

Transcript of Podcast 3

The value of emotions in creating success

When we start to design a logo, it's really important to know a little bit about the elements, because they're the fundamental building blocks of the logo. So we have colour – think about the different colours that logos use. Vodafone is red. Blue is one of the most popular colours of logos because we feel that it's trustworthy: it's representative of our throat chakra, it's how we express ourselves. What about the words that we use? If you think about Haagen-Dazs and Microsoft; one means something, the other doesn't mean anything; the actual word that's used but not only that, it's the strapline or the slogan or the mantra that we use with it; the typography that's used, is it going to have serif or not serif, caps or lower case. Are we going to have a symbol? Even if we have a beautifully drawn logo type, it creates a symbol of its own – for example you recognise the Coca Cola symbol long before you see the words. So a symbol could be a cat or an eagle, could be a square, a circle, can be abstract, realistic, whatever, and it can get quite confusing.

Something that helped clarify it for me was a friend of mine was describing a story of how she found her partner. She did it very successfully. She told the story of two different ways of doing it and a friend of hers was doing the same thing, she wanted to find a guy in her life that she was really happy with it. Both of these women were very powerful. So the first one wrote out absolutely everything that she wanted. He had to be relatively good looking, have enough money, love her, be relatively healthy and so on. She filled a page with everything and paid absolute attention to detail. She did whatever she needed to do to make that come true. And it did. She found the most perfect man. Everything. She ticked off everything on that list that she had made, which is just pretty damned amazing.

What she forgot to put is that she had to love him. You think that would be implicit wouldn't you? But it's such an obvious one. She didn't put it down on the list and she just didn't. It didn't work.

The second story, which my friend told me, is that her friend didn't do any of that. She just kept thinking how she was going to feel when she saw her beloved, it was going to be, 'Oh, it's wonderful! I'm so pleased I've met you, this is amazing, I can't believe my good luck'. She just absolutely felt it in her heart that this was perfect and left the rest to the universe, to herself, to her whole self, to find out. She met the guy and has been with him for about 10 years. And they are just lovely together.

Similarly, I heard a story the other day that this lecturer guy had been looking for a partner and he put himself in all the right places, moved to Santa Fe because he wanted somebody alternative (because you find them there) So he did everything, put himself out there on dating sites, the whole caboodle, but not a lot was happening. He was meeting people, he let go, but still held that intention. After one of the lectures he was giving, a young Japanese girl came up to him but she couldn't speak any English at all and he couldn't speak any Japanese so it was very awkward. It wasn't somebody they would have chosen. However, they did choose each other. And even though neither still can't speak each other's language very well, they're still together after a number of years and they're very happy.

So when we start to work with the tools of the brands, which are our emotions, somehow we can leave the rest up to our intuitive mind, to find what's perfect. So, when I work with clients on what their logo is going to look like, and whether that's a logo for a business or a different way of life, a vision or a better day, it can be almost anything, we go through a process and various questions, but probably the

one important question is, imagine you've got it. You have your longing, you open your door, whatever you need to do to see it. And it's there. It's amazing. You didn't have to do anything. Forget if you had to go through a process, it is there in front of you and feel it deeply, own it. Be at that same frequency of where you want to be, feel why you're designing this logo and the final result that you have achieved. Feel satisfied, happy, elated, pleased, whatever it is. Describe it, feel it. Where do you feel it in your body? What cells are responding? Is it in your heart? Is it the top of your head? Make it vibrant, but feel it. Use that same tool that brands use to tug at our hearts.

How would you feel it? What's the place that you're in. Describe it. And then we can go into what colour is it? Is it an animal or a bird? How does it feel? Is the colour fuzzy? Is it warm? We don't even need to say, is it pink? Is it blue? Is a green? Is it yellow? Just describe the feelings in as much detail as you want. Then, when we've got that, we can go deeper into each of those. It's like an infinite tunnel. If it's a particular colour, what sort of colour is it? Go into the colour, sit in the colour.

Does it feel like you felt a minute ago when it wasn't how you wanted it to be? And if it doesn't, go back to that feeling, test it again. This is a way of doing really powerful research.

If it's not, why isn't it? Has the feeling changed and you can compare where you want to be with where that colour takes you. You can do that with an animal. You can speak to it, you can journey to it. There's a whole lot of processes that I do with that, it's shamanic stuff. You liaise with that animal. Ask 'have you come to help get me to this place of feeling?' Sometimes it is and sometimes it isn't, but it's really important to liaise with that animal. You're tapping into the power of the spirit of that animal. If it doesn't want to help, it'll take its power away.

A lot of big brands today use animals or birds (not so much plants) and it's because it's a ready resource that tugs our emotions. We see a cute bunny, we see a horse galloping, we have another set of emotions and it's as if they steal those and say we'll have some of that for our brand because we're going to tug our client's emotions and we're going to get what we want out of them'. But they never think to liaise with a spirit of that animal. Shamans would say that it's a kind of abuse and different animals have a flip side. A lion is very powerful but if it's out of control, then it becomes dominant.

It becomes an unpleasant energy. The lion stands for the sun. The sun can warm us, but it can also burn us up. So why would you not liaise with the lion and say 'are you willing to work for me at this level'? And every time we're doing that, we're building that intention more and more, but we're building it from an authentic source. Go back to the emotion again. Why did you choose that lion? Why did you choose that eagle? We can do that with every single element tested against the emotion, tap into that powerful emotion that we felt in the first place when we agreed 'this is how I want to feel'. Go back. You can change it and say 'actually, I've got a better way of doing that because the lion or the colour or the word that has come to me has informed me in a different way'. With this way we co-create with our intention. It becomes less human and more holistic, more whole human, more planetary, more global.

And that is after all the world that we want to play if we want to make a change.