love you the same as if you would choose to get up now. And, and and if there's no words you can put around that. But the feeling in every cell in my body was complete peace, love.

And I knew I was fine. Wow.

Finding Self-Love and Meaning

So my journey from there was I had, you know, I was joker. Any of you in the corporate world? I had vacation I

never used. I had tons of vacation because I was a, I was a, a lifer.

They used to call them my. I, I had everything that I needed. I was, like I said, I was very successful, very comfortable. But in that moment, you know, I had taken a vacation because I was wasn't feeling well, you know, I came down with a little list something, and I took a vacation on my vacation, took to the psych ward.

Yeah. And I spent five days in there. But it was just the most beautiful experience. I remember looking in the mirror for the first time after I came out of my disorientation.

I looked at myself in the eyes and I said, I saw a different person. And, I remember asking, Will you? You love me? And so just tell me what you want me to do here in the psych ward.

I could have never have imagined accepting the fact that I was there. Yeah, I met so many amazing people and people going through so many challenges. I realized one very simple thing that we we are all a step away from that psych ward because we don't love ourselves.

Yeah. As the universe loves us completely and fully. Wow. So that's very profound. We're that's that's really cool. We're I'll step away from there. And it's just because we don't love ourselves the way the universe loves us.

Wow. Yeah. And so the premise of the what I, what I teach now, what I'm teaching, I'm sharing is, is really that it's it's, you know, the story. I always say that the punchline to the universal journey is the lesson is to learn to love yourself.

Yeah. As the universe loves us, as God loves us is how I say it. And that allows us to love others more. And that is our real. That is our answer. That is the answer to every question that we have.

That's really beautiful. And, you know, because and also we're going to talk about business here. Yep. A lot of people saying, okay, I've got my my personal life, my spiritual.

And then I've got my business life over there. You have one life, right? It's all part of it. So I can, I can't wait to hear you talk about how these same things we are learning to do just in, you know what we think our silos of our life really like.

Let the silo go and have your business be a developmental tool for you. And the people that come into it the same way you are when you attend a summit on your own, which is really, really cool.

The other thing that, you know, it's just such a common theme. Jeffrey. So, I think pretty much everybody, I can't say everybody, but I think pretty much everybody as we've interviewed them and they've they've stepped into this, this different world of, energy healing and trying different things.

It all started with something like you talked about, not necessarily, you know, seeing Jesus or hearing voices, but a challenge that they thought, oh my gosh, you know, how will I ever get through this?

You know, why me? And and then it was like, thank you for this, right? As I'm sure you must thank you, thank you. No, thank the universe or God for what happened to you.

As painful as it was, it's gotten you to where you are today, which I know you absolutely love and enjoy. Yeah. I wouldn't trade it for the world. Yeah.

And that's, you know, and I'll share with you, my philosophy on stepping through in a business. So you're right. I'll use a, I use a quote from Jeff Bezos.

Right. He this big article about how he likes putter. He calls it putter time in the morning. Yeah. It's his time to get balanced. And centered. And then he talks about not taking his work in the evening and making sure he spent time with his family.

And he basically said he you know he doesn't see the difference between his work life and his, he, he actually said I don't like when we use the term work life, personal life balance.

Yeah. He said because that assumes that it's not one in the same. So yeah, it's a journey. It's a journey from serving. You know, I can look back now at my career and see that I all the things that I did and all the things are who I am.

I just wasn't consciously participating in that. Yeah. Now I can consciously participate in this journey. And so the there's basically three things that I wanted to share with the audience today about business, personal life, relationships.

You can throw in all the books, but let's talk about business. Yeah. Is it you know, there there are many things, but the first three things you need to do, the first thing is what you just said a minute ago is, yeah, many of us have to go through these goofy experiences, you know, like I did.

Like, I always call myself a drama queen because I had to go into the the psych ward. Donna, you know, Donna, my one of my mentors, Donna Eden, she faced multiple sclerosis.

You know, she had a severe disease, many a heart attack. She had a heart attack or a heart attack, too. You had a heart issue. So many people have to face all these severe issues.

I believe that we don't you don't have to have this major contrast. In actually the journey or the gift is in seeing the subtler contrast moment. So it's the very first step.

Well what happened to me was I was given the gift of seeing and embracing contrast.

Applying Energy Work to Business

I always call it seeing your devil, and embracing your devil. Yeah. And, my, my first yearning. Well, the first thing I said when I came out of my experience with Jesus was I met the devil, and he is me.

And I didn't understand why I said it initially, but I do now. I mean, basically everything, all the contrast that I created, all the struggle that I created, dilantin me in the psych ward was just me trying to find a way to love me more.

So if that's the answer, then, then you have to look at all things in your life, all contrast in your life. I look at them as little presents from God.

So I run to them, I embrace them. Yeah. So when I first came out of that experience and I said, okay, I get it, I'm choosing to love myself. And the other first, experience that many of us have to go through, there's so many of you out there might be having is I just want to get away.

Like, if I could just get away from my my job, I would be happy. If I could just get away from this relationship, I would be happy. But in specifically in career, you work at a corporation, you work at a big quote unquote, you know, you know, maybe not conscious corporation.

You're like, I gotta get out of here. What am I doing here? Well, the first thing I did is I said, I said, you already taught me this. You taught me this in the room at the psych ward.

So what is it about this job and career that I need to embrace? And I will be patient. I will be gracious with it and just show me. And what happened to me in my career where I was already successful.

I was already highly recognized, highly sought out for Is. It became a place where I could literally I felt like at one point I was doing nothing. And I had even more success.

I went from a $3 billion organization to four based on organization. I went from being recognized more and more, and then people started to come to me for advice, people seeking their their passions.

And, you know, I had one of one of our, what am I leaders? One of my he was a senior officer, and he, he chose just to leave to go coach baseball, because, you know, so left.

Yeah. A very and you didn't leave right away, though, like, after you had your experience because that's a lot of people think he has the experience and then boom he, he left.

You actually were there. You needed to still continue to develop in that realm. And you were there a few more years and then to be exact, for to me, and I don't know how many times I ask a question to my guy, it's like, well, how long is this going to be?

I have to learn to be patient. Because I wasn't a patient person. I was a very driven person. And I needed to learn patience and love. So, you know, things like learning how to meditate, you know, doing yoga, being conscious.

And I didn't I didn't come across Dana's work. What happened to me is I had so much energy running through my body that, I sometimes I feel like I was being pulled apart.

And, I didn't understand it, but I knew that I was okay, so I didn't worry about that a lot, so I, I but I always ask the question, what is this? And there was a time, you know, it was it was about three years later, into my journey that, I was guided to to Dana's work.

Wow. And, I started learning the work and start doing the hands on work. And I love the work. My career was going amazing. I just didn't even think about that.

It was just, I was traveling a lot and having experiences about a year into it. By the way, I could do another show on relationships with my wife and had an amazing relationship.

But about a year into it, she joined me on the spiritual journey. Right? Couples. Many couples don't survive what we went through. And there's a lot, a lot that we went through and a lot that I didn't credit my wife.

But about a year in, she joined me and we've been on that journey together now for nine years. That's awesome. And so when I, when I came to to Eden Energy Medicine Eden Method now is what we're, we're called, you know, it was it was a call.

It was a calling me. And so imagine, a person was making a healthy salary. Executive shares everything, getting called to go run this little company who at that time was losing money, contemplating closing their doors.

And my wife actually was the one that, you know, that kind of pushed me to, to take a look and said, you know, honey, you love the work. Why don't you just talk to them.

And I said you want to give up everything. You know the big house cars, you know kids I got, I had you know two kids in college and my wife was getting her umpteenth degree, she was getting her second masters and on to a doctorate.

So you know, I just couldn't see straight. And she said, well, you love the company so much. Just talk to them and it'll be fine. And I knew when I talked to them it took a little while, but I knew when I talked to them that I finally accepted my calling.

Right. Yeah. And I said, okay, I'll do this, and I'll trust that everything's going to work out. And don't get me wrong, when you when you make a leap of faith to wherever your passion and calling is and whatever the timing that works for you, I would I would say if you if you feel an urgency inside to make that decision, it's that's time to pause and reflect.

And that's how I that's how I operate a business. Yeah, yeah, yeah. So the way I look at the way I look at the, the first playing field of the business is you need to get into it and deal with all of the contrast.

And in my case that was maybe contrast with employees. Contrast with the fact that with Steve he's done. And David I said do you want to run this company as a for profit company or as a nonprofit.

And they said well we want to run it as an for possibly running it as a nonprofit. So there's contrast there. Right. You know a relationship with money.

Sure. Our relationship with what is success. So you know they had in their world, they had given their heart and soul built this beautiful work and packed that so many people's lives.

They could have just check the box and went off and did that, you know. So I've done, you know, more than what the universe has asked me to do. But they they were just so their heart was so in it.

And, they really put a lot of faith in me to turn it around. But I came in, you know, with, with a big business framework with this calling, thinking, well, you know, I wasn't sure how to put that together at that time, right?

Yeah. So I just said to step back, breathe, be patient with it, learn where these contrast points are. Yeah. And start start addressing those. There's one great technique and, and Donaghy's in this work that I always say you have to do first because if you're ever making a decision from a place of fear anxiety, you know, this, you know, usually doesn't end up well know it's wrong decision 90% of the time.

Yeah. Exactly. Yeah. Yeah. Well, you know, well, maybe I should get eaten by a lion or something. You can be fearful. Run. But. So Donald teaches this saying a calming she calls a triple warmer.

But it's calming. Triple warmer. So if you're if you're not doing a good job balancing your day, there's some simple techniques. It's as simple as taking your hand and putting it on your heart chakra and putting it in here.

And just breathing into that. There's a one. I'll take off my glasses. There's one where you can hold the forehead and put your hand on the back. Right. Okay.

And same thing. Always breathe. And that just comes the system down on the system. Yeah. It's rid of some fear so you can make a better decision. It gets you into a place.

What I always say you want to do that first. Yeah. And then you'll want to you'll want to have whatever techniques you have to get unscrambled. Okay. Let me show you one last triple warmer one that I love.

Yeah. You take your your fingers right around your temples right then, and you just run around your ears. This is what you would do to like, a little child who's, you know, like my granddaughter who might be freaking out about something. You.

And they just bring it down to your heart chakra and breathing and you can hold your, put your hands on your shoulders and hold them in to. But you know you do that to a little child.

Oh honey it's okay. And you rub them over the years. Yeah. Yeah, yeah. To say it's okay. So those are all triple warmer points. There's also other ones that we teach that I'll, I'll share with you guys.

Yeah. At the end I'll share how you can get some of these techniques. But, so anyway, the first thing you want to do is that the second thing you want to do is sometimes when we get thrown off center, I'll share, but I use the term contrast, or I use the term or devil.

It's a contrast. Could be as simple as, like, I think I was even joking with you one day. Some days I get too many emails. Yeah, like, especially on a Monday morning.

And I'm like, oh, geez, that'll throw me off. You know, I like, have that, like, I don't want to have to get through 506 hundred emails. Yeah. I always come in on the weekend.

It could be as simple as that. It could be another big contrast. Like you're not hitting your numbers, you're not making money, right? You don't have any money to invest or advertise.

You have a cost of a major customer complaint.

Clearing Contrast and Building Trust

You have a product launch that goes off and sales, right? Yeah. I mean, those are real business issues. Those things are going to happen. So you got to have a way to calm yourself down to get yourself unscrambled.

Donna does this thing called the wing cook, which, you can do it actually sitting down, but normally you do it standing up. So I won't show you the stand up version, but you basically cross your hands like that, and you roll them up under your chin.

At the same time, you're crossing your legs, you could do left over right or right over left. First you breathe it in and then you can switch the other way and then cross your other leg over.

And this is a way that your energies in your body naturally want to cross over. They naturally want to move across your body so you it's a way for you to get them uncrossed or unscrambled and get you calm down.

So those are a couple techniques that you can do kind of quickly clear your field, as I call it. Get your energy clear so that you can see it closely.

Now you already you've given us so many little technique techniques we can use just in your first big idea of embracing, embracing the challenges that what you are, the contrast to your stress.

So your contrast is your gateway to your gifts of the universe. Okay, cool. Yeah. And once we do that, what's the next stage that we move into? Yeah. So once you're once you're willing to face your, your challenges.

The next phase is really to clear what this is where you really clear the field okay. So you face your challenges. You deal with your your contrast, your demons.

You do that by getting yourself balanced. You can do that by asking the right questions like, what is this about? Again, I'll remind everybody you already know the answer.

The only answer is it's about loving yourself more so you don't have to figure out the answer. It's the journey that's important. Then you want to come into a place, the next step.

And this is by the way, this is the same techniques I used when I would when I would one of my big tasks and the corporate world was to rebuild broken organizations.

So it's the same place you get to. So you, you face your challenges, then you want to begin to, not just share your vision but build a place of gratitude, patience and trust.

So that phase I was telling you about, where I had to just stop and say, okay, how do I love I know this is about loving myself more. So you just teach me patience, teach me gratitude, teach me trust.

So if it's you in a business, you have to sit in that. You have to get to that place where you completely trust you, believe you fully buy in to your vision and the manifestation world.

They call this about getting into the right, you know, the right energetic space. So you can, you know, you can take off what I would say, say to you is you got to get yourself in a place of complete trust because you are going to fail.

Failure is the path to success. So if you're trying to if you're trying to bliss over all the problems that you're going to have, that's the wrong way to look at it.

Yeah. You just have to get into your vision, sit into it, trust on it, have patience with it, stick with it, and keep taking that step for it. Yeah. So that's the next space you need to hit.

And with any, any team, what happens in an organization with the team if you're running a team like I did with the method is, you know, you deal with the contrast points, you then turn that over and say, hey, this is all about us all serving our intentions because it's an organization now.

It's just not about a day that it's about the organization. Right? You cultivate your intention and you and you share with them. What would the world be like if what would the world be like if it would be perfect?

If my job was easier, if I made more money? There's all these little contrast points that come out. Those aren't really the truth. You know, like I said, it's about loving themselves more.

But you you deal with all that said, well, okay, you'll have more money, you have more time, you have more support. That trust starts to build. Once you hit that phase you can you can go to the next phase, which is once you're at a place of trust and patience you'll experience and whether it's your personal life or an organization, you'll experience momentum.

You'll once you have that place of trust and gratitude and patience, you begin to experience momentum in your organization, in your individual life. Whatever it is, then you have to be able to feed that momentum.

Yeah, and I always call that the point. I call it the blast off point. Right. So, just to give you a, give you even method as an example, it took about a year and I've had this with every broken organization I've ever read.

It takes about a year for, a team to buy in to the vision to have get in that place of gratitude and patience and trust. There are tremendous amount of techniques I use in the day to day business to achieve that.

But let's say it's just you, you running your own business just like I was for four years going, okay, you got me here. Where am I going with this. Right.

You just take the steps to say am I is what I'm doing loving myself more today? And what I'm doing? Am I loving myself more today? Yeah. You have a contrast point. Come up.

I don't know why. For most people, it's money, right? Many people, it's relationships. I've had the blessing of having a phenomenal relationship. I've had the the blessings of having amazing family life.

Well, many people struggle in that area too, so, you know, that can affect your business. You know, if it's money, you know, it could always be about money.

I never have enough. It's never they're blah blah, blah, blah, blah. That can affect your relationships. Okay. Sure. So you need to deal with whatever that is.

Why is it that I need more money to love myself more? I'm not discounting the fact that there are people in such severe trauma they can't see past, you know, the grief that they're in, right?

But the only way I know out of that, just like I did, and that in the psych ward, is to give up. I mean I yeah. Surrender. Right. Surrender. Yeah I guess it's a bad word but I really let every, I let all expectations go.

Yeah. Of everything that I was doing the Buddhist teach this by the way. It's, it's it's the art of, you know dying to oneself that the gift of of of being and not doing.

So you need to learn to not do, to really find yourself. So that point at which you achieve momentum is the point at

which you're really beginning to find yourself.

And again, that's a journey. None of this stuff, by the way, is you do A, you do B, it's not linear. Yeah. It's an ever evolving kind of cycle that you go through as you evolve consciously, you're dealing with contrast.

You're learning to love yourself more through the process. You're you're you're, you know, getting gratitude, peace and patience with that process. You get momentum.

And then now you have momentum. You have whatever it is you were seeking to expand upon at that time. Yeah. That's right. In business it's usually about, hey, we're having success.

And then now you gotta stay in integrity. Because what happens in a lot of businesses right. They boom they go off and then they lose. They lose their center point right.

They fail the crew or they get they're so out of integrity they get exhausted. Because what happens when you're out of integrity. You are not inspired.

You're not in the spirit. You're seeing a lot of contrast in your world. Right. And so I would say to you, depending on where you're at in your current journey, you're going to be in any one of those phases.

Yeah. The, the that contrast, if it's coming into your way where you're so far out of integrity that let's say we're done. And David, where when I first took over for them, they were just they had a choice.

Am I going to pack it up. Or am I going to trust in universal energy. And they had a they get they had a gift. It wasn't so much about me. That's what I was, I was just sharing that with my employees today.

This is not really about me. I know who I am. I went through that journey. I know who I am, and I have a lot of areas where I want to grow. I'm a bridge builder.

Yeah, I'm one that can come into a room and, align intentions. To open energy up and pathway.

Momentum, Integrity, and Leadership

So all my employees and Don and David were the ones that actually made the decisions, chose their intentions so that they could achieve that success and remain road.

And they got in alignment with it and were constantly trying to make sure we're in alignment with those intentions. And that's what I call that's kind of where you're captain of the ship.

Yeah, that was really cool. Yeah, yeah, I love that. So so the the, not challenges. Contrast points, those those are really the messages from the universe of where you need to focus in.

So you move into those and then the next step is and this is a logical the second step or a second, you said it's not a ABC type thing, but the second thing you talked about is a little bit illogical to most people because then they're like, okay, do you know, just get out there and get it done and work your tail off.

And that's how you become successful. But you're talking about something a little bit different. You're talking about just being right and surrendering and, and and getting guidance.

I call it, you know, that when behind your back. Because when you are in a in alignment, it's easy. Like, you know, I've had I have some of my businesses that are just like easy where business just is coming to us.

And because we are at that stage where we've grown it and then we stay in integrity, a lot of people never get to experience that because they're just so busy and they haven't built trust.

I mean, think about what trust is. To me, it is one of the most critical elements of any type of team. And what is it? It's really love. Like when you know, trust is is loving somebody.

They you don't call it love, but it's just, you know, loving them and believing in them and seeing them for who they can be. So this is really, really cool.

And then the other thing too, the integrity piece, because a lot of people think when you just grow and it's the same, it is different. You got more people now, you've got more money.

You can, you know, be tempted to make decisions that aren't really in alignment with what you started the company to be or what the vision and purpose are.

And that can also create some more contrast for you to look at. You know that, well, you're all the way. You're always going through that journey. That's what I yeah, I, you know, Buddha is the best one to teach that.

Right? So if you're looking to the destination, you know, you're on the raft going to the other side of the river, you know? Yeah. You need to be looking at the raft.

Not that not the other side of the river. Right. So let's go to one. I mean, you you are always going through this. Up you are. I'm sure. And you all your business is you're going through this evolutionary process.

Yeah. You're always constantly checking in. Sometimes you make mistakes and sometimes you have successes that just how life works. Through that, though, you're right.

Trust is and love and the team is the important thing. Because if you really if you really love yourself, you're going to give yourself the opportunity to fail.

If I don't want to have people come away from this, though, thinking that it's not hard work or it's not action. Yeah, that's there's a difference between hard work and alignment with intention, because you feel much more fulfilled when it when it comes out of it.

Then you have hard work not aligned with intention where you're like, what the hell that I do all that for, right? You know, even if you made a lot of money out of it, if that's not your intention, you know, some people go out and do things because they want to be seen, right? So it's okay.

All of those things are okay. Whatever you need. What I'm trying to share with you is it's all okay. You are completely love. But if you don't, if you don't fully accept yourself on exactly where you're at and see the contrast clearly.

Yeah. And in a loving way. And then from that, make your choice. You're, you're you're making the wrong decision on my my advice to you is you're making the wrong decision on that point.

You're probably you're going to run. Yeah. People go and they go, oh I don't like that. And then they run that way, right? Yeah. And then guess what? This shows up again.

It just has a different flavor. It's just like you're you know, the relationships are the easiest one for people to understand because, oh, I have a problem with my significant other, my spouse.

And then, oh, if I just get rid of that significant other spouse, it's going to get better. And then they run to the next significant other. It's spouse or, you know, whatever.

And the contrast appears. Again, my guess what I would say my gift in relationship is very much the same gift in the business. When I finally realized that I was consciously choosing my wife in every moment.

Our relationship took off when I became so my advice to anybody is consciously choose to love yourself and then

those that in your lives consciously choose to love them more and I actually say that kind of as a mantra.

Yeah, I say I choose to love myself more in this moment, no matter how hard things get. I don't share this on here, but, with my granddaughter that we did, we do have, a very proud grandfather.

We lost one, and then that's us. And while we lost Camille and, you know, it was very, very hard. And, and so I don't want to give people the sense that there is in difficult times or grief or sadness or you get a business and challenges.

You know, we were, I don't know how many times in the first two years of turning around Donna David's business. I would say to myself, what the heck am I doing here?

What am I? You know? But I always went. I used my own tools. I went back to that place and said, well, I know I'm loved. I know you love me. So in some ways you have to be okay.

One of the big lessons I learned, and I'll just share this, is that I had never in my mind failed. And I could even conceive of failure. And it was staring me right in the face almost every day.

I mean, to take over a company that is struggling to make payroll. Yeah. I had no money to invest. I mean it was, it was very challenging, but I, I just went, you know, I had the I had the guidance, the the comfort.

I went back and said, okay, if you brought me here to show me, I don't need to be so full of myself and I need to fail. I always say, colossal, you want me to be a colossal failure?

I'm okay. Yeah. And I came to a place to love that, when I did is when the business started to turn, when I let go of my need to have that idea of success serve me.

That I was there for something way more than me. Yeah. Then the business start at the turn of things opened up. That healed energy in the business. It was. See, that's the thing.

It wasn't just an you obviously were to teach this, but that energy was in the business, too. And when you let that go was like, everybody didn't, you know, no one else probably had it either, which is really, really cool, amazing leadership.

Hey, where where can people find out more about your work? Jeffrey, I know you've got a course coming up that's being created. What? Where where can they find you so they can come to our site?

It'll be, go to Jeffrey. Jeffrey located method.com, and I'm gonna have some free stuff there for you. But I'd also like you guys to participate if you would.

I be really excited. We're in the midst of building the course, and I'd love to hear what you guys did. So I got a small survey there, and if you guys can answer the survey, there's no obligation on your part or anything like that.

Just answer the survey for me because that'll help us create the course. So if you're really looking for something specific, you know, we I'm very much I'm a I always say I'm a good Midwestern boy.

I'm a very nuts and bolts person. So we're going to give a lot of practical information around, you know, social media marketing, you know, all the business aspects of it, but also to I think it's really important to get some of these core fundamental, understandings, behaviors first and foremost, because once you start to have the right behaviors or the right perspectives, all the other things come easier.

Yeah, marketing and social media and all that is important. It's important to understand some of the mechanics, technology and the small business is always a challenge.

I, I'm very skilled in that area. So, you know, helping others do that is, is is my dream. So yeah. Come to Jeffrey

that Eden method.com. Yeah. You'll have a little survey on there.

You'll get some free freebies. Some of these exercises I talked about. And hopefully you can apply them into your lives and your businesses and yeah, no, it's us.

I encourage everybody to go there. Jeffrey literally took, you know, the Eden Method Company and has been instrumental in leading that company now to be a resounding financial success.

He understands marketing. He's built an incredible marketing team and just, you know, worldwide, huge, huge success partnerships, all these different things.

And it all starts with energy, right?

Where to Learn More and Final Advice

It all starts with our energy as leaders or as entrepreneurs. And then how we can bring that energy and create the right vibe or energy within our companies.

And Jeffrey is just a master at that. Hey, Jeffrey, before we go, any final tips or things you can share with us that could be helpful for people in their business?

Yeah, I you were talking about the energy. I know a lot of you out there are probably like single entrepreneurs. You don't want to, you know, we use terms like leadership in the business side.

If you don't necessarily want to associate with there's like, I don't have a team and I don't have a big or is it just me? Right. But energy's energy great leaders.

It doesn't take a big team or big organization or a lot of money to be a great leader. I mean, that's principle one on one. Some of the greatest leaders and any company or it doesn't really matter what level, we aren't necessarily at the highest levels.

Yeah. That's true. So, it is important for you to learn the skills of being a great leader. Yeah. And, what I'm sharing with you here are when I reflected on my life or many of the skills that I had just came about, not necessarily by consciously, but I came about just because of who who I am.

So when I uncovered it, what's exciting about uncovering who you are is you'll get to see why you went through what you went through, and you'll start to appreciate the skills and those things you learn.

You'll say, oh, I get it now, because then you understand who you are. My real passion is for people to realize their potential. I love it when my team members light up and see that they're doing something amazing in their job.

And it's not about, you know, when they're not happy. I say, are you sure you want to be doing this? You know, I want you to do what you really want to do.

Yeah, I want to push that energy out to all of you. Whether you're a single entrepreneur, you're running a company, whether you're working in a corporation, look at it earnestly.

You know, don't go running scared from the company that you're working for. You might be exactly where you need to be right now, right? To achieve your ultimate, ultimately uncover who you really are.

You may be that single entrepreneur, but that doesn't mean in if you don't open up to who you are, that all of a sudden you're going to have a team around you, or you're going to have partners.

That energy that you're ultimately going to light is going to you just have to you have to follow it. I always see myself now as an energy follower. I don't know, David gave me permission to say, you know, they said, we trust

your gut and you, you know, you trust your gut.

You know, you don't have to check in with us. This is as much because we trust that your gut has taken you in the right direction. I love that when you get your self in alignment, that's what they're talking about.

And that's your that's your inspiration. You can feel it. You know it just through your body. And you don't even have to worry about all the little mechanics that go around, you know.

Did I do the Facebook post right to the email? Right. Yeah. Yeah. You know, it all just come together when you're in alignment. And I know that's a hard thing because I watched a lot of manifestation webinars and, I get the concepts, but you can't get there.

I don't believe if you can't forgive yourself. I always say forgiveness is the path to glory. You got to forgive everything that you ever done and begin to learn to love everything that you've ever done, even the stuff that really feels kind of yucky and understand why you did it.

Yeah. And then once you unlock that thing that is frickin gold. Yeah, I love it, I love it. Well, you know, it's funny, Jeffrey, because I notice my wife, I walk by when she's, you know, working.

She has a very successful business. So when she's working and she'll be doing an email and you have like this smile and I come back in my office, okay?

I got to feel that same joy when I'm doing an email because I get a little too serious, right? My energy, I mean, every everything we do is sending out energy.

That email we're typing, whether if we're doing it, you know, grim face, it's not going to have that same energy. Going out to somebody is as if you're enjoying, even if it's a challenging situation.

Enjoying that. And I love your concepts, I really do, and I hope everybody will go and check out Jeffrey Dot Eden method.com. He's going to have some great handouts.

And then he he really would love to hear what you have to say. So you can design the course. I know he's already got a lot of great ideas, but maybe add in a few things that we're trying to get to.

Yeah, we said that we have the course based design. We're we're trying to do is make sure that when we're adding and things that we're. Yeah, there of specific things you need.

Outstanding. So yeah, I want to make it, you know, it's just really, really important to me that we we meet your needs and we get you to unlock that. You know, that piece in you that's been waiting to be unlocked, you know?

Awesome. You can learn from the guy that, Donna and David trusted to run their business. And I know he's going to help you run yours and succeed at a higher level, too.

It's been so awesome having you. Jeffrey. Thank you so much for being part of our summit, and I look forward to lots of conversations in the future with you, too.

You really been you've you become somebody that I really enjoy talking with. Awesome. Thank you so much. Thank you. For.