


**WE ASKED LIFE STRATEGIST, JENN DRAKES:
HOW TO ACHIEVE
SUSTAINABLE HAPPINESS?**

**14 TIPS TO MAKE YOUR
BUSSINESS MORE
DIVERSE & INCLUSIVE**

**PLUS: HOW TO RUN
A HEART-CENTRED
BUSINESS THAT'S
ALIGNED WITH
YOUR SOUL**

FEM 

FEMINIST ENTREPRENEURS MAGAZINE 3-2021

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WELCOME.

Welcome to another edition of FEM, the magazine for entrepreneurs who are ready to ditch the over-competitive hustle culture and want to embrace balance, collaboration and diversity.

In honour of Pride Month I wanted to explore the theme of diversity and inclusivity. Not just for our friends in the LGBTQ+ community, but across the board. It is my strongest belief that we need all the flavours of humanity to make this world a better place. So, let's all make our businesses welcoming



to people with a different skin colour than our own, a different nationality than our own, people who experience disabilities, who love differently, dress differently or have a different gender identity. People who are taller, shorter, bigger or skinnier, cat people, dog people and maybe even alpaca people!

I hope you enjoy this edition of the magazine, and if you would like to contribute to the conversation, just get in touch!

Have fun!

Mags Thomson

Editor In Chief

HOW TO ACHIEVE SUSTAINABLE HAPPINESS

As a Life Strategist and Business Accelerator, Jenn Drakes believes that we are all born with a gift. We need only embrace that gift, accelerate its use, transcend our current circumstances and responsibly share our gift to achieve our own sustainable states of happiness.

By Mags Thomson

Jenn explains that her fulfilment in life is not gained from being a mother, or from partnering with others. It is not gained from having material things, from having a job or getting promotions. Her fulfilment in life is gained from her natural gifts of speaking and writing and doing so in a way that improves how people feel about themselves and empowers their sense of self-worth to achieve more than they imagined.

Jenn encourages people to innovate and become fundamentally self-aware. She uses her natural gifts to evoke change. She tries to create an understanding that life is all about using your natural gifts to build a full life that harmoniously includes personal and professional achievements directly tied to who you truly are. It is about using what you have within, first to serve yourself and then serve your community.

What inspired your business?

Returning home from a client one day, stuck in traffic, I came to realise I was unfulfilled. Sure, my current work had snippets of all the things I loved, and sure I was using small aspects of my natural skills to help others grow, but I was no longer growing. I was simply executing the routine I had come to know so well, and it was something I could do with my eyes closed. I was running after someone else's vision and had become a puppet on their strings. So, I decided to make a change and pivot in a big way.

I started to imagine, what could happen if I used more than just snippets of myself. My potential was more than I was giving. As a Prosci-certified Change Practitioner, the decision to change was easy – all the cascading implications of that decision were not. I started with small strategic actions to change my work-life balance, as I explored and reflected on the bigger picture.

One morning, I awoke with the clarity that I was seeking: I needed to learn more about broadcasting. While that certainly supported my desire for public speaking, it seemed far-reaching and did not necessarily include my wish to return to teaching. I knew pursuing traditional



JENN DRAKES



ways of broadcasting would be going in the wrong direction, but I understood it could be a stepping stone. I was right, because my exploration of broadcasting and internet-based platforms to share knowledge, led me to discover podcasting. Once I learnt about that, I immediately knew I had found the right medium. By the end of April 2020 I was hosting [Arrays of Living](#) which you can find on all major platforms.

Podcasting meant selecting topics, and it meant I had to write even more than I had been. Social media engagement meant I had to find things to say, and they had to be things I could stand behind. Notice how the love of writing got pulled into the mix of things? Ten months later, I released my book [Aladdin Carpets](#) on Amazon and my [Poetry](#) published on Plumose.co. Arrays of Living has extended to a live show, which recently launched a series called 'Connect to Thrive Morning Reflections' that discusses any and all things related to sex, love and relationships. I co-host another Live show '[Get Awesome](#)', in addition to being an executive contributor to [BRAINZ Magazine](#) and the [Boss Ladies Mindset](#) platform.

The life I am now orchestrating is a determination to leave breadcrumbs of me, a legacy of my spirit, to continue being shared well past my expired life journey. I wish to be a positive example that life is what you make of it, and that living it fully includes all of you. Each movement is one of choice that aims for self-actualisation and service.

What advice would you give to a new entrepreneur setting up their first business?

Traditionally, when considering entrepreneurship, we think we have to live two separate lives – our business and our personal pursuits. My philosophy is that in building a business, your initial motivation was to build a life. From that lens, you considered that X years of effort would result in certain exponential benefits from financial, lifestyle, social, knowledge and career abundance. So, in setting up your first business, work to push what is inward outward.

Drive your business based on who you are, what you want, and what you bring to the enterprise – values, knowledge, capability, and vision. Continue to check in with that alignment as your business grows. Align with people who are like-minded, and support the vision you have, and who add wonderful perspectives to that vision.

Do what you love, and offload what you don't enjoy or you are not good at. Nurture the people doing those tasks to communicate and keep you informed. Delineate clear lines of accountability, and always set expectations related to conduct and outcomes. The earlier these things are implemented the faster your company will grow.

Learn to let go. Far too often, entrepreneurs and small business owners think they have all the answers and skills, and try to do everything themselves, at the detriment of their health, life, relationships, and prosperity.

How do diversity and inclusivity play a part in your business?

I am multi-faceted and multi-dimensional. I am me, driven, laser-focused, a forever child, unique, a provider, protector, strong, type A opinionated, independent, creative, with a wicked sense of humour. I am Nubian, an original goddess,

beautiful, wise, generous, loving, and accepting of nature which includes all of us. I am an author, influencer, poet, life-strategist, business accelerator, visionary, podcaster, and I am more capable than most expect. I am mom, daughter, sister, cousin, friend, teacher, mentor. I am all of this and much, much more! I have had my beatdowns in life. No surprise there! I come from a family with dysfunctional tendencies. Yet amidst those tendencies was strength, moral guidance, a rich value system of village upbringing, tradition, role modelling and love was present in the strangest ways, despite the suffering. I would love for anyone to honestly tell me their family was non-dysfunctional. Guess what—to date—I have never heard that said.

So what I am trying to say is that we are more alike than we think. Someone reading this is a parent like me. Is Nubian like me. Is a friend like me. We all have some level of common ground; we just have to start a conversation to find what the common ground is. In all areas of my life, I see a human being first. I let a person's actions define who they are. Accountability never to lead interaction with preconceived notions, is the mindset I try to build.

What sets you apart from other people in your field?

I run my own race. I am uniquely and authentically myself in how I speak, write, and in my ways of influence. The tools I use to support my business execute certain things such as email reminders, etc., but beyond that I want you to see me, hear me, and believe in me the same way I will see you, hear you and believe in you.

My coaching services can encompass all dimensions of ourselves - mind, body and spirit at both the personal and professional level. My message is to be passionate about life and fully living it with gumption. That translates to taking action, cultivating mindset shifts, and changing internal narratives. Come out explosively empowered to live intentionally, exponentially, and to achieve more than anyone—even you—imagined.

WE ALL HAVE SOME LEVEL OF COMMON GROUND; WE JUST HAVE TO START A CONVERSATION TO FIND WHAT THE COMMON GROUND IS.

Do you have a business pet peeve?

People are bombarded with information, images, sales pitches, and free challenges each and every day. That is extreme overload. Knowing which are the right messages, the right people, the right healers, is difficult for consumers. It is also difficult for those trying to navigate and gain reach in meaningful ways.

Technology can distract us from our real work

As you grew the business, what have you learned about leadership?

Leave your ego at the door. Work to deliver a vision that will uplift the company and others. There are far too many non-leaders in leadership positions. How they got there is actually irrelevant or would be if something was in place to hold them accountable for their conduct. However, the greatest asset a company has is its staff, and "leaders" who cannot effectively leverage those assets should have their leadership questioned and scrutinised.

I recently wrote an article about businesses structuring for growth using a three-tier model that collapses hierarchy into three levels – visioning – overseeing – executing. The best leaders are those that have a natural affinity to lead, but others have to be trained and will need more training than those that have the natural skill.

Where can people find you?

There are some different ways people can connect:

Book a [FREE 20-minute consultation](#) with me.

Join in on a FREE Book Reading Soiree with me: <https://www.jenndrakes.com/choose-your-date>

Like and subscribe to my podcast at [Libsysn](#), [Apple](#), [Spotify](#), [Google](#), [iHeartRadio](#), [Amazon](#), or find it on your favourite podcasting app.

Like and subscribe to my [YouTube Channel](#).

You can also follow me on [Instagram](#).

WHEN IS A WOMEN'S GROUP NOT A WOMEN'S GROUP?

How to Create a Diverse and Inclusive Business — Part One



It's a good question.

As an AFAB (Assigned Female At Birth) nonbinary person that previously identified as a woman I get to sit in an interesting space.

By G Sabini-Roberts

Last year I had a bit of a rant because I was getting annoyed at constantly being invited into women's spaces. It kind of blew up and it seemed that a lot of people were simply not aware that the things they were doing or the words they were using were excluding people.

I've learned that often — a lot more often than you might think — the space that these people want to create is not actually a space just for women. They have just never thought about it enough to realise that actually, the purpose of their space is better defined by other parameters.

Why Thinking About How to Define Your Space Matters

By better defining your space, you can be more inclusive of all of the people you really want to nurture. It might not be just women. Or it might be. But making sure of that means that you won't inadvertently exclude people you would actually like to include, and you'll be able to be really specific about your messaging.

So this is the start of a series of articles to help you to think about the spaces you curate or may want to curate in the future.

They will help you to think about why you have created the community you have, what needs it meets and all the different people that might have that need that you could help.

And before someone makes the obvious 'but what about' comment...

It's possible that a similar question can be asked of men's spaces but as someone who is not a man and has never lived as one I don't feel qualified to answer it. I don't get invited to men's groups. I might quite enjoy it if I was... but that's by the by. I welcome anyone who does to write a companion piece. I'd love to read it.

But let's start with the first, big answer to the 'When is a women's group not a women's group?' question. Because, actually, sometimes it is.

When is a women's group actually a women's group?

Before we go any further I need to let you know that I'm making some very big assumptions about you. For the sake of everything I am going to write throughout this entire series of posts, I'm going to be assuming that you are not a dick.

By that, I mean that you're the kind of person who:

- Wants to be inclusive and understanding of other people, no matter who they are
- Believes that everyone has the right to be the person they know themselves to be
- Understands that gender is a complex thing there is no one — or two — size fits all approach to it
- Is not a judgemental, bigoted arse

If that is not you then you're probably not going to like all the things I have to say here so you might want to wander off before I offend your delicate sensibilities. This is not for you.

If it is, then please, read on.



There are lots of very valid reasons why a space might be set up as a women-only space. Particularly when it comes to creating safe spaces for people who have a history of trauma, making sure that they cannot include the kind of people that caused their original trauma is very important.

However, you – as the owner or curator of that space – need to be aware that the word woman defines any person that identifies as a woman. This includes trans women.

Trans women are women.

Yes, they are. Full stop.

And because I know that you, the reader are a) not a dick and b) actually interested in being inclusive, then I know you're not going to take issue with this.

As much as I may feel inclined to question it personally, if you happen to run a women's group that really is not open to trans women, then at the end of the day, it's your group. If you can genuinely, in every part of you, justify why trans women should be excluded, then you go do you. Run the group you want to run.

But you might not want to bother reading the rest of this series.

ALLYSHIP MEANS STANDING UP FOR PEOPLE WHO MAY NOT HAVE THE POWER, VOICE, STRENGTH OR ABILITY TO DO IT FOR THEMSELVES

For those of you that run women's groups that genuinely are for (all) women then please be aware that prejudice still exists and you may, at some point be faced with a situation where you need to defend the rights of a trans woman to be in your space to someone that believes she shouldn't be there.

Please defend her.

You can minimise the risk of this happening by being clear in your group description (or terms, or membership policy) that you are welcoming of all women, including trans women. You can always add that you do not permit any form of LGBTQ+ discrimination for good measure, and state that Black Lives Matter, no human is illegal and science is real, just to cover all bases.

Be an Ally

Allyship means standing up for people who may not have the power, voice, strength or ability to do it for themselves. If you're enough of a leader to have a group then you should be enough of a leader to stand alongside all your people and defend them.

And if you run a women's group that is, actually, just for women then I hope this has been helpful to you.

However, if you run a group that was set up as a women's group but you are coming to realise that actually, it might also be a group for nonbinary people or other marginalised groups, then stay tuned for my next article.

Want to read more by G in FEM?

[Find all their articles here.](#)



THE QUEER-FRIENDLY BUSINESS COURSE

Created for small business owners and entrepreneurs, the Queer-Friendly Business Course teaches you everything you need to know to be informed, aware and fully LGBTQ+ inclusive in your business.

If you've ever felt anxiety when an LGBTQ+ client has walked through your door because you don't want to accidentally put your foot in it then this is all you need to never feel that way again.

FIND OUR MORE

14 TIPS TO MAKE YOUR BUSINESS MORE DIVERSE AND INCLUSIVE

They say variety is the spice of life, and that is certainly true when it comes to people. We come in all sorts of shapes, sizes, colours, cultures, references and challenges. This means that we all bring fascinating perspectives to the table. It seems a no-brainer then, to make sure your business embraces diversity and inclusivity, not just to serve the community at large, but also to bring in the innovation and creativity that comes from considering different life experiences.

By Mags Thomson

Yet, this topic fills many people with a fear of making mistakes, and overwhelm at all the different aspects and subtleties that come with this topic. So, this month I have asked a number of experienced entrepreneurs to share their insights and practical tips to help you on your way to make your business more diverse and inclusive.



I often link my learning when it comes to issues of diversity to the time of my sister-in-law's arrival in our family. It took me months to get out of the habit of just calling her name across the room when trying to get her attention. It's just auto-pilot behaviour, right? You want someone's attention, you call their name. The problem there is that my sister-in-law is deaf. Of course, I knew this rationally, but the automatic behaviour of calling her name was a hard habit to break.

To me, becoming more aware of issues of inclusivity is about overwriting these automatic behaviours, subconscious ideas and questioning myself more than others. This is a learning curve, and it's important to embrace the fact that you are going to mess it up sometimes. Own your mistakes, and also commit to wanting to do better.



#1. Add your pronouns

Do you find people constantly assume to be the wrong gender? No? In that case, you have gender privilege. We live in a society that has conditioned us to apply a gender to many things, like names, clothing, hairstyles, mannerisms, vocal pitch or tone... the list goes on. For many trans and nonbinary people, this means that they are constantly assumed to be the wrong gender and having to make a point of listing their pronouns. When they are the only ones doing so, it just makes them stand out even more.

By listing your own pronouns on your social media bios, email signatures, Zoom IDs and name badges/lanyards, you normalise the practice of doing so. It is a simple yet profound act of allyship. It doesn't just help to make the process of checking someone's pronouns an everyday thing, but it also subtly symbolises that you are an LGBTQ+ ally. It lets people know you are aware of the daily challenges that many gender diverse people face and you choose to use your gender privilege to stand with them.

G Sabini-Roberts, Co-Founder of The Queer Box ([website](#) | [LinkedIn](#))



#2. Make sure your website is accessible

An automated accessibility checking tool can detect some things on a website. However, there is nothing that can replace the testing of an end-user who uses assistive technology to navigate the web such as a screen reader, colour contrast, or augmented communication device. It is imperative that your technology be tested by people with disabilities to increase not only your diversity but your market share as well. compliance with guidelines is very helpful but not enough. Only end-user testing will make sure your material is truly accessible, and help you gain a 20% increase in traffic and revenue.

Dave Bahr, CEO at In-sightful Living ([website](#) | [LinkedIn](#))

#3. Start where you are

Use your introspection to begin to recognise your implicit biases, then seek out books and trainings to improve and to undermine your assumptions. Work toward enlightening yourself about inclusion and use your social media to follow experts and educators. Then, retweet or share what you learn so you can support the learning in others, too!

Kryss Shane, author of "Creating an LGBTQ+ Inclusive Workplace: The Practical Resource Guide for Business Leaders" ([website](#) | [Twitter](#))



#4. Expand your network

Reach beyond the usual group you interact with by following and engaging with organisations and individuals that support underrepresented groups. Make sure your intentions are genuine as no one wants to be the "token" friend or colleague. The primary point of expanding your network is to better understand the struggles and celebrations of diverse people so that you can be more actively inclusive and equitable.

You can find new connections or folks to follow through LinkedIn, Facebook, Twitter, Instagram, Virtual or In-Person Meet Ups, Chambers of Commerce, Community News or Events, Conferences and many other types of social gatherings.

Janifer Wheeler, CEO, Founder and Certified Diversity Professional@ at The JOYFull BadAss Business Academy ([website](#) | [LinkedIn](#))



#5. Gather a diverse team around you

Hire, collaborate or partner with people who can teach you something. Someone older or younger. Someone who doesn't look like you or think like you and has something to bring to the table that is different from what you bring. Embrace differences don't be afraid of them. Start one person at a time.

Tamara Mendelson, Emotional wellness coach at Mendelson Creative Consulting ([website](#) | [Facebook](#))



#6. Love the learning curve

The way we listen and do the work is just as important as the work itself. The journey starts with awareness and a desire to learn. Open your heart and mind to learning about someone and/or a community that is different from your own. Recognise that we are not a singular identity and humans have multiple layers to them. When you open yourself up to discovering a different point of view, lesson or life path, you can make change. Small changes lead to big impacts.

Heidi Duss, Award-Winning LGBTQ+ Inclusion Consultant, Executive DEI Coach & Founder of Culturescape Consulting ([website](#) | [Instagram](#))





#7. Walk the walk

It is crucial that companies are diverse and inclusive, especially in 2021. The benefits of diversity are endless, It is a shame that some companies are still failing to be inclusive to this day. Not only is it the right thing to do, but there can be so many benefits from having a diverse and inclusive workforce. People from different backgrounds and different cultures bring new ideas and perspectives to the table. The team helps us make all of our customers feel included, accepted, and loved, and we strive to do the same with our employees as well.

Olamide Olowe, CEO at Topicals ([website](#) | [LinkedIn](#))



#8. Deliver a diversity statement

Part of achieving diversity includes being straightforward and open about it. Do a diversity audit, and openly release a diversity report with the results and decisions from the audit. A diversity report consists of data on the number of marginalised people working with you, especially in leadership roles if that applies to your company. It also looks at new diversity and inclusion goals, training you and your team plan to do in order to enhance visibility and awareness of diverse partners. A diversity report helps you establish goals and targets to promote diversity and inclusivity, and keeps you on track to achieve them.

Shiv, CEO at Incrementors Web Solutions ([website](#) | [LinkedIn](#))



#9. Make small tweaks to how you communicate

There are small changes you can make to your communication strategy that make a big impact when it comes to inclusion. Publish a note about what you're doing to create a more inclusive and diverse business. Let people know what you're doing to meet their needs! If you're changing your hiring practices, your investing practices, or your accessibility practices, share that!

It can be easy to overlook things like gendered language and imagery if we're not intentional. If your business doesn't appear to represent certain consumers, then those consumers won't feel like your business is for them. Also, consider the identities and ethics of your vendors and partners. More and more people are paying attention to how their purchases are impacting the world by understanding how the final product they're purchasing came to be in their lives, so share and celebrate who you work with.

Ashley Schwedt, Facilitator Lead and DEI Lead at LifeLabs Learning ([website](#) | [LinkedIn](#))

“WE KNOW THAT DIVERSITY CAN SOMETIMES BE MORE UNCOMFORTABLE BECAUSE THINGS ARE LESS FAMILIAR – BUT IT GETS THE BEST RESULTS”
~ MEGAN SMITH



#10. Include a diverse group of brand ambassadors

Inclusive visuals are one of the most impactful ways to make your online business more inviting to marginalised people. The catch is that these visuals need to be authentic – and the only way to ensure authenticity is to make sure to ask your target demographic for feedback (don't assume how they want to be spoken to) and ensure that the team behind your business is diverse itself, to avoid group thinking and cultural sensitivities you may overlook. Another way to ensure this is having a diverse group of brand ambassadors who can advocate your products in their own voice and style to their individual brand communities who already trust them. At the end of the day, trust and authenticity are of utmost importance to a consumer.

Aleena Khan, Co-founder and Head of Marketing and Creative at CTZN Cosmetics ([website](#) | [Instagram](#))



#11. View your company through different lenses

Ask questions and deliberately poke holes in your current processes and strategies. Consider if the fonts and colours on your website support people with disabilities. Review if your language is inclusive and neurodiverse-friendly. Does your marketing include a diverse range of people and sizes, and do your products represent that range too? Have you created alt text on images on your website and social media shares, and are you refraining from special characters? Practice what you preach and want to see, not just in your marketing, but within your company too. So make sure your systems and processes are inclusive and accessible, as well as your hiring procedures.

India Bastien, People Operations Generalist at AMP Creative ([website](#) | [LinkedIn](#))



#12. Make diversity your unique selling point

A diverse workforce gives your business priceless versatility. As unique as a company might be, it is fairly obvious when there is a rigid set of backgrounds. Working with people from different walks of life and varying perspectives helps to produce the most innovative products or services and allows you to grow a more diverse set of customers. We currently have a team that consists of talent from different countries and different educational and personal backgrounds which helps foster an inclusive environment and a unique approach to our business that helps us stand out from the competition.

Jonathan Zacharias, founder at GRO ([website](#) | [LinkedIn](#))



#13. This is a project, treat it as such

Implementing a diversity and inclusivity strategy is like implementing any other major structural change in your business. You need to have a detailed project plan, and give it the top-level attention it deserves. A post-implementation strategy is important to make sure that the changes you make stay relevant, and all your hard work doesn't end up gathering dust on a shelf. Like any other major change project, there may be some people who are resistant to such change. That being the case you will need to have a strategy to either get them on board or make sure that they cannot delay or scupper the change.

Steve Wardlaw, Chairman at Emerald Life ([website](#) | [Twitter](#))



#14. Demand better from your partners and vendors

Have you noticed that a service or system you use is not living up to the standard you hope to uphold? Ask them if improvements are on the way and when you can expect them to be implemented. Write an email, leave a comment or review. You can be polite about it, we're all on a learning curve together, but I would definitely invite them along on your journey.

Is the company not open to these suggestions, or unwilling to make change? See if you can find another supplier that does uphold your standards for inclusivity. If words don't create change, hopefully your money will.

Mags Thomson, Story and Impact Coach at House of Hives ([website](#) | [LinkedIn](#))

Are You a Feminist Entrepreneur With Stories to Tell?

FEM is a platform by and for feminist entrepreneurs who want to change their business and the world to be more balanced, inclusive and compassionate.

We include articles about such topics as Work/Life Balance, Mindset and Mental Health; Career, Business and Entrepreneurship; Success, Money and Abundance; Creativity and Innovation; Law of Attraction, Intuition and Energy

We hope to inspire and support entrepreneurs as they build their businesses in enjoyable and sustainable ways, by sharing stories and tips from thought-leaders and change-makers like yourself.

We started FEM as a platform for entrepreneurs to share their stories and expertise around business and lifestyle while co-creating reach and impact.

FEM invites everyone who feels aligned with our goals to contribute, we are all about inclusivity and equality after all!



Are you interested in contributing to FEM?

Your contribution will help establish **authority**, share your offerings with **new audiences**, and it will even improve your **SEO**. All of those things will help you grow your business.

Would you like to know more about being featured in an interview or becoming a regular contributor? Get in touch with the House of Hives team by [sending us an email](#).



HOW TO TRANSFORM YOUR BUSINESS BY REPROGRAMMING YOUR LIMITING BELIEFS

Doing these interviews is such a lovely way to get to know amazing entrepreneurs and human beings. Today, I had the pleasure of sitting down with Bowen Therapist & Instructor and Energy Healer, Jacqui Hoitingh.

By Mags Thomson

Jacqui Hoitingh is a Scot living in Holland. She is married to a Dutchy and they have twin boys. Jacqui has worked in Healthcare for 22 years as a Bowen Therapist & Instructor (body alignment). The connection between the mind and the physical body has always intrigued her. The body is often trying to tell you which emotions are not being realised, the resulting physical restriction is often described in the same words.

How did you get to where you are now in your work?

My interest in the mind-body connection led me to work with limiting beliefs that hold us back in life, and how learning those can help us improve our overall wellbeing. I began with pendulum work, and more recently introduced my Magical Mind re-Set where your higher self can help shift long-standing beliefs that affect your reactions to certain situations.

Thoughts like "I am not enough!" had always been a trigger for me - as it is for lots of women - and this is what I have been working on for myself recently, with amazing results. I want to help as many people feel they are **more than enough!** So that is my mission.

I love this transformational work and the benefits it can bring. It can set you free! That is the deep work I can do in my programmes. It can help with fear of public speaking, imposter syndrome, traumas & events... Sorry, I get a bit excited talking about this work!

Can you tell us more about the body-mind connection?

As a Bowen Therapist and Instructor, I noticed the emotions reflected in the body. When I would deal with both the emotional and the physical, then I could get better results. Over the years, I have learned many therapies, kinesiology, quantum frequency healing, and then I found my pendulum work. I worked with my clients' higher self, and with the aid of charts and my intuition, I would find out what the person needed to work on. Awareness of what drives our internal programming is powerful in itself. Recently, I have added my Magical Mind re-Set. Again, working with the client's (and my) higher self to actually remove the programming holding us stuck. So that often means all the way back to the original event that triggered this programming.

This work removes the boulders out your way, so you have a smooth path. Maybe one of my clients can explain it better:

I live a wonderful, abundant, magical life but a couple of weeks ago an incident occurred that was not my choice, that knocked me sideways. It was a two pronged issue that profoundly affected me both in my business and family life. Loved ones and I felt traumatised and helpless to know what to do, where to go, what to think and were not coping with the terribly painful emotions it stirred up. I booked a session with Jacqui in desperation to find a way to



process my emotions. It was the best thing I have ever done!

Jacqui listened to my dilemma, she then went through her pendulum work to identify the actual emotions that were driving my reactions, for the family relationship first and then for the business situation. It was a revelation and a clarifying experience to identify these emotions. Then the hard bit that makes you cry...She took me back through my life and past lives to re-live the birth of these emotional responses I had formed in different situations! Wow! It was deep, but incredibly enlightening to see where these responses came from! After this she literally re-programmed my brain to replace these negative feelings and responses with positive ones! Literally, just like that, she did it and it was like waking from a nightmare! The situation I was facing was suddenly crystal clear, not loaded with emotion but something I could work through to find creative & practical solutions without the tidal wave of pain & negative emotions! Truly wonderful!

I would recommend Jacqui's technique to anyone for anything! I'm certain her method could help anyone who was suffering from negative and limiting beliefs, often people don't even realise they have negative emotional responses! Jacqui can identify them and replace them with positive ones, making your life better in every way, physically, emotionally, spiritually and mentally. Don't hesitate to book an appointment. I'm eternally grateful for Jacqui's help and feel ready to move on in my life, thank you

Susan Zacharias

THIS IS THE WORK I WISH TO IMPACT THE WORLD WITH. REMOVING THE BLOCKS AND MAKING LIFE SIMPLER, EASIER WITH THE HELP OF YOUR HIGHER SELF

What's next for your business?

At the minute, I am working on a Membership site, the purpose is to help people connect to their higher self consistently to achieve their goals. We do a goal-setting session every Monday and we reverse engineer it, we imagine these goals are already achieved then we feel into how good that feels and during the sessions (the Secret Sauce as to why this works so well) I clear all the doubts and fears holding you back, then empower you and magnify the positive feelings, so you feel invincible and ready to tackle those goals!

This is the work I wish to impact the world with. Removing the blocks and making life simpler, easier with the help of your higher self, who is always wishing to help you. I just help you to connect and get those invaluable inspired ideas that just make life FLOW!

What are some of your daily practices to maintain your work/life balance?

My daily practice includes an hour-long walk in nature. This is where I really connect to my higher self. The walk makes me feel peaceful and happy, which is the vibration I need to be in to hear my higher self. I feel the same when I am working on my oil paintings, it's another way to foster those happy feelings. I also work on myself daily, clearing limiting beliefs and meditating.

I believe it's the reason that I haven't had any real mental health issues during covid, as many others have had, I try to stay in happy vibes and make a conscious effort to do this daily.

What is the magic ingredient to creating the life and business of your dreams?

The magic ingredient to success in business, or in life in general really, is to connect with your higher self. That is my mission, to help people do this and without having to spend hours in meditation to do so. I can help them do this in as little as 30 minutes a day, think how much more productive you would be doing this, rather than scrolling Facebook for half an hour per day!

Your business will grow quicker, you will be more productive with inspired ideas from your higher self. And if you have difficulty with the bigger issues my Magical Mind re-Set will clear all those big boulders out your way, you will be Invincible!



Where can people find you?

Membership to my [Higher Self Mind-Activation Club](#) can be attained with a FREE 7-day trial, and then you lovely people can use the coupon HALFPRIEOFFER for 50% off the normal club price. Or you can take my VIP package for the weekly higher-self-activation calls and all the training **plus** a one-to-one session every month to clear the limiting beliefs and programming.

I also have a 10-week programme to work with you one-to-one weekly on all your major issues, so you will truly become a **new woman**. This includes the Higher Self Mind-Activation too.

I do a similar 10-week group programme that deals with common issues, like impostor syndrome, fear of public speaking, and others. This includes the Higher Self Mind-Activation too.

If you have any questions about these programmes, just [email me](#). You can also [find me on Facebook](#), and [join my group of extraordinary like-minded women](#) for a little positive boost to your life.

WHEN IS A MUM'S GROUP NOT A MUM'S GROUP?

How to Create a Diverse and Inclusive Business – Part Two

The world of parenting is full of challenges and there are a wealth of community groups and spaces where you can go to access support. But what happens when someone is excluded from a space that could be an absolute lifeline for them because they don't fit the gender profile that someone assumed they should?

By G Sabini-Roberts

As a nonbinary person that is also a mum – and yes, I identify as a mum, just one that uses they/them pronouns – I regularly find myself in spaces that propose to be for me, yet I find myself regularly pushed aside when I try to engage in them. And this is not just an issue for us trans folk.

As a society, we now have more varieties of family structures than we will ever be able to count. Parents come in all flavours, gender being just one ingredient. It's time to stop limiting our family-focused community spaces. Because when it comes to parenting there is a universal nature to so many of our experiences and they have nothing at all to do with how the parents or carers may or may not identify.

How do we assess our spaces?

Before we do anything else we need to establish what you mean by the word mum. And if you think that's a silly question then this post is **especially** for you.

Have you just assumed that everyone who identifies as a mum is a woman?

Let's say you have a *Mums Home Business Group*. You created it to build a community for mums like you that are juggling setting up and running a home-based business whilst also caring for kids at home. That's awesome.

I wouldn't be at all surprised that if you were to poll your membership that you might find you have a few nonbinary people flying under the radar in your space.

So what's more important to you? Is it to create a space for **women** who are, say, juggling home-based businesses with childcare? Or is it for **mums** who are doing that? Either way — you need to remember that some of those mums or women may be trans.

Or — and here is a big or — is your group actually about supporting **parents** who are running home-based businesses and juggling childcare? Because there are plenty of dads out there that are doing just that.

There are also plenty of nonbinary and trans parents who don't identify as a mum — and possibly not as a dad either. Whatever words they use they get just as frazzled when they're trying to get through a Zoom call and their toddler has somehow raided the fridge and is gleefully feeding yoghurt to the dog by smearing it over the sofa.

Would your group be a good space for them?

Does the nature of your group mean that the gender of the people in it matters? Or was it just a convenient umbrella word to use when you set things up because it hadn't occurred to you to think about this stuff yet?

If a mum in your group came out to you as nonbinary, would you ask them to leave?

What if they came out as a trans man?

I'm not here to tell you who your group should or shouldn't be for. It is totally fine to have spaces that are for very specific groups of people, but you need to decide who they are, make sure that your existing membership is up to speed (because not everyone identifies how you might think they do) and that you communicate it clearly to all future prospective members.

If, actually, your mum's group is a space for a wider range of genders than 'just women' you need to make sure it is welcoming for all of them.

Recognise your role as a leader

You have a responsibility as a group leader to:

- Make sure that your entire membership is aware of the diversity that might exist within it.
- Educate them on the kind of language that is and isn't inclusive in your space.
- Actively correct inappropriate language when it occurs. (The phrase 'Hey Ladies...' is a particularly common and painful one for folks like me, even in spaces that are meant to be inclusive.)

It is not the responsibility of the trans and nonbinary people in your group have to point out and ask for correction every time someone says something exclusive or misgendering (we'd do nothing else if we did). If you choose to make sure your space is an open and inclusive one then you need to lead by example and be an active, proactive ally.

Please.

Other things that are important to point out are that not everyone that carries and births babies is a woman. There are plenty of nonbinary people and trans men that go through — or want to experience — pregnancy. If your space centres on pre, during or post-pregnancy issues then you need to be aware of this if you want to be fully inclusive.

Here are some examples of group descriptions that you might find useful.

We welcome anyone who identifies as a mum, including birth, adoptive, foster and step mums as well as trans and nonbinary people that are mothers.

Or...

This is a group for people going through pregnancy, including women, AFAB nonbinary people and trans men.

Or...

This is a group for stay-at-home parents who have — or are setting up — their own businesses.

Our communities become so much richer when we recognise that it is our experiences as humans that connect us, not the labels we use to define ourselves.



Allyship is a practice - not a state we arrive at

Allyship is a practice, not a state we arrive at. We don't become the perfect ally once and for all. As allies we are continuously listening to and learning from marginalised groups and we practice allyship every day by emphasising inclusion, social justice and human rights in our actions to the best of our ability.

Do you want to be a better ally to the LGBTQ+ community?

Here's your starting point: our brand new, 90- minute live group training experience.

This training contains all that you need to go from zero to hero in allyship for the LGBTQ+ community. We will up-level your awareness, understanding and ability to take a stand against homophobia and transphobia, and teach you how to be a safe person for people of all genders and sexualities.

This training includes:

LGBTQ+ terminology

- The differences between gender identity, gender expression and biological sex
- Relationship diversity and the experience of transitioning
- The language it's OK to use and the questions it is - and isn't - OK to ask
- Examples of situations you may find yourself and how to handle them

It's informal, it's run in groups no bigger than 20 and it's incredibly comprehensive. Let's get you taking your own strides forward in your allyship journey.

[11 June, 3pm BST](#) | [15 June, 2pm BST](#) | [22 June, 7pm BST](#) | [23 June, 10am BST - for coaches](#)

THE **QUEER** BOX
LGBTQ+ ALLYSHIP TRAINING

What Is the Secret to Being Unstoppable in Life and Business?

What a joy it is to continue sitting down with inspirational business owners who share their stories with passion radiating off their face. That certainly describes multi-passionate entrepreneur, mindset coach, thought leader, and marathon runner, Jess McKnight.

By Mags Thomson

Jess is a multi-passionate entrepreneur, a mindset coach for female entrepreneurs, a thought leader, and a marathon runner. She genuinely believes that your mind is the most powerful tool you have to help you accomplish all of your dreams. If there is one thing she knows, it is that you can do anything you decide you can do, but it always starts with deciding that you can – and knowing that is a choice that only you can make.



Jess has a passion for helping female entrepreneurs overcome the blocks in their minds that are holding them back, so they can live the life of their dreams and change the world. It is her mission in life to teach women to conquer their minds so that they can create anything they want – in life, or in business.

What inspired your business?

Two main things sparked my interest in mindset: one, was learning the importance of your mind when running—running is a mental sport and we're all insane, as they say. I noticed as I was getting more and more into my running and training, how important it was what I was telling myself. One of my favourite running mantras, for example, is: "I am a strong runner. I am a capable runner. I can do anything I set my mind to, and I will finish this run strong." I would say things like that over and over to myself while running, and I learned quickly what a huge impact that made on my running. My runs were easier, I was faster, and I could push myself farther than when I wasn't telling myself these things.

The second thing that inspired my mindset business, was starting my first business. I had started a direct sales business about four years ago now. Within a few years, I started to realise that the success and growth of my business were entirely tied to how I decided to look at it. I had learned from a young age that your mind is incredibly powerful – my parents were always saying things like "you choose your attitude." Not that I appreciated it then, but we live and learn! As I worked on growing my business, I truly saw this come to life in front of me. Like with running, I started to notice that, when I told myself I could succeed in business, I did.

As I realised the incredible power and importance of my mindset and started to study it more and more, I started to help my direct sales team with their mindsets. This ultimately led me to want to help other female entrepreneurs all over the world to shift and conquer their mindsets and help their businesses grow and thrive.

What is the magic ingredient to creating the life and business of your dreams?

The magic ingredient to creating the life and business of your dreams is belief. Belief, that you can accomplish what you want to create. Belief, that you can do what you want to do – no matter what that is. When you have that belief and it is strong, it will help you to push yourself through anything, and keep going no matter what.

Persistence like that is everything in business and in life. That always starts with belief that you can create the life and business of your dreams.

Believe, persist, succeed.

What is the greatest motivation for running your business?

I believe that your mind is the most important tool that you have. It took me almost 35 years to learn that I had the power inside myself to decide what I am capable of all along. I started my mindset coaching business to help other women learn that they too have the power to choose their reality and follow their dreams.

I run my business because it is my life's mission to help women break through the barriers they've created in their own minds that are holding them back. By teaching them to conquer their own minds, they can experience how incredibly powerful they are. Suddenly they feel they can do anything and feel empowered to change their own lives and the world as a whole.

What sets you apart from other people in your field?

What sets me apart from other mindset coaches is that my approach is very "tell-it-like-it-is" and "real talk" based. I am a realist and I talk about mindset from that perspective.

I have used the power of my mind to successfully grow two businesses, complete law school and earn my Doctorate in Law, run 11 marathons (with more to come) and lose 125 pounds. I know that the mind is the most powerful tool we have to create the life and businesses of our dreams because I have done it over and over again.

That's the perspective I have when explaining why your mindset matters in a uniquely reality-based way.

**DECIDE
THAT YOU CAN
—BELIEVE YOU CAN—
AND YOU WILL BE
UNSTOPPABLE**

How do you feel about diversity and collaboration in business?

I think diversity is crucial in business.

Since business is something that comes out of us as humans, diversity and collaboration allow our businesses to continually grow, adapt, and improve.

The only way we innovate, learn, grow, and continually improve as people is to continue to learn from others.

Do you have one practical tip from your business to help people empower themselves?

My one practical tip to empower yourself is this: decide that you can.

You can do anything – but it all starts with you deciding you can. A big part of that means that you must stop listening to anyone or anything—including that negative voice in your head—that tells you that you can't.

Decide that you can – believe that you can – and you will be unstoppable.

Where can people find you?

You can find more information about working with Jess on her website.

Jess's first course, Conquer, all about conquering your mind to create the life and business of your dreams, is launching in early June and you can get on the waitlist by going here.



JESS MCKNIGHT

ARE YOU READY TO UPGRADE YOUR BUSINESS?

Your business is doing well, but it's time to reach new audiences, talk to bigger fish and truly step into your dream for becoming a thoughtleader.

ARE YOU READY TO BECOME THE GO-TO AUTHORITY IN YOUR FIELD?

WOULD YOU LIKE TO GET NEW LEADS ON AUTO-PILOT?

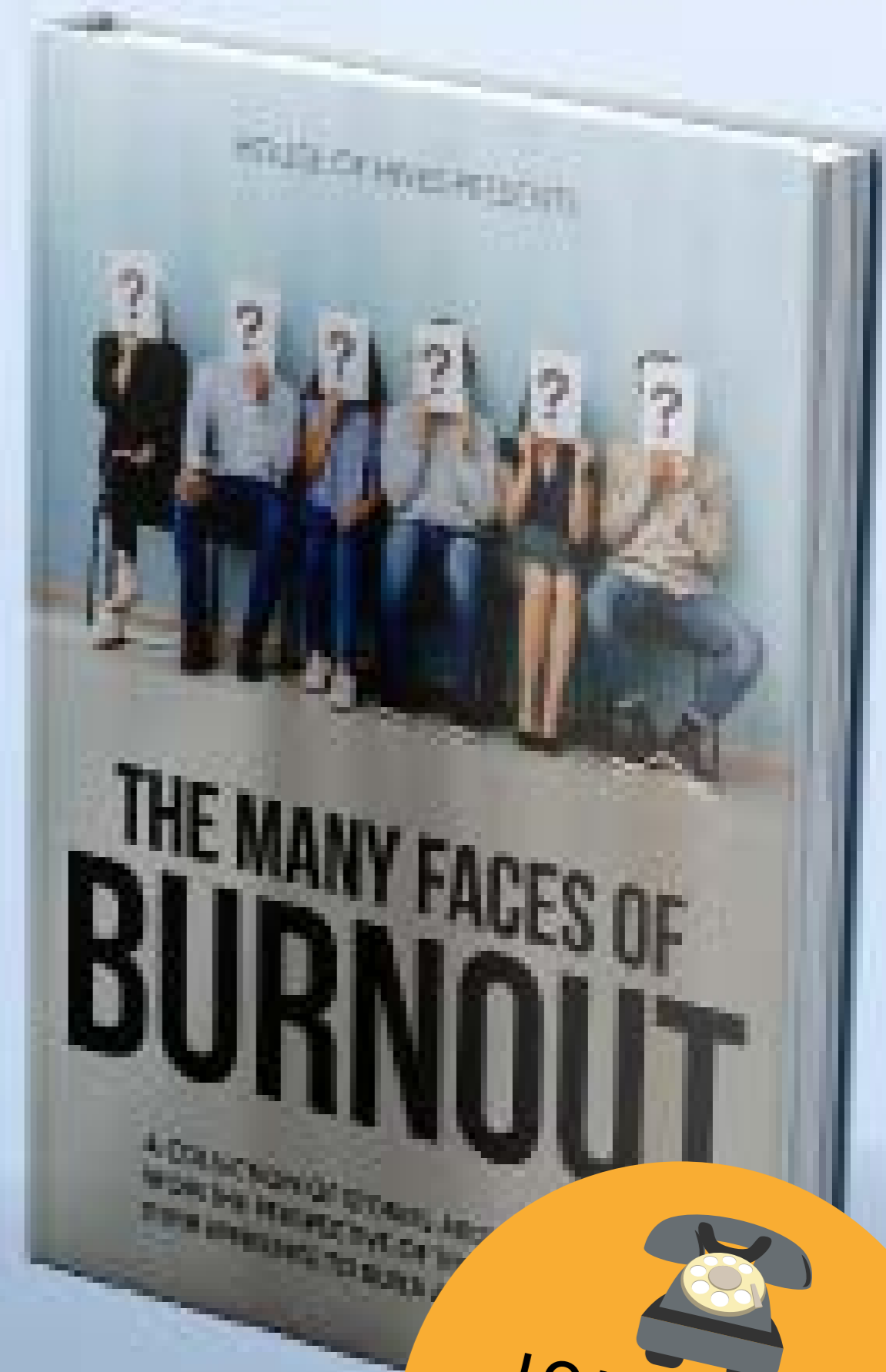
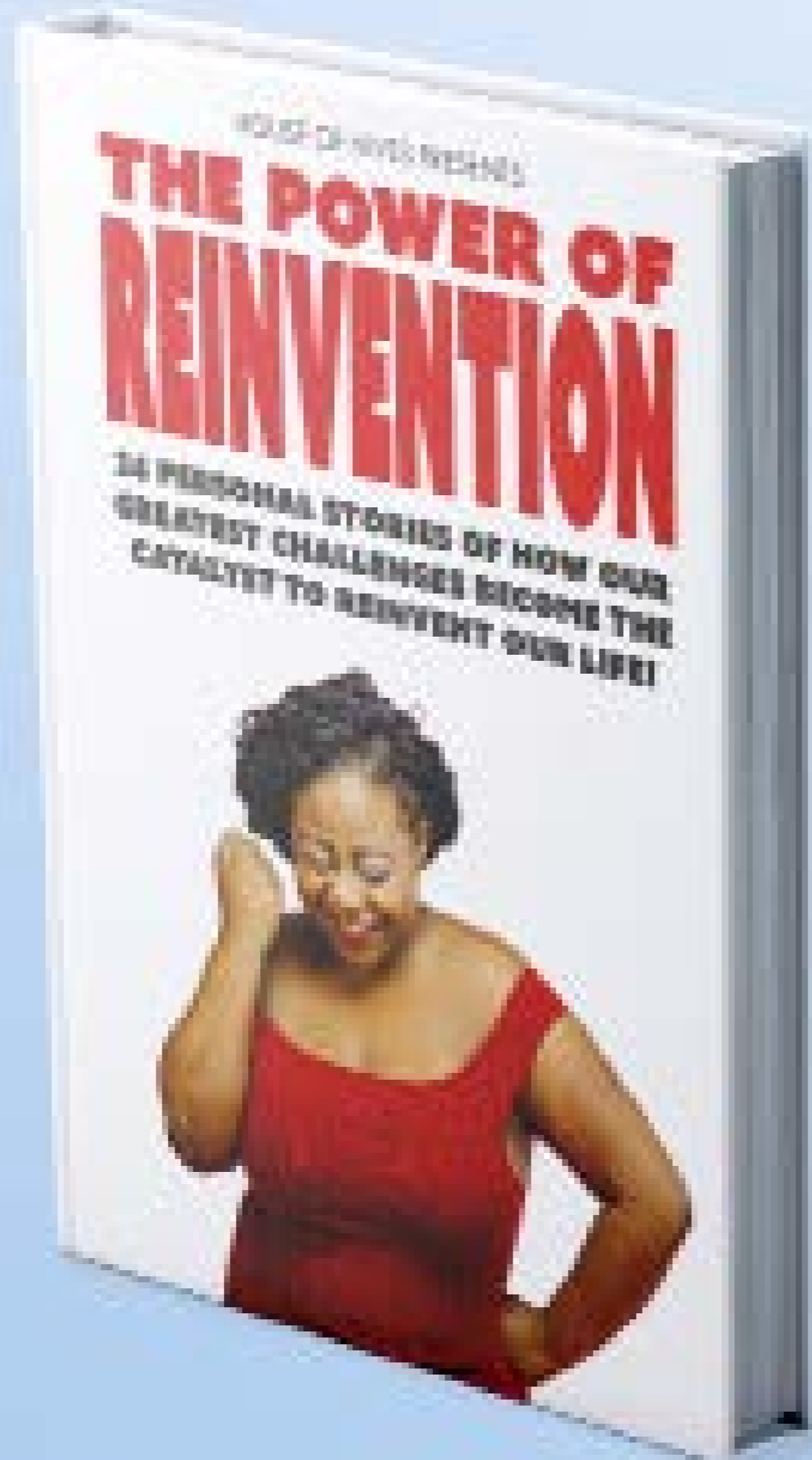
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READY TO START MAKING MORE MONEY?

Becoming a published and even best-selling author will give create the kind of momentum your business needs to get ready for the next step. With the House of Hives Author Programme, we take all the hard work out of the publishing process for you. We'll help you and your fellow authors promote the book so you all make the best-selling list. We help you with visibility mindset and provide you with resources to make the most of the momentum created for your business.

Join the House of Hives Author Programme today and reap the benefits of being a published author, at a fraction of the time and money investments!



JOIN A Q&A
SESSION
TODAY

HOW TO RUN A HEART-CENTRED BUSINESS THAT'S ALIGNED WITH YOUR SOUL

Katie Carey is a mum, nanny and a multi-passionate, heart-centred disabled entrepreneur from Northamptonshire, United Kingdom. She chooses to focus on thriving, despite the chronic pain and disabilities she lives with. She is an international best-selling author, globally ranked podcaster and she decided to combine her coaching skills and love of books and story-telling by launching her own publishing house.

By Mags Thomson

Qualified with a BSc Open degree combining Social Psychology, Science of the Mind, Challenging Ideas in Mental Health and Counselling & Psychotherapy, she also trained as a Reiki Master, Mindfulness Coach, Holistic Therapist and more recently an EFT Practitioner. It was this tool that shifted her own patterns of trauma. Katie also trained in Mediumship and Psychic Development which has fascinated her since she experienced spiritual connection in childhood.

She realises now that her superpower is connecting people with what and who they need to support their healing, personal growth and overall evolution. She founded and led an "alternative" mental health charity between 2013 and 2019 called STAGES, training volunteers in reiki and mindfulness. She provided coaching and mindfulness sessions alongside therapy. STAGES supported local people, who now have a network of support and lifelong friendships through the connections they made because of the charity.

What inspired your business?

I have always been a bit entrepreneurial. I was an actress and singer in my teens and loved that. Life changed when I married my first husband becoming an army wife. We moved 11 times in 13 years. Jobs were difficult for wives to come by. So, I created opportunities for myself. In 1991, I was made redundant. We planned to start a family, so I purchased my first computer. It was an Amstrad PCW. The plan was to work from home, so I could be there for my children, as my husband was away often.

After being self-employed it was very difficult going back to a job but it seemed to be the reality I needed to deal with. Oh, how I hated that job! It had a major impact on my body, along with the stress of my marriage to my alcohol-dependent second husband. I was

eventually ill-health retired when I became physically disabled.

I had created a Charity alongside that job, which was inspired by my need to help my second husband, and in July 2018, I started my brand Soulful Valley, with the idea that I would create multiple streams of income.

You describe yourself as a heart-centred entrepreneur, how do you define that?

Everything I do must be aligned with my soul and in complete integrity me. I used to hide away the intuitive, spiritual side of myself. Now, I lead with my heart and soul because I know that I am a guiding light to others.

I've experienced a lifetime of trauma, being brought up in a home filled with domestic abuse, mental illness and alcohol abuse. These experiences resulted in relationship traumas,





and I am now twice divorced. I've had some extremely traumatic experiences with my health in recent years. I now understand that this was a result of the toxic marriage and job that I held on to for too many years. You can read about some of that, in the Chapter I contributed to the book "Intuitive: Knowing Her Truth"

I learned the hard way that clinging to things that are not in alignment, wreaks havoc on every aspect of your success and well-being. So, I now make 100% sure that everything I do is done from the heart, with love at the core.

What sets you apart from other people in your field?

I have a tremendous amount of experience in transforming trauma into thriving. I have managed to alchemise extremely intense situations in my own life. I care deeply about shifting generational trauma and about how mental health affects us all. Mental health is

a global pandemic that goes on quietly in the background and is woefully underestimated.

I know that emotions attract our reality, both in positive and negative ways. When we shove our feelings down, they affect our bodies. I have experienced this myself. So, I know that I can help others not only with all that I have studied but with my lived experiences.

I am 52, if I can change these patterns, I know that it is possible for anyone.

How do diversity and inclusivity play a part in your business?

Being disabled I have been on the other end of workplaces not being inclusive, although stating that they were. Welcoming applications from disabled people but not making appropriate changes for someone becoming disabled. I worked on an 8th floor with 16 flights of stairs, where the lift didn't work a lot of the time. Their solution was to

move me to the 4th floor with only 8 flights. Not exactly helpful. Moreover, the parking permit I was provided was located two car parks across the hospital grounds. This resulted in debilitating and exacerbating my conditions even more and made me feel completely inadequate and helpless.

I think representation is very important and want people to be able to relate to at least one of the authors in my multi-author books. I am open to applications globally. It's important to me that a wide range of role models are in my books from a variety of cultures and backgrounds, the LGBTQ+ community and people who are disabled and deemed unemployable by society.

How have the challenges of the past year changed your business?

Quite dramatically! I was building multiple streams of income with my eBay store and coaching as well as an online travel business I started. The eBay side of things went dead, the travel business had to go... so I started looking around. I came across a spiritual coach called Joanna Hunter and totally resonated with her. So, I invested in some of her courses, not having a clue how I was going to pay for them. But I trusted that I was worth investing in and I would attract the solutions.

I landed face-first in a 5-day podcast challenge. That felt right for me and I happened to have the right equipment. I had trained as a radio presenter after I was ill-health retired and purchased equipment as I was planning to create meditations. I launched the podcast and it was featured in the New and Noteworthy on Itunes and reached number 22 in Great Britain, number 9 in Cyprus and number 35 in Ireland in the Alternative Health category. It is now a globally ranked podcast in the top 5% of all listened-to podcasts with thousands of downloads, and I have had some amazing guests.

I invested in myself and these opportunities, despite the financial issues I was facing and money began to show up to support me. I chose to use some of this to keep learning how to expand my business and shift it in the right direction with more courses and at the

end of 2020, I joined the "My million-dollar experiment", which shifted my mindset even further.

I can't wait to see what the future holds!

Do you have one practical tip from your business to help people empower themselves?

Lack mentality is a huge block to us reaching our full potential. Reframing this, changed everything for me and I still can't believe the magical appearances of money that continue to come in to support me, each time I invest in my business.

More opportunities appear because I am open to recognising synchronicities. Tapping into my intuition has been invaluable to me. If we don't do that, the mind gets in the way and goes into keeping us safe from danger mode. There is no growth or expansion possible when our brain is desperately trying to cling to what is safe and familiar.

Where can people find you?

You can find out more on my website, soulfulvalley.com.

I am currently offering the opportunity to invest in collaborating in my multi-author book entitled: **Evolving on Purpose: Mindful ancestors paving the way for future generations**. You can email for an application form: soulfulvalleypodcast@gmail.com.



**FEM IS A HOUSE OF HIVES
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Editor in chief: Mags Thomson

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