

Money-Yoga

**The Secret of
Having and Being**



**The relaxed way to
your first Million**

Chapter 1 and introduction

Money yoga -

**The secret of having and being,
The relaxed way to your first million**



**The forward bend -
Prasarita-Pattoansana**

Money means communication

Is money good or bad? Is man a machine without individuality? A robotic being that only strives for money and possessions? The latest findings from brain research, behavioral economics, psychology and Neuro marketing show a completely different picture of a human being striving for individuality. The fact is: If a person makes use of their inherent aptitudes, potential and values, summarized in a so-called *personality portfolio*, this results in a wide range of possibilities for a meaningful life and work model that can be adapted to current and future life challenges in a sustainable and valuable way. This lays the foundation for a solid source of income, as meaning generates the strongest intrinsic motivation in people. When financial education is added to this, money is what it is: a meaningful means of exchange and communication that brings relaxed joy and no more worries.

This book differs fundamentally from most guidebooks in that it focuses on personal values and aptitudes as well as the balanced growth of inner and outer wealth, rather than just providing suitable management techniques, stock market tactics and all kinds of investment tips. More than 90% of these titles do not ask about the personal and professional nature of people at all; they look at people in isolation from their type in terms of money. Solid scientific wealth research (Druyen, Zitelmann et al.) proves that the growth of inner and outer wealth makes people "richer" in many respects in the long term: Networking, for example, refers not only to financial contacts, but to flourishing and beautiful relationships that do not have to have economic value. Stress decreases noticeably, as inner values and aptitudes are represented professionally and this greatly improves the health situation. Where there is more meaning in life and work, there is automatically less stress, isn't there? You also gain more charisma as your own values and aptitudes automatically increase your authenticity without having to use Botox to make yourself fit for the business world or your partner.

Financial resilience

People who can communicate well have no money problems! In our turbulent times, financial resilience is therefore an important concept in order to be able to deal sensibly with many uncertainties in times of upheaval such as these. Having resilience means being aware of your potential and communicating these personal values. In the long term, resilience does not come from affirmation or belief, but from independent learning experiences and the knowledge of one's own possibilities; resilience does not come from more dependency on mind-sets that emphasize the past, which initially

perceive most "new" things in life as a risk and usually postpone personal growth to the future.

The easiest way to understand this connection is the globally effective "sense economy".

Who am I? A large part of this ego works for around 40-45 years, investing most of its energy and life time in various activities, so it is of crucial importance which job suits you best and not the other way round! The best and safest way to earn a lot of money is through your dream job. At the end of this book you will find the *Limbic Structure Test* to help you get started.

The economy of meaning

Individual skills and characteristics as well as a solid foundation in strategy and management are essential for a relaxed approach to finances. When you learn more about your personality core and know who you are, it is very easy to follow a financial path that will fit you, your life, your relationships and your future perfectly. If you want to experience more than a lukewarm life of passivity and worry, and reap a five-figure monthly income after a certain period of time, you can implement the values outlined below. I speak from my own experience from 30 years of teaching and seminar work as a qualified psychologist, author and entrepreneur with over 52,000 participants* from 12 countries and consulting work with corporations and SMEs, generating millions in sales. So you are *not* dealing with an idealistic book author who has no millions of his own to show for it.

Values such as having and being are *no* longer opposites, but rather the *necessary* basis for a meaningful life in their healthy interaction with each other. The one-sided view of the existential topic of money, in which it is associated with greed, envy and power (Western civilization concept) on the one hand, and with morality, asceticism, renunciation and suffering on the other (traditional Eastern concept from yoga), is no longer in keeping with the times. Having and being as the basis of the economy of meaning, which is spreading rapidly around the world, already demonstrates this very well today.

Money is a collective projection surface for people's understanding of being and having

The sense economy shows many new shades of gray and shades between the extreme positions of the usual black and white thinking in money matters. Nobody needs a

common morality of guilt, which still stems from the Lutheran sale of indulgences, any more than they need pure greed for money, which is destroying our planet in the long term. A one-sided perspective on money, as the history of the development of money shows, has never really helped anyone, neither states nor private individuals. Money is a collective projection surface for people's understanding of being and having. Here too, the golden mean between the extremes helps us to understand that money, alongside love, health and career, is one of the real foundations of life. In 1601 Shakespeare's Hamlet already asked: "To be or not to be?" Regardless of the outcome of the question, his protagonist had doubts about the meaning of life, but also about death, which means the final end, without any further survival in any kind of synthetic world. So where is the center of being and having? Before I explain to you how you can successfully and, above all, relaxedly make your way to your first million, it is fundamentally important to understand a few basic principles about money. I wish you a good journey already now.

To be or not to be (that is the question here)?

These existential basic concepts of human existence Shakespeare, are still popular today, showing the unique bridge from the individual to society: to be or not to be? The sociology of this connection is synonymous with the human existence of freedom or dependence, of development, stagnation or death in life. Communication in its manifold forms of expression is the only and primary form of action that connects the being of the individual with society in a meaningful and sustainable way and allows it to grow in the long term. Hamlet's protagonist expresses doubts about life and death at the same time, creating the European question of existence par excellence.

The works of Erich Fromm, which were published over 350 years later, have long since become obsolete, as he accuses most people of confusing consumption with love, among other things. Fromm had a distinctly deterministic view of people and the world.

The psychological mechanisms of how money is created and how it is increased or lost have long been well known from behavioral economics and Neuro marketing. Anyone who knows the seven backgrounds of money problems, which are discussed in more detail later in the book, and develops their own personality or value portfolio, can look at their finances with great serenity and, above all, no longer needs one thing: fear of loss or greed! Because people who follow their talents can create greater benefits for themselves and others. Understanding this background is the key to earning good money in a meaningful and relaxed way with a meaningful activity. It is not uncommon

for this action-oriented knowledge to generate great personal and material wealth in a truly relaxed way.

It is therefore important to replace the one-sided view of money with a *new variety* of money perspectives.

Yoga - a path with many possibilities

Yoga and its root word "yui" means "to connect", "to become one" and has developed countless methods over the millennia to use the emotional and spiritual energy flow of people in a targeted and professional manner. It is not necessary to believe in God or similar illusions, as the first yoga practitioners, the so-called "yogis and yoginis", practiced these methods long before the emergence of any religions; we are talking about around 4500 years before the European calendar. Yoga means to direct the control and discipline of one's own energy flow of feelings, thoughts and all sensory perceptions towards a specific goal in order to achieve perfect unity with it, the fusion of subject and object. This concept was adopted somewhat later by monks in Asia, mainly in the Himalayan region, and without the corresponding physical exercises (asanas), this inner posture, which is meditative but not meditation itself, was used and further developed to develop a variety of mindfulness exercises. Globally, "yoga" is understood to be hatha yoga ("sun-moon yoga", sanskr.), which is based on two complementary, subtle energy flows that flow diametrically through the body, similar to the Aesculapian principle sejr. This flow of energy, which you can believe in or not, is stimulated by countless asanas (physical exercises), which actually have one effect: Squeezing the blood. In hatha yoga, asanas influence both blood circulation and blood pressure through targeted pressure changes in the body. While performing asanas, blood is pressed from certain areas of the body into others, which promotes blood circulation and improves oxygen supply. Physiologically, this stimulates the cardiovascular system, while energetically, the blood acts as a carrier of prana - the life energy. Blockages in the energy flow can also affect blood circulation. Conscious breathing and mindfulness during the practice activates the parasympathetic nervous system, which has a relaxing effect and can lower blood pressure.

An attitude to life based on inner reflection (meta-level) instead of the well-known head cinema

Yoga and mindfulness are just labels for the attempt to adopt a conscious, neutral attitude towards the processes of life in everyday life and in life as a whole, so as not to

prematurely lose one's self-efficacy. In short: awareness work. Whether it is yoga or mindfulness, an attitude to life based on inner reflection certainly creates more balance and equilibrium than being constantly guided by short-term emotions, patterns or fluctuating thoughts. In the West, this form of awareness is understood as yoga, meditation or mindfulness, without these concepts being defined more precisely.

The traditional concept of yoga is about enlightenment, i.e. becoming one with the central core of the universe. In yogic language, this means the union of "Atman" and "Brahman". This obsolete idea assumes that a "soul" (whatever that is) incarnates into the newborn body at birth. According to traditional Hindu and Buddhist ideas, the highest goal is "reunification" with this cosmic origin of all being, i.e. Brahman.

Millions of years ago, this may have been attractive to some individuals - in modern times, it does indeed seem out of date to walk the lonely path of "sadhana" - the traditional Indian spiritual path with all kinds of morally tinged yoga practices. This fixed, monastic life or the path of "sannyas" (renunciation) necessarily leads to isolation, loneliness and depression, even if Western society tries to practice it in an often paradoxical way with many restrictions. Yoga is also much more than practising physical and breathing exercises and the associated Instagram lifestyle, where Yoga is advertised indiscriminately in the same way as toothpaste or canned ravioli. Social media such as Tik-Tok offer yoga as an instant method of enlightenment as the pinnacle of the greatest possible superficiality!

It is good and right to strive for perfection - there are also useful empirical values and paths (e.g. the Yoga Sutras of Patanjali), but neither religions, spiritual sects nor gurus determine what kind of life should be led after enlightenment or full awakening. It is and remains up to each person to decide how, when and where the perfect life "afterwards" is led! Or do you really believe in all that fundamentalist karma stuff, in heaven and hell, in original sin (Christian dogma)?

The biggest problem with all spiritual and religious groups is that they all - without exception - believe in a good or optimal life only *after* death! After all, we were all born to live in *this* world - to be fulfilled, healthy and financially independent! There is no life after death, come to terms with it. Asceticism, fasting, humility, suffering..... lead a life crouched in renunciation with a begging bowl in your hand? Do you really want to be the millionth *copy* of Jesus or Buddha? Think carefully about whether you want to regurgitate 2000-2500-year-old mindsets in the 21st century. How about your own lifestyle?

The concepts of yoga and mindfulness are useful for creating your own, self-

determined life - without too much stress. However, this should not and cannot be your main occupation. In a meaningful life blending, where the job becomes a vocation and is no longer a contradiction to private life and relationships, awareness work, or rather a culture of awareness, has become necessary; yoga, meditation and mindfulness are part of this as a means to an end in a secular society. I myself lived for a year in India, Kashmir, Little Ladakh and Ceylon (Sri Lanka) and know the internal conditions of ashrams, monasteries, but also remote hermitages, as this corresponds to the romantic, Western idea of a spiritual teacher-disciple relationship. Today, places like Rishikesh, Gangotri and Puri (India) have degenerated into a spiritual Las Vegas. With the mindfulness of mindful yoga, however, you are sure to live a healthier, more relaxed and more self-effective life, and there have been extensive studies on this worldwide, without wanting to promote anyone or anything. The many modules of these concepts are worthwhile, as they have also been shown to have a certain therapeutic effect. However, telling the outside world often and constantly that you have practiced the headstand, eat a vegan diet and "meditated" for another two hours - what does that really say? It's not really anyone's business.

Money - Means of exchange based on trust

The basis for finding the right thoughts about "money" is the fact that it is an imaginary medium of exchange based on trust. However, trust is only the little sister of communication, which makes the exchange of personal and material values in the interpersonal sphere possible in the first place. Money merely has a symbolic power in the sense of value and countervalue; it is dependent on society and the people who deal with this symbol of the exchange of goods and services. Money as an officially recognized means of compensation is merely a reflection of a globally functioning economic system that is kept going by the exchange of goods and services. As a universal medium of exchange, it therefore has the character of communication and transformation.

Money is a store of value

Put simply, but professionally, money is a store of value. Depending on how it is used personally, it multiplies its equivalent value in credit or debit form. Money therefore has *its own* growth dynamic (compound interest).

A value that is highlighted and communicated particularly well at the right time

with the relevant target object is considered to be much higher than if exactly the same value (goods or service) is offered but misses the right frame, even though it is the same quality of the same product. This is called target group communication or product placement.

Since Richard Nixon's economic reform in 1971, all monetary currencies worldwide no longer have a real, visible or measurable equivalent value (e.g. as a gold reserve). This fact that money no longer has to be "visible or tangible" is clear to almost everyone when they use credit card money to pay or are provided with goods or services on "account". The overarching concept of any exchange of goods and services is therefore communication.

Inner and outer wealth

Money is a very popular projection surface worldwide for justifying personal success, but also for justifying one's own failures. Money as a medium of exchange must be understood as a means of communication - because people who can communicate well generally *do not* have money problems!

Money is therefore much more than a business means to an end, but *also* an expression of our personal and social values. A person's potential, opportunities and life options are also referred to as *inner* wealth - in contrast to visible, material wealth. When people deal professionally with their inner "riches" values, aptitudes and potential, a "personality or value portfolio" is created. You can determine this in the later chapter "Dream job design". Simple forms to fill out in a playful way, accompanied by professional evaluations, will guide you safely to your personality portfolio, the basis of any success.

The personality portfolio of our own values makes us valuable - compass and orientation aid

This personality portfolio describes the inner wealth of talents, potentials, values and characteristics (but not your interests, wishes or goals, which are merely over 95% shaped by your parents, environment and society!) The personal aptitudes (not inclinations!) clearly show what distinguishes you from other people or, in the latter case, *does not* distinguish you *at all*. You can of course convert this individual, personal portfolio of values into external wealth, i.e. money, if required. The prerequisite for this is the coordination of as many or all personality traits as possible into a harmonious overall picture - the so-called personality portfolio. As a compass and orientation aid, the

personality portfolio is about switching from *external control* to *self-control*.

External values are more fragile than personal values, which is why it is crucial to be clear about which values I represent, who I am and where I want to go in life. Two people can have exactly the same or very similar potential and - from a purely external perspective - either live in a brightly painted prefabricated housing estate, a mid-terraced house with a small front garden, or in a uniquely designed large villa on a hillside. This striking example can also be found in completely impoverished third world countries, as well as in western industrialized nations. However, it is *not* at all clear which inhabitants are or can be happier in which dwelling !

In addition, money can serve as a measure of the value of goods and services, as the price of a good or service is often influenced by supply and demand as well as the amount of money available. Money can also serve as an instrument for wealth creation and for achieving financial goals. However, money also has its disadvantages. It can lead to greed and social inequality when people try to earn more and more money and thereby take advantage of others.

In addition, money can lead to people judging the value of things based on their price *rather than* their actual utility.

Aristotle - The Nicomachean Ethics of economics

Overall, the importance of money is very comprehensive and depends on individual and social factors, as described by Aristotle in his "Oikonomia". In the Nicomachean Ethics, he describes the foundations of a community by assigning each person the right and duty to develop according to their aptitudes and abilities.

In many cases, money can help to increase a person's self-esteem as it gives them the opportunity to fulfill their needs and achieve their goals. For example, having enough money to afford a comfortable home, education, healthcare and leisure activities can contribute to a sense of security and well-being. One must never forget that money, in whatever relation, is merely a symbolic equivalent to "something" and "in itself", considered in isolation without exchange value, has *no intrinsic value*! However, money alone is not the source of self-esteem. The appreciation of family, friends and colleagues as well as personal successes and achievements can also contribute to this. Healthy self-esteem and self-love come from many aspects of life and require a variety of factors such as self-reflection, self-care, self-confidence and self-acceptance. A balanced and satisfying lifestyle requires a variety of aspects such as social relationships, health, education, personal fulfillment and emotional well-being.

Money favors no one

Money is not something that only accrues to certain people with a special talent or an innate ability. Money in itself is value-neutral and does not favor anyone or anything! Abundance means more than the quantitative possession of things; abundance means the inner wealth of talent and potential as well as the possession of things that also bring you personal, mental fulfillment. Money is a component of your personal abundance in life. Money can help you to find meaning in your life and to realize this meaning. As you become more experienced in realizing your personality portfolio, you will learn to consciously choose what you want to create and then attract it according to the law of resonance. Situations and objects will come to you in your life according to your needs if you can take responsibility for them in the sense of self-development.

Monetary resonance

Creating *money resonance* means creating spaces for your own potential, values and aptitudes, which thus represent a qualified value proposition to the environment. You can learn to master the handling of money instead of being dominated by it. And such a professional approach to money will also mean that situations and things will gently and easily disappear from your life when you no longer need them, making room for the next thing that seems important to you.

Success means following the laws of communication when you *cooperate* with other people instead of competing with them. When you make every exchange of energy and money a win-win situation, you multiply not only your own benefits, but also the self-worth and benefits of everyone involved. You follow the ecological and economic laws of monetary communication if the way you earn, spend or invest money is sustainable and valuable, and therefore does not harm the earth.

Your aptitudes and skills are your assets!

There have never been people with financial problems who were not aware of their talents and potential, as well as their real self-worth, and communicated this accordingly! Successful people are constantly expanding their inherent abilities and adapting them to external demands, shaping their lives primarily according to their own ideas instead of allowing themselves to be shaped. Adaptation is only the beginning of the path so that you can later follow your own path to success! Adaptation for the sake of adaptation makes you stupid and increasingly stupid in the sense of being brought into line!

The principle

To clarify once again, it is not about earning money itself, but about an ecological and humane use of one's own abilities, which bring about recognition, love, happiness, affection and fulfillment. The connection between money, self-worth and a flow of communication that integrates inner and outer abilities is presented here once again on a personal level in the form of seven principles.

Self-esteem and Creativity

Two inseparable terms that aptly describe the concrete potential of a person with regard to the possibilities of self-efficacy. Self-efficacy is the ability to adapt to the given possibilities and needs of one's environment at any time and regardless of time and space, in order to be able to offer a tailor-made concept of *one's own*. First and foremost, this means self-confidence and the strength to swim against the tide of conformity. At some point, every successful person has learned to develop their individual character to such an extent that a secondary assimilation from the outside has become a primary creativity of their own. This is the most important step in the process, contrary to the standardized need finding towards the environment, to become an independent offer. Among other things, this aspect is expressed in the quality or art of *being able to say no*. Self-confidence and courage have nothing to do with risk, as they are the result of personal experience gained through concrete actions. The self-esteem is the practicing of one's own values and resources, which is what gives rise to self-confidence. Self-confidence is the active implementation of one's own ideas and plans based on a real self-assessment and targeted realization of meaningful partial steps towards the desired goal. As simple as it may sound, most people *do not* know exactly what their goals are, i.e. what they really want from life, but rather what they *do not want*. The specific goal sets the direction and therefore the daily motivation for your own creativity. These interdependencies are symbiotically interwoven. *Creativity is the power of one's own potential*, self-worth is the power to manifest the experiences gained from it across an ever wider spectrum in life.

Creativity is a natural power of development when at least part of one's own potential is expressed. This requires a playful freedom to be able to use imagination, intuition and intuition to receive impulses from one's own center. All methods of Gestalt therapy and Design Thinking are ideally suited for this in order to gain confidence in these inner processes. Self-worth is based on the awareness of being a part of the whole in order to create one's own life plan. Symbiosis and coherence are terms that allow all self-effective parts of the personality to merge into a constructive network.

What is the secret of a happy relationship between life and work?

Your own life design can become an art of living that revolves around much more than *just* earning money. *Work is the hub for a meaningful life*, which is why we need a professional career and life design that is geared towards sustainability and can be modularly changed and adapted in the future without having to become unemployed!

The economy of meaning as the highest form of work and life

The symbiosis of work and life achieved in this way makes us highly resilient; we realize our potential in the new world of work and at the same time learn to improve the company's potential! These new freedoms still need to be better integrated, which is why employees need to be much more self-aware.

We therefore ensure congruence and success ourselves through carefully planned further training measures, as schools and universities are currently not prepared for the already existing sense economy, nor for life itself. We therefore create prototypes of life and business models for our personality portfolio. This portfolio keeps the motivation to drive one's own growth to the top. With a little skill, even young people today can achieve a

Life satisfaction in a job they can love.

In a contemporary definition, a healthy money psychology is expressed through the sense economy, which shows the best ways to do this in the following chapter.

In summary, money is therefore the following:

Medium of exchange: Money enables trade by serving as a means for the exchange of goods and services. Instead of directly exchanging goods for other goods (barter), money is used as an intermediary to make trade more efficient.

Store of value: Money serves as a store of value, as it retains its value over time. Unlike perishable goods, money can be used as a long-term store of value.

Unit of account: Money acts as a unit of measurement with which the value of goods and services can be evaluated. It facilitates the comparison of prices and values.

Communication: Money is completely dependent on its counter values and therefore does not exist without them (see inflation). If you are a good communicator, you can strategically increase a stock market price enormously (Elon Musk) or deliberately lead it into the abyss of a penny stock (see Kodak).

Trust: The importance of money is based on the trust that people have in its functions

and value. It plays a crucial role in economic systems and influences many aspects of social, economic and individual life.

Success: People who follow their talents (not inclinations) can create the greatest benefit for themselves and others.

Chapter 2

The compass for The smart life career and Financial security



The headstand (Shirshasana)

Unlocking your aptitudes (not your inclinations and desires) is the prerequisite for personal success, professional creativity and financial freedom. A career with a system takes into account personal aptitudes (gifts) and talents as decisive value and success factors for a sustainable, successful career in your professional and private life.

For the personality portfolio to be created later, you primarily need to identify your personal talents (aptitudes). Your values will be summarized in a values and talents compass that will give your life a new, sustainable direction!

Personality traits (character, temperament) *are added* later as so-called effect tendencies of upbringing and environment. Finally, there are our interests and desires, which often correspond very little with our talents, but sometimes to a small extent with our personality traits.

Professional and private satisfaction depends on three factors: ***Aptitude-inclination-interest.***

It is by no means sufficient to download any test or questionnaire from the Internet and then at best learn something about your own Big Five personality traits (the real test contains around 240 questions). Even less meaningful are all those non-fiction books - and seminars - that primarily take into account people's desires, passions and interests. This desolate "wish-for-what" is a cosmetic approach and usually not scientifically sound at all! It is comparable to the process of building a house in which the architect and house builder stand in front of the still undeveloped plot and spend hours discussing only the furniture and the interior of the bathroom. *Personality traits*, i.e. skills, are *only secondarily suitable* for professional, i.e. existential decisions - these correspond to the furnishings of the house to be built later - but not to the shell and the roof!

The *interests and wishes* correspond to the colors of the walls, the contents of the fridge and the favorite series on Netflix.

Start with the following self-test and take some time for it. You can't do anything wrong, you can only do it right! However, your mind-set should be more personal than simply working through a checklist! The evaluations are at the end of the chapter.

- The limbic structure model

- Aptitudes (talents)

- Tendencies (Big Five personality traits)

- Interests and wishes (RIASEC model)

You can also access these 4 self-tests online at: <https://www.life-scouting.de/seminare-details/think-different-seminar.html> or scan the QR code



Aptitudes and talents
The personality traits

It's easy for me...	<div>Sehr</div> <div>Ja</div> <div>teils, teils</div> <div>eher nicht</div> <div>nein</div>					Test 2/4
... draw logical conclusions	1	2	3	4	5	B
... needs and perspectives of others to make better decisions and meet	1	2	3	4	5	E
... visually complex ideas and design Designing processes in my head	1	2	3	4	5	G
... For me, language means the flow of life	1	2	3	4	5	I
... I need nature to relax	1	2	3	4	5	J
... Relationships through empathy and understanding	1	2	3	4	5	D
... Aesthetic compositions in form and color	1	2	3	4	5	H
... good mental arithmetic	1	2	3	4	5	B
... working in a team to be successful together to be	1	2	3	4	5	E
... a subtle ear for discrepancies in a Melody to be heard	1	2	3	4	5	C
... Identify and recognize plants and animals distinguish	1	2	3	4	5	J
... Novel and original ideas and ideas with Developing lightness	1	2	3	4	5	A
... to learn by writing, reading or listen and also like to summarize	1	2	3	4	5	I
... to perceive the world sensually and also so to understand	1	2	3	4	5	H
.... My green thumb helps the environment and me	1	2	3	4	5	J

It's easy for me ...

	1	2	3	4	5	
... to use my creativity to achieve goals and Realizing dreams	1	2	3	4	5	A
... good hand-eye coordination Feed	1	2	3	4	5	F
... Patterns, forms and relationships to recognize	1	2	3	4	5	H
... like to listen to music often and enjoy of the melodies by heart	1	2	3	4	5	C
... Analyze data and trends	1	2	3	4	5	B
... taking risks and making mistakes in to make iterative sense	1	2	3	4	5	A
... to control my own impulses, so knowing my own limits	15	2	3	4	5	D
... to draw and sketch	1	2	3	4	5	G
... to use my fine motor skills in everyday life	1	2	3	4	5	F
... to think in pictures	1	2	3	4	5	G
... a feeling for intonation, rhythm and Developing sound	1	2	3	4	5	C
... humorous and polemical language to to express my opinion	1	2	3	4	5	I
... to inspire other people and to be able to carry away	1	2	3	4	5	E
... dealing with time pressure	1	2	3	4	5	D
... to use my body to express emotion and express feelings	1	2	3	4	5	F

It's easy for me ...

Range		Value diagram			
A	creative				
B	logical-mathematical				
C	musical				
D	intrapersonal				
E	interpersonal				
F	kinaesthetic				
G	spatial				
H	Aesthetic				
I	linguistic				
J	naturalistic				
		3-4 Points	5-7 Points	8-10 points	11-15 points
		not at all	Rather not	rather	very

Now add up all the values of your answers (not at all = 1 point; very = 5 points) and use the maximum number of points to determine which talents (A-J) you find most pronounced in yourself.

The 10 intelligences and their job profiles

The 10 intelligences according to Gardener are ideal for determining personality traits.

- 1. logical or mathematical intelligence:** This includes the ability to think logically, understand mathematical concepts and solve problems.
- 2. verbal-linguistic intelligence:** This is the ability to think in language, to verbalize and express things in words and to understand words and symbols.
- 3. visual-spatial intelligence:** This is the ability to interpret and process visual information. This includes understanding things like shapes, colors and sizes.
- 4. physical-kinesthetic intelligence:** This is the ability to coordinate and control physical movements.
- 5. musical intelligence:** this includes the ability to interpret and play music and to understand the connection to music.
- 6. interpersonal intelligence:** this is the ability to understand and assess other people and their feelings and motivations, also known as emotional intelligence.
- 7. intrapersonal intelligence:** this is the ability to understand oneself and one's own psychological dynamics and motivation.
- 8. scientific intelligence:** this is the ability to have a scientific understanding and knowledge of nature
- 9. creative intelligence:** the ability to realize novel and original ideas with ease.
- 10. aesthetic intelligence:** the ability and understanding to combine shapes and colors in the best possible way.

This approach allows everyone to focus on their strong points instead of focusing on feedback and criticism. This in turn can help to increase self-esteem and motivation and create a sense of satisfaction.

The job profiles

Verbal-Linguistic Intelligence: 1. linguist:in 2. journalist:in 3. teacher:in 4. translator:in 5. interpreter:in 6. linguist:in 7. editor:in 8. copywriter:in 9. literary scholar:in 10. literary critic:in 11. conference interpreter:in 12. communication specialist:in 13. dictionary writer:in 14. dialectologist:in 15. language therapist:in 16. Language professor:in 17. sentence construction technician:in 18. text analyst:in 19. youth linguist 20. public relations manager 21. office manager:in 22. language programmer:in 23. language developer:in 24. linguistics researcher:in 25. librarian:in 26. language editor:in 27. newsreader:in 28. commentator:in 29. translation editor:in 30. word artist:in.

Logical-mathematical intelligence: 1. engineer:in 2. software developer:in 3. data analyst:in 4. scientific programmer:in 5. financial planner:in 6. operations analyst:in 7. systems analyst:in 8. statistician:in 9. actuary:in 10. mathematician:in 11. programmer:in 12. accountant:in 13. computer scientist:in 14. researcher:in 15. programming consultant:in 16. site computer scientist:in 17. database administrator:in 18. software architect:in 19. database developer:in 20. computer security expert:in 21. network specialist:in 22. system administrator:in 23. cryptographer:in 23. Database administrator:in 18. Software architect:in 19. Database developer:in 20. Computer security expert:in 21. Network specialist:in 22. System administrator 23. Cryptographer:in 24. Artificial intelligence engineer:in 25. Algorithm developer:in 26. Quantitative analyst:in 27. Web developer:in 28. Analytical chemist:in 29. Econometrician:in 30. Quantitative/financial analyst:in.

Visual-spatial intelligence: 1. interior designer:in 2. visual effects supervisor:in 3. landscape architect:in 4. set designer:in 5. artist:in 6. CAD designer:in 7. product designer:in 8. video game developer:in 9. augmented reality developer:in 10. 3D animator:in 11. photographer:in 12. media producer:in 13. illustrator:in 14. web designer:in 15. landscape gardener:in 16. building designer:in 17. game designer:in 18. set designer:in 19. logo designer:in 20. graphic designer:in 21. visual designer:in 21. Landscape gardener:in 16. building designer:in 17. game designer:in 18.

set designer:in 19. logo designer:in 20. graphic designer:in 21. visual merchandiser:in 22. real estate developer:in 23. 3D artist:in 24. cinema composer:in 25. virtual reality developer:in 26. film editor:in 27. set decorator:in 28. traffic planner:in 29. fashion designer:in 30. acoustics designer:in.

Physical-kinesthetic intelligence: 1. athlete:in 2. acrobat:in 3. dancer:in 4. gymnastics teacher:in 5. dance therapist:in 6. personal trainer:in 7. yoga teacher:in 8. gymnastics teacher:in 9. massage therapist:in 10. physiotherapist:in 11. choreographer:in 12. ballet teacher:in 13. sports therapist:in 14. CrossFit trainer:in 15. riding instructor:in 16. Parkour instructor:in 17. climbing instructor:in 18. swimming instructor:in 19. tumbling instructor:in 20. pilates instructor:in 21. brain gym instructor:in 22. cycling instructor:in 23. aerobics instructor:in 24. acrobatics instructor:in 25. tai chi instructor:in 26. fitness instructor:in 27. trampoline instructor:in 28. dance school instructor:in 29. mountain guide:in 30. hiking guide:in.

Scientific intelligence: 1. data scientist:in 2. AI engineer:in 3. machine learning developer:in 4. AI researcher:in 5. AI architect:in 6. AI software developer:in 7. robotics engineer:in 8. biotechnology engineer:in 9. biophysicist:in 10. chemist:in 11. molecular biologist:in 12. geoscientist:in 13. meteorologist:in 14. astronomer:in 15. nuclear physicist:in 16. geochemist:in 17. hydrologist:in 18. computer scientist:in 19. quantitative investment fund manager:in 20. Astronomer:in 15. nuclear physicist:in 16. geochemist:in 17. hydrologist:in 18. computer scientist:in 19. quantitative investment fund manager:in 20. mathematician:in 21. statistician:in 22. natural scientist:in 23. palaeontologist:in 24. ecologist:in 25. environmental scientist:in 26. natural historian:in 27. theoretical physicist:in 28. coastal scientist:in.

Musical intelligence: 1. composer:in 2. songwriter:in 3. music producer:in 4. music teacher:in 5. musician:in 6. music therapist:in 7. musicologist:in 8. conductor:in 9. sound designer:in 10. music publisher:in 11. Music manager:in 12. studio technician:in 13. music editor:in 14. music director:in 15. orchestrator:in 16. music marketing manager:in 17. sound engineer:in 18. concert organizer:in 19. assistant composer:in 20. audio producer:in 21. Film and video composer:in

22. DJs 23. music critic:in 24. music journalist:in 25. symphonist:in 26. music composer:in 27. music curator:in 28. music producer assistant:in 29. music industry analyst:in 30. music market analyst:in 31. Music industry consultant:in 32. audio engineer:in 33. sound engineer:in 34. radio engineer:in 35. score editor:in 36. studio designer:in 37. music marketer:in 38. music publicist:in 39. DJ agent:in 40. composer:in.

Creative intelligence: 1. graphic designer:in 2. web designer:in 3. artist:in 4. designer:in 5. games designer:in 6. make-up artist:in 7. fashion designer:in 8. music producer:in 9. photographer:in 10. writer:in 11. scriptwriter:in 12. animator:in 13. media designer:in 14. illustrator:in 15. storyboarder:in 16. comic artist:in 17. Author:in for children's books 18. interior designer:in 19. set designer:in 20. brand strategist:in 21. UI/UX designer:in 22. communication designer:in 23. strategic planner:in 24. product designer:in 25. video editor:in 26. technical writer:in 27. sound engineer:in 28. animation animator:in 29. advertising specialist:in 30. video game designer:in.

Intrapersonal intelligence: 1. psychotherapist 2. counselor 3. alternative practitioner 4. teacher 5. speaker 6. coach 7. volunteer coordinator 8. career counselor 9. clinical psychologist 10. counselor 11. behavioral scientist 12. social worker 13. art therapist 14. author 15. journalist 16. mental training expert 17. conflict counselor 18. mediator Behavioral scientist 12. Social worker 13. Art therapist 14. Author 15. Journalist 16. Mental training expert 17. Conflict counselor 18. Mediator 19. Meditation teacher 20. Stress management coach.

Interpersonal intelligence: 1. PR manager:in 2. sales representative:in 3. team coordinator:in 4. sales manager:in 5. recruiter:in 6. communications consultant:in 7. customer service representative:in 8. teacher:in 9. counselor:in 10. psychologist:in 11. social worker:in 12. call center agent:in 13. cooperation manager:in 14. mediator:in 15. sponsor:in 16. event manager:in 17. social media manager:in 18. moderator:in 19. negotiator:in 20. conflict manager:in 21. brand ambassador:in 22. concert organizer:in 23. Event manager:in 17. social media manager:in 18. moderator:in 19. negotiator:in 20. conflict manager:in 21. brand ambassador:in 22. concert organi-

zer:in 23. account manager:in 24. market researcher:in 25. human resource manager:in 26. sales promoter:in 27. café manager:in 28. host:in 29. letting agent:in 30. hotel manager:in.

Aesthetic intelligence: 1. architect:in 2. art historian:in 3. fashion designer:in 4. interior designer:in 5. photographer:in 6. film director:in 7. graphic designer:in 8. art therapist:in 9. landscape architect:in 10. product designer:in 11. set designer:in 12. theater director:in 13. dancer:in 14. set designer:in 15. fashion designer:in 16. costume designer:in 17. jewelry designer:in 18. artist:in 19. musician:in 20. singer:in 21. actor:in 22. sound engineer:in 23. sound editing specialist:in 24. make-up artist:in 19. Jewelry designer:in 18. artist:in 19. musician:in 20. singer:in 21. actor:in 22. sound engineer:in 23. sound editing specialist:in 24. make-up artist:in 25. hairstylist:in 26. choreographer:in 27. cameraman/woman 28. costume designer:in 29. lighting designer:in 30. set designer:in 31. fashion designer:in 32. costume designer:in 33. jewelry designer:in.

The safest professions of the future

According to the World Economic Forum, the Gallup Institute and other leading research institutes, the following 60 professions are currently considered crisis-proof and future-proof in spring 2025:

Future professions: 1. artificial intelligence technician:in 2. robotics engineer:in 3. augmented reality developer:in 4. ethical hacker:in 5. industrial Internet of Things manager:in 6. fintech software engineer:in 7. virtual reality designer:in 8. automotive engineer:in 9. blockchain architect:in 10. autonomous vehicle technician:in 11. AI data analyst:in 12. cloud computing specialist:in 13. Automotive engineer:in 9. Blockchain architect:in 10. Autonomous vehicle engineer:in 11. AI data analyst:in 12. Cloud computing specialist:in 13. Internet of Things strategy consultant:in 14. Cyber security conceptionist:in 15. Quantum physics engineer:in 16. Big data analyst:in 17. Network engineer:in 18. Smart home system designer:in 19. App developer:in 20. AI system engineer:in 21. Software developer:in for medical technology 22. DevOps specialist:in 23. Autonomous/ Drone Pilot:in 24. Cybersecurity Analyst:in 25. Social Media Ma-

nager:in 26. Robotics Engineer:in 27. Nanotechnology Engineer:in 28. Video Game Designer:in 29. Digital Transformation Strategy:in 30. Genome Data Scientist:in 31. AI software developer:in 32. database developer:in 33. genetics engineer:in 34. social media marketing manager:in 35. robotics programmer:in 36. AI designer:in 37. biologist:in synthetic biology 38. autonomous aerospace engineer:in 39. Autonomous car systems expert 40. renewable energy engineering consultant 41. biotech R&D manager 42. computer vision engineer 43. autonomous robot programmer 44. artificial intelligence consultant 45. bioinformatician 46. Financial Consultant:in 47. Automation Engineer:in 48. Grassroots E-commerce Expert:in 49. Environmental Scientist:in 50. Digital Media Producer:in 51. Big Data Scientist:in 52. Autonomous Ship Navigation Technician:in 53. Smart Factory Project Manager:in 54. Machine Learning Developer:in 55. Mobile App Developer:in 56. Database Administrator:in 57. Autonomous System Test Engineer:in 58. Crowdfunding Consultant:in 59. Business Process Optimizer:in 60. Digital Technologist:in.

10 future-proof empathy professions: 1. clinical counselor:in 2. gerontologist:in 3. social worker:in 4. client counselor:in 5. client or family counselor:in 6. stress management trainer:in 7. psychologist:in 8. behavioral scientist:in 9. communication consultant:in 10. energy and climate protection consultant:in.

Chapter 3

Money and Sexuality



Kakasana-Pose

Body communication - Sensuality is key

In this chapter, I will describe tangible and practical applications for everyday life in our society in relation to sexuality and money. The underlying principle of energy and effect is very similar for both values and is therefore constantly interrelated.

In the first chapter, we learnt about the connection between the principle of give and take as an evolutionary principle of human life and learning. This form of fundamental communication and exchange in the interpersonal sphere can lead from simple forms of co-operation, through bonding and social closeness, to solid relationships. The more intensive the connections of personal closeness in this area become, the stronger the trust in the background of each form of relationship grows as a tacitly agreed form of

communication. This rather unconscious acceptance of closeness and trust in certain areas of life can lead to one-sidedness, depending on the development of consciousness of individual people involved; it remains to be seen at this point whether subjective intentions may be based on personal deficits, concealed claims to power, a struggle for survival or simply carelessness. However, the symmetries of interests can only be resolved through conscious communication. All forms of these exchange relationships are first and foremost social and not economic! Relationships of trust grow independently and are therefore largely emotionally driven and cannot primarily be influenced by power in their development. Only when trust has grown can power cement these relationships and thus exploit them.

Limbic decision-making power

From a neurobiological point of view, wiring is primarily created in the limbic system of the brain and thus in the unconscious. The limbic system is the oldest part of our brain and is around 2.2 million years old. Many sensory impressions of a second person, group, society or nationality thus characterise an area of the brain above the tip of the spinal column. Similar to a gatekeeper function, the so-called amygdala, as the core of the limbic system, later transmits the signal of yes or no or yes or no, if there is no complete trust in a person or thing, exclusively via emotional reflexes to the cerebral cortex, here precisely the neocortex or frontal lobe in the forehead area. In such a case, thinking or consciousness would return the impulse to the limbic system. This process happens automatically based on millennia-old patterns in the limbic system and is completely beyond the control of conscious thought in milliseconds. This brain reaction can also be life-saving in good cases.

Body communication - From sensuality to sex

Sexuality is an essential component of human relationships. The more the shared sensual impressions of two or more people coincide, the more likely it is that an intrinsic human need will arise that goes beyond the emotional, psychological and social components. In this context, in addition to one's own biological needs, the desire to share one's own biological and emotional needs with another person can also arise. This form of communication in the original sense (Latin *communatio* - "communication", verbal, non-verbal, paraverbal) is the communication of the human body, which enters into a synthesis or unity with a second body (of flesh and blood). By definition, communication always aims to synthesise two partners, opinions, things or points of view into a whole

Once again, *sensuality* and aesthetics (eye contact, touch, atmosphere and much more) play a major role at the beginning of sensual body communication in an automated way (in terms of the conditioning of our limbic system) in order to perceive and allow physical closeness. Depending on the ratio and degree of release of the hormones oxytocin (bonding hormone), testosterone or serotonin, the automatism of the corresponding brain region now determine the physical activity of the respective participants in their physical pleasure. The pleasure centre "Nucleus accumbens" is a small collection of nerve cells in the limbic system; this now controls the majority of all sexual activities. Incidentally, money activates the reward centre in the brain just like a good meal or sex - whether we like it or not.

In the initial stages of trust-building and sensory perception described above, we can easily interpret the first years of a mother-child bond in this way, and later also the parent-child bond on a social, psychological and human level. This natural form of intimacy is part of human identity and is therefore valued and recognised as a basic need.

Relationships and partnerships develop out of these basics - sexuality plays no or only a very subordinate role, except for Freud and most psychoanalysts. The "drive theory" and the so-called "death drive" are subjective inventions and fantasies of Sigmund Freud, which are still neither scientifically recognised nor proven today and should rather find their place in a psychology museum. Anyone who studies the history of psychoanalysis more closely will realise that its origins lie in Mesmerism; after that, Freud himself did not carry out any scientific tests of any kind to check the method. For high-society circles at the end of the 19th century, it may have been interesting to lie on the couch and associate freely.

Mate Value - The value of a partner

The term "Mate Value", researched by David Bus and described in *Sexual Strategy Theory*, among others, shows how attractive a person is perceived by potential partners, the so-called *mate value*. Financial success can serve as an indicator of a high mate value, especially in cultures that value material and economic success particularly highly. The term mate value refers to the totality of characteristics that make a person attractive and valuable in the eyes of potential partners. These characteristics can be of a physical, psychological, social and economic nature. The mate value plays a central role in the choice of partner and has a significant influence on the dynamics of partnerships.

From an evolutionary perspective, mate value has developed over time as an important mechanism for securing the best available mates, regardless of the type of relationship. Theories such as sexual selection explain why certain traits are considered attractive. For example, women may tend to favour partners who can offer versatile and long-term resources, while men often prefer physical attractiveness and youth, as these characteristics signal fertility. Partner value significantly influences the dynamics of partnerships, including sexuality. Sexuality is an essential component of human

relationships and is strongly influenced by perceived mate value. Evolutionary theory has provided evidence that individuals seek the highest possible mate value in others as well as in *themselves*. Sexuality is an essential part of human life and influences physical and emotional well-being. Financial security can play an important role in shaping healthy sexual relationships by reducing stress and creating a sense of stability and well-being. A study from the Journal of Sexual Medicine showed that financial stability is associated with higher sexual satisfaction and relationship quality (Brody & Costa, 2009). Financial freedom allows people to invest more time and resources in their relationships, which can lead to a more fulfilling sexuality.

Sexual Mate Value

Sexual and physical attractiveness are often a key indicator of sexual attraction. People with high physical mate value are perceived as more sexually attractive and tend to have more sexual partners. Sexuality refers to the biological, emotional, social and cultural aspects of human intimacy, attraction and procreation. It is a fundamental part of human nature and encompasses physical sensations, emotional bonds, relationships, identity and the ways in which people discover and experience their sexual preferences and expressions. Sexuality concerns the inner needs, desires and relationships between people.

In sexual selection, a high socio-economic status increases sexual attractiveness, as it signals stability and availability of resources. This can be particularly important in societies in which economic security is highly valued. This also explains why certain elites, who already have their own offspring, like to make use of high-priced and first-class sexual services. Elites want to be among themselves and thus demonstrate their independence as well as their ability to reproduce sexually. The sexual dynamic dominates the social dynamic here.

Certain personality traits such as good self-confidence, humour and emotional intelligence can increase sexual attraction and satisfaction. People who are perceived as friendlier and more stable are often more desirable sexual partners, as they offer a more pleasant and secure environment. The factors of social charisma are seen worldwide as an indication that these people are considered more trustworthy in the long term than those who do not have these qualities. The highest possible couple values that are continuously regarded as preferable are also: fertility, reproductive ability, health, age, intelligence, status, parenting skills, friendliness and willingness and ability to invest in offspring. Furthermore, sexual compatibility is reinforced by shared values: Similar sexual values and preferences contribute to sexual satisfaction. Partners who have similar attitudes towards sexuality, intimacy and sexual practices tend to experience less conflict and higher sexual fulfilment. The sexual dynamic within existing relationships can lead to imbalances if one party transfers his/her attraction to too many other people, especially business partners. This can cause conflict and sexual dissatisfaction. Davis Bus and colleagues had researched that the couple value between men and women shows clear differences. Various meta-studies have been conducted on this. Men prioritise the reproductive ability of a partner much more strongly to ensure that they can produce offspring. This reproductive ability can be determined by focussing on a woman's youth and attractiveness; this makes it evolutionarily clear why even today there are often 1-2 generational differences in relationships. The same study also found that women place greater importance on financial prospects, status and other characteristics necessary for the long-term survival of offspring when selecting a mate.

Financial success through the status of Mate Value

Individuals with a higher Mate Value may feel more secure and less affectionate, which can lead to higher sexual autonomy. On the other hand, those with a lower Mate Value

may experience jealousy and insecurity, which can have a negative impact on the sexual relationship. In addition, interested readers can delve deeper into the psychological aspects of sexuality in the self-esteem theory and the theory of social exchange processes. These offer deep insights into the importance of mate value for sexuality. High mate value can strengthen self-esteem and increase feelings of sexual attractiveness. Discrepancies in mate value, on the other hand, can cause stress, insecurity and sexual dissatisfaction, as well as great financial stress. If people with a high Mate Value can communicate good, social qualities to their partners, employees, investors and fans, they will have the greatest possible financial success.

The mate value is a complex and multi-layered concept that is deeply rooted in human psychology and evolution. It influences mate choice and the dynamics of relationships, including sexuality, in fundamental ways. Understanding the different components of mate value and their impact on sexuality can help to better understand and shape interpersonal relationships. Once this understanding is achieved, good and long-term financial relationships and partnerships can be entered into, established and maintained. Both money and sexuality promote the personal freedom and autonomy of the individual. Money can create opportunities to make decisions and lead a certain lifestyle. Sexuality can strongly influence personal identity and the way people organise their relationships.

The essence of money and sexuality

Sexuality is an integral part of human nature and encompasses physical, emotional and social aspects. It is used for procreation, bonding between partners and the individual expression of identity, image and intimacy - all of which greatly influence our careers, our future and our financial status.

The essence of sexuality lies in the connection between body and mind, in the ability to feel pleasure and love and in the fulfilment of basic human needs. At the

same time, it is a very powerful energy that is directly linked to personal self-worth, self-efficacy and the sovereignty of one's own life plan. At the same time, sexuality is often characterised by cultural norms, social expectations and personal feelings, which are often expressed in an anonymous or compensated form.

At their core, sexuality and money are essentially linked by the fact that they both reflect fundamental human needs and motivations and in many ways influence the way people act and interact in society. A stockbroker experiences a mental orgasm when all investments reach the highest price; doctors in developing regions experience the same mental orgasm when a deadly virus is combated and fewer people die. Football matches between big clubs can also send millions of fans, including the team and coaches, into a unique ecstasy that can even surpass orgasms (for the winners, mind you). All strong emotions can evoke sexual feelings and influence both individual and collective behaviour for better or for worse.

Sexuality and vitality

Life force, often referred to as vitality or life energy, is closely linked to a person's physical and mental health. Money, on the other hand, represents economic prosperity and material security. Both aspects are important for a fulfilling life, but in different ways and to different degrees. Vitality refers to a person's energy and zest for life. It is an indicator of general health and well-being and is influenced by factors such as diet, exercise, sleep and stress management. Financial freedom can increase vitality by reducing stress and allowing more time for self-care and health-promoting activities. A study in the *Journal of Health and Social Behaviour* showed that financial stress directly correlates with poorer physical health and reduced vitality (Pietromonaco et al., 2013).

Sexuality, power and financial freedom

The connection between power and sexuality is a profound and multi-layered topic that can be analysed in the fields of psychology, sociology and economics. This connection can take various forms and influences both individual behaviour and social dynamics. The psychological aspects of power and sexual attraction show that power can be a powerful aphrodisiac. People in positions of power, whether through status, wealth or influence, are often perceived as attractive. This attractiveness is based on various factors:

- Security and protection: People in power can offer resources and protection, which is perceived as attractive from an evolutionary perspective.
- Self-confidence: Power gives self-confidence and a strong demeanour, which is often perceived as attractive.
- Access to resources: Access to material and social resources can improve a partner's life and therefore appear attractive. A study by Keltner, Gruenfeld and Anderson (2003) in the Psychological Review shows that power changes the behaviour and perception of individuals, which can increase their attractiveness.

Power through economic success

Economic success and financial independence are significant sources of power. This power can influence sexual relationships by:

- Resource-based attraction: People with economic power can attract attractive partners because they offer financial security and quality of life.
- Transactional relationships: In extreme cases, economic power can lead to transaction-based relationships in which sexual favours are exchanged for material benefits.

A study by Townsend and Levy (1990) in the Journal of Personality and Social Psychology shows that economic success is an important factor for sexual attractiveness.

Complementary to this are power and control, which can manifest themselves in money as an instrument of power. In many relationships, money can be used as a means of control or power. A partner who earns more money can potentially exert more power in the relationship, which can also affect the sexual dynamic. It is now sufficiently clear what connections money, power and sexuality mean for a person's financial freedom.

can be used. However, I would like to point out once again, as I did in the first two chapters, that in the absence of social development, the issue of power can quickly lead to the suppression of sexuality and the exploitation of labour and financial resources of subordinates. This occurs through the mechanism of guilt or, as the highest potency of guilt, the generation of fear.

Supplementary chapter

Four times luck

Living in perfect wealth



**Cobra Pose -
Bhujangasana**

4 versions of your life career - The scenario manager

In the meantime, you will certainly have consciously or subconsciously tinkered with various versions of your new life. By describing your potential aptitudes (through Test 1 and Test 2) and the more than 100 career options described there, you can already create your **own personal compass**. Always remember that your career path is never predetermined!

Since we are not sitting as an unsuspecting victim at the employment office (Agentur für Arbeit) or at a commission-hungry job placement agency, we learn to use our personal freedom freely.

The tree of life

The personal compass of your potential description has a single, natural goal: *to set the direction!* You will realise that you have more rather than fewer options available to you. The direction of your compass is steered by your talent potential and your personality values, as already mentioned, in the best possible direction for you. If we were to metaphorically illustrate our life as a tree, this direction would correspond to the trunk of the tree (test 2), which is nourished by its roots (test 1). Secondary paths and additional options (test 3 - inclinations) correspond to the branches and twigs of this tree of life. In this sense, please recognise the natural energy sources of your life career. The limbic emotional structures (Test 4) show the way *in* which you will assert yourself and go your own way.

If you can't think of anything suitable at the moment, read through one of the options described in the chapter Creativity again - then the flow of ideas will surely come back to you as a source of inspiration. If necessary, make one or more mind maps

for your creative act. We use the design thinking methods for modern life design with great success

In the following four career versions, you will also get to know the four sides of yourself (Ordinary-Self, Intrapreneur-Self, Creative-Self and the Future-Self),

Four life and career versions

We now want to create *four versions* of your personality portfolio together over the next four years by

- Firstly, endlessly perpetuate the current version of your life and career.
- Create a second version in which your current industry is no longer in demand and your entire field of activity would cease to exist - nobody needs you and your labour anymore. What would you do then?
- Create a third version in which money and status play no role at all.
- Create the fourth version, which acts as the essence of all the characteristics of the three previous life and career versions. Create a completely new identity from the life and career versions 1-3.

Plan 1 - Ordinary-Self: Everything stays the same: your salary, your working hours, your colleagues, your working environment, your relationship, your diet, your friends, your holiday destination, the food for your pet(s). You don't have to change or re-plan anything, just breathe, consume, surf, shower, sleep and work for the next four years as usual. Everything will be fine.

Plan 2 - Intraprenuer-Self: Times, opinions, people and the climate are changing - constantly. Due to the actual complexity and diversity of globalisation, digitalisation, increasing migration movements, even more wars and cultural changes, you too are suddenly forced to give up your life planning and the vision of your future! Your industry and your job have fallen victim to digitalisation, you have been made redundant without notice or your customers are turning to much cheaper providers and service providers abroad. You are and remain unemployed! You can no longer do anything, but you need to earn money for yourself and your family. What will you do? What opportunities and prospects are there? It's a matter of survival, so you shouldn't hesitate too long!

Plan 3 - Creative Self: This is where your imagination, or rather your entire imagination, comes into play: money, status and image no longer play a role at all. Nobody is really interested in your external citizen status - how you live, how you dress, who you are. Thanks to an eco-socialist-green Pirate Party, which came to power under absurd, actually criminal circumstances, every citizen receives a monthly unconditional basic income of €2000, debts have been abolished for every private individual, nobody has to submit a tax return anymore! Olaf Scholz goes fishing on the Alster in Hamburg forever and Angela Merkel now breeds her sheep in the Uckermark. What alternatives are there for you in your new, relaxed life? What potential from Test 1 and Test 2 could you bring to your new life? Yes - what would really bring you joy, fun and life happiness? However, there is one non-negotiable condition: you have already travelled the world a few times, donated generously to the needy, looked after your elderly parents extensively, given as much money as possible to friends and relatives, undergone one or more therapies, even in combination, were creative director of a respected agency, successful as a writer or actor, programmed a super app, were already a sought-after influencer and model, know Ibiza, Florida, Dubai and Bali inside out and can now really take a deep breath. It's best to make several life plans, because anything is possible!

Plan 4 - Future Self: From the three previous plans, please draw up a list of the aptitudes, personality traits, inclinations and elements that seem essential to you at the moment. The Future Self describes a personal utopia that has an actual personality foundation and observes how its "tree of life" grows upwards and in all directions. You don't "spin" anything, but rather abstract pragmatic scenarios of your life that demonstrably correspond to your motives, values and life goals. After a few days/weeks/years, you add to, modify and update them.

The Perfect Day

In addition to your four life and career versions, I would also like to ask you to describe *the* perfect day for life and work - just one day. This is *not* a holiday or a Sunday when you sleep in late, but your ideal future day that describes what you will ideally do. The division of this "dream day" is up to you and is individual. Balance types like to divide it into hours, stimulation types into times of day, dominance types tend to divide it into 2-3 day versions beyond one day - everything is equally good and possible - and helps you to find a structure that you can change later - sometimes an overview of several *perfect days* is then created to form an ideal week et cetera.

Answer the following questions as a guideline:

- How and where does your day start?
- Are you alone or not?
- You get up and then what do you do?
- How does breakfast go?
- If you are working on this day, which way will you go?
Where to?
- Who do you work with and where?
- What do you particularly enjoy about this working day?
do you have the greatest joy?
- What new project are you starting?
- What activity gets you into a flow?
- How is the lunch break organised?
- Do you see yourself as an employee, partner, team leader, management
Power or boss?
- If you are working on a special, new ideal project,

which activities require which potential on your part, which
hat qualities and values would you have to bring to the table?

- Describe the highlight of the day.
 - How is your evening organised? How, with whom and where
You this?
 - Would you like any surprises?
 - What could you definitely do without on this evening?
 - Which friends or new people will accompany you through the
Day?
 - Was your perfect working day a balanced combination of
a pleasant working environment, fulfilling work
tasks, effective time management, positive cooperation
work, a balanced workload and the feeling of being able to achieve
to have achieved?
 - Give your "Perfect Day" a heading with 6 words:
-

Essence of the best ideas: If you read through the answers to the Perfect Day questions again tomorrow or later, what potentials, qualities, abilities, values, interests and desires will come to your attention if you were to use them to complete the following sentences:

- Ideas that I would implement immediately if money were no object.
played
.....
.....
- The insider tip - probably wouldn't work,
but if it does, then

.....
.....
.....

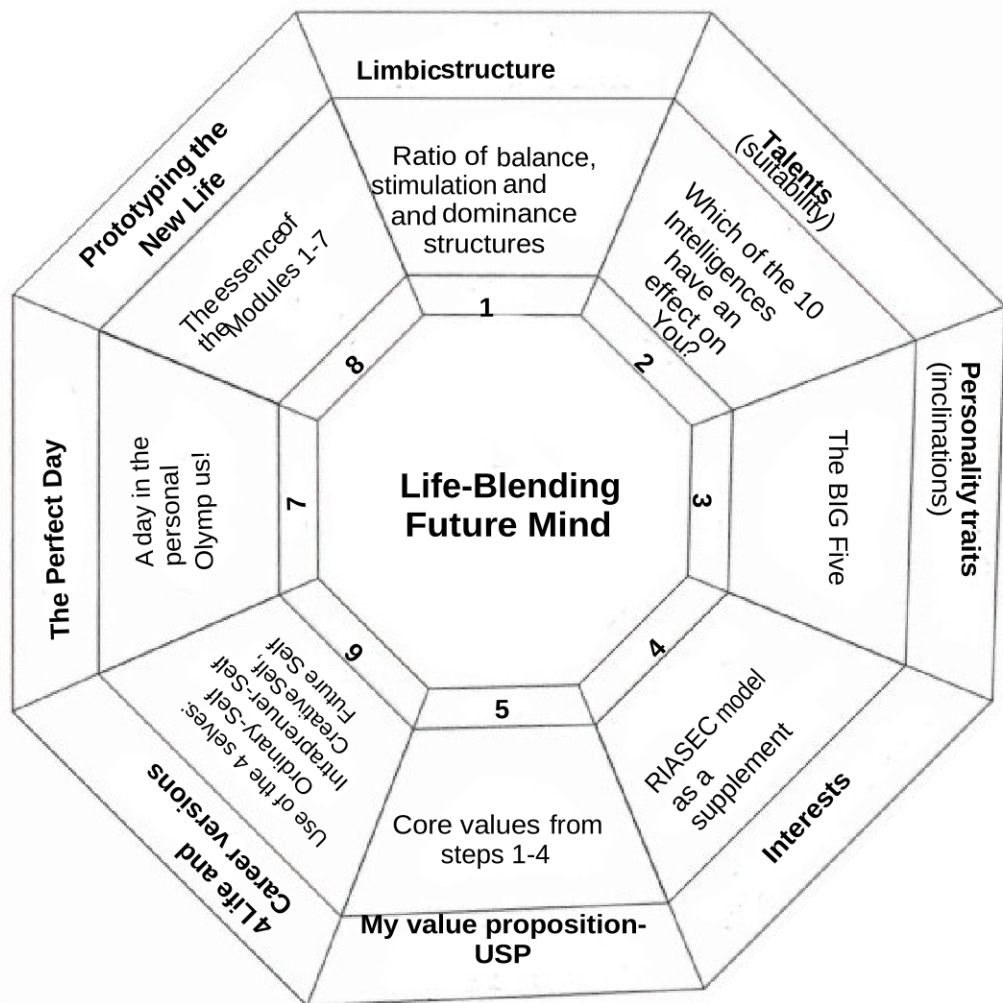
- Ideas that are most likely to lead to a great
life

.....
.....

- If I could override the laws of physics,
then

.....
.....

The Nexus personality portfolio



The 4 steps to the life blending model:

1. Matching

Correspondence between steps 1-4.

2. Value proposition

Core values from matching that are indispensable.

3. Prototyping

Create 4 career and life versions from steps 1 and 2.

4. The Perfect Day

Create the ideal day in your life.

-Talents – inclinations? _____

-Talents - Interests? _____

- Inclinations - Interests? _____

How well do these four elements harmonise with each other?
Note down the matches in each case.

2. value proposition

Core Values: _____

My core values (*all* matches) from step 1 (matching) result in the value proposition in my personality portfolio.

3. Prototyping

Create 4 career and life versions from the steps 1 and 2.

4. The Perfect Day

Create the ideal day in your life (not a holiday!).



The life-blending model

1. limbic structure
 2. Talents (aptitudes)
 3. personality traits (inclinations)
 4. interests
 5. my value proposition (matching from items 1-4, see attachment)
 6. 4 Life and career versions
 7. The Perfect Day
 8. Prototyping the New Life
 9. Life-Scouting (Future Mindset) B
- Take your time, use paper and pens.
 - Go through all 10 points again at your leisure as above and make a note of every idea, no matter how small.
 - Repeat all steps again after 1-2 days.
 - Now complete the "4 steps to the life blending model" as below.

The 4 steps to the life blending model:

1. matching

- Limbic structure - talents? _____
- Limbic structure - inclinations? _____
- Limbic structure - interests? _____

Literature and reading recommendations

Basics

Learning from the future: The guide for concrete change, Thomas Druyen, MWV-Verlag. ISBN 978-3954668083

Goldkinder: Die Welt des Vermögens, Thomas Druyen, Murmann Publishers.
ISBN 978-3938017852

Im Weltinnenraum des Kapitals, Peter Sloterdijk, Suhrkamp-Verlag.
ISBN 978-3-518-45814-3

<https://www.3sat.de/film/dokumentarfilmzeit/oeconomia-100.html>

Neuromarketing

BRAIN VIEW - Why customers buy, Dr Hans-Georg Häusel, Haufe.
ISBN 978-3648029381

Neuromarketing- Insights from brain research for brand management, advertising and sales, Dr Hans-Georg Häusel
Haufe. ISBN 978-3-648-06536-5

Think fast, think slow, Daniel Kahneman
ISBN 9780374275631

Wealth and asset accumulation

<https://www.handelsblatt.com/finanzen/maerkte/thomas-druyen-was-der-schlüssel-für-vermögen-ist-03/100003293.html>

<https://www.wirmagazin.de/vermoegensnachfolge/prof-dr-thomas-druyen-ueber-reichtum-und-vermoegen-18708/>

Psychology of the super-rich, Rainer Zitelmann, FBV-Verlag.
ISBN 978-3-95972-011-3

Money, Yuval Noah Harari, Penguin Random House.
ISBN 978-1784874025

Work of the future

Work of the future - 120 secure professions of the future, Kritzingen, Helmut-Whitey, Phönix-Verlag. ISBN 978-3-945702-41-4



Helmut-Whitey Kritzinger

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- Money psychology
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- Neuromarketing - Emotions sell better
- Dream job design - 120 secure professions of the future
- Four times happiness - living in perfect wealth

A practical book with many examples