



A Millennia Mind Experience
for Influential Professionals

The Big Sky Master Course

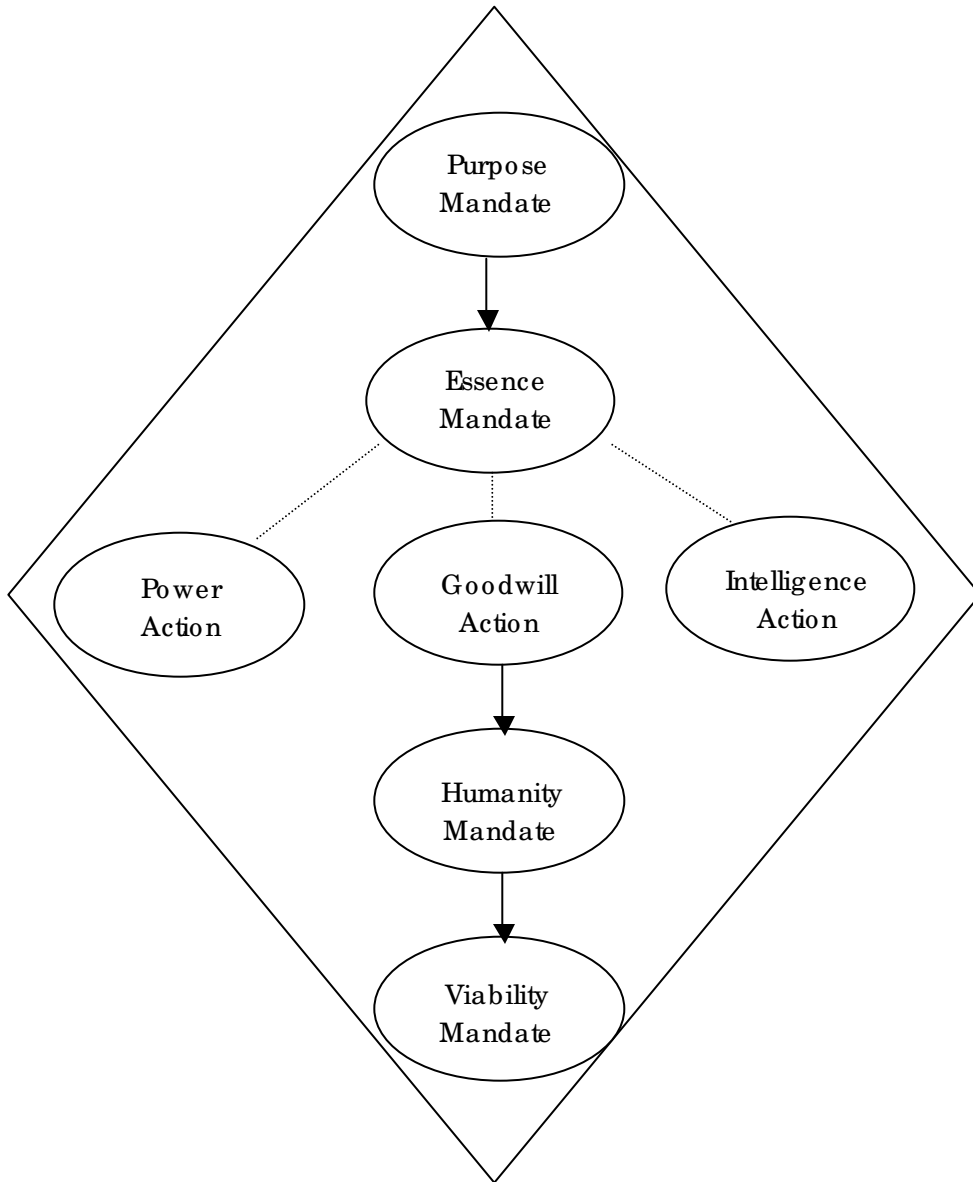
Life Legacy

The new standard bar of excellence...

with Devra West D.D., Ph.D.

The Master Plan

Co-creation Formula for Success



Big Sky Master Course

Progressive Professional Evolution Igniting the “Exponential Factor” of Creative Genius

Millennia Mind Consulting offers the ultimate success factor for influential professionals...

The Master Plan

This is the statement that defines the methods that I engage to catapult your quest for personal excellence to an all-new definition of success and accomplishment. Given that this statement is likely to raise eyebrows, why say something so grandiose? I make this statement because it is true... exceptionally, beautifully, and phenomenally true.

Let me explain the principles that are behind the methods that will assure not only optimum professional influence, but also your ultimate life legacy.

The Intrinsic Value of Core Identity

We have lived in an economic world where professional identity has been defined through “perception,” with perception being the basis of value. Presently we are moving into a new cycle where the perception of value is quickly changing gears. The premise of value is on a fast upward climb to retrieve its intrinsic worth of tangible presence, truthful performance and sustainable effect, rather than shiny surfaces and hollow pretenses that do not endure or evolve. To evolve, by its very nature, means to change.

Conventional marketing and branding of products, services and, yes, people and companies in every professional sector are being powerfully and adversely affected by perceptions that are proving to be short sighted. This downward spiral is reversed by understanding the intrinsic values that not only define truth-based professional identity but also sustainable, evolving, long term success.

Branding approaches have been based in large part on what immediate trends will sell to the client or the public. But suddenly we are witness to the mistake of building fabricated mystiques that don't last, with the onslaught of dot-coms and Brittany Spears that quickly come and go. On another note, we watch truly gifted actresses beautifully maturing artistically, while at the same time facing declining professional prospects. On still another note, we as intelligent investors are growing wary of companies that are increasingly shaped by “quarterly performance obsession” at the cost of ceasing to invest in their own viability. In each instance, the perception of the climb to the top might be exciting, but the downhill ride is not so great. *What then is the secret to satisfying professional evolution and sustainable success?*

In each instance, identity has been subservient or overly based on outer perception rather than on inner, essence level intrinsic worth. Intrinsic worth must be dynamically defined and communicated. This in-turn stirs into recognition the desire for intrinsic worth and sustainable values on the part of clients and consumers.

The exponential factor is an inherent principle of our universe. It is the mystery component that assures our success as individuals, companies and as a planet. Intrinsic worth and sustainable values are essential to igniting the “exponential factor.” They are based upon truth rather than hype. Truth is the rocket fuel that ignites the exponential factor.

The term exponential means to gain or to increase in compounding and self perpetuating measures. In quantum physics, this pertains to mass, speed, expansion and endurance. In the context of people, products or companies, the exponential factor pertains to having all the right elements of truth in place and active at the right time. This creates a dynamic “Line of Force” that gathers exponential momentum. But how does one assure that all the right elements are identified and properly directed? How do we get the exponential factor revved up and humming along to launch and sustain our professional pursuits?

The wise evaluation and precise adjustment of essential elements makes the difference between exceptional end results and business/ career miscalculation and decline. Sustainable momentum is the basis of progressive professional evolution and thus true success. Exponential momentum from “launch to legacy” is achievable, whether one is launching a new career or a new company. Success without intrinsic meaning is shallow and disappointing as well as short lived. This is true whether we speak of a person, company, or nation. This is what causes flash in the pan, short lived stardom, as well as the rise and subsequent fall of the greatness of nations.

Dynamic Progressive Branding

The “life” of a company or career track must engage and reflect its vital essence to achieve exponential growth. Therefore the projected identity of that life must be conducive to the growth of its vital essence. Truth is the life force that feeds vitality; therefore identity must be based in the truthful conveyance of essence. Dynamic branding captures the vital essence that stands behind a person or product and how that essence is of benefit to the client/ consumer is the sustaining power of a successful brand identity, and this in turn assures success that is intrinsically self-perpetuating.

Conventional marketing approaches are often defined by a four step approach: 1) introduction 2) growth 3) maturity and, finally, 4) decline. It is the “decline tendency” that can make or break the viability of a person or company, product or service. Many marketing strategists focus entirely on bailing out or avoiding decline, without turning the fundamental principle of decline inside out to create new and dynamic opportunities.

At each of the four stages, you must take care to groom and hone your core identity and ignite and polish your perceived brand image with fresh meaning and innovation. Whether you are seeking to advance within the leadership of a company or you are launching a new phase of your career or a new business within an industry, dynamic branding ignites the exponential

factor. Never underestimate the crucial significance of the truth of purpose that shapes “intrinsic, innovative identity.”

Progressive branding gives you the power tool that shapes and defines the future. This requires that you must engage in proactive and even aggressive self-inquiry to redefine where you stand at each stage of your natural evolution as a professional, lest someone else do it for you in less than favorable brush strokes and indeed they will. Dynamic branding is energized by the constant re-fueling of the truth of intrinsic values, as well as by power-fueling innovative, newly discovered truth into your domain of influence.

“Conscious self-creation” is essential to gain optimum results at each stage. Self-creation is the interplay between our inner and outer world that simultaneously “discovers and creates” from the foundation of the intrinsic and sustainable.

Four things are imperative to achieve progressive, “conscious,” professional evolution.

- 1) Branding that is rooted in intrinsic values, but propelled by innovative self-definition.
- 2) The creative power-fuel of truth, to produce initial and maturing momentum.
- 3) The self-knowledge of well-defined personal values and rock solid priorities.
- 4) The creative command of the perpetual evolution of professional genius.

Our number four is last but not least, through the insight and ability to change the terms of the decline tendency. Decline must be understood in a new light and literally conquered and brought into creative high-command.

Igniting the Exponential Factor

As an influential professional, I offer you the journey into exponential self-creation. I offer you viable solutions to achieve the momentum that defines success. I also offer a methodology that goes beyond the stages of momentum and maturity to the groundbreaking terrain of perpetual creative genius. The “exponential factor” is ignited when specific universal laws and principles are engaged to carve out new territory of fully engaged personal experience and thus equally engaged professional influence. To achieve this, the perfect balance between the old and intrinsic, and the new and the innovative, must be in active reflection and interplay.

Co-creation between the intrinsic and the innovative ignites the rocket fuel that launches a life legacy of satisfying accomplishment. The inner value of personal essence must be in activated relationship with the value demands of the greater world. To serve one’s inherent truth and core values allows us to serve and benefit the outer world. In plain language this would be called the Law of Positives and Mutual Benefit. In the language of quantum physics, this would be called or the Law of Reflective Sequences, the basis of infinite creation, fertility and prosperity.

These trajectories, the old and the new, the inner and the outer, the intrinsic and the innovative can be calculated mathematically on a percentage basis, giving you the road map that you need to launch the full thrust of your creativity, but also navigate the unpredictable waters of global and economic change. It is this calculation that gives you the advantage of informed choice. The

set of formulas that I use are timeless and absolute. The road map that I will create for you is energetic and personal. It is also pragmatic and factual, combining the best of all worlds for optimum life expression.

The ability to engage dynamic self-creation is inherent to the genius of the human spirit. But this spark of genius has to be accessed. Once accessed, personal genius must be ignited into an optimum flow of defined purpose. Once this dynamic flow is ignited, it must be directed along the “Lines of Force” that assure the fulfillment of evolving personal fulfillment. I define this fulfillment of consciously directed genius in terms of both personal life satisfaction as well as ultimate professional influence.

The Visionary Advantage

In the end, all influential leaders, change agents and remarkable artists and professionals want to be recognized for something larger than the fleeting specifics of their last promotion, deal, concert, movie, or stock option conquest. They also want to be recognized or remembered for the hallmark of their life's content and creative contribution. Exponentially evolving influence is key to achieving a “Life Legacy.”

It matters not whether you are in the financial and business sector, or science and technology, or entertainment and media, or health care and medicine. If you strive to be influential, creative excellence is your lifeblood. This is why Millennia Mind Consulting is specifically designed to achieve influence and thus is the wellspring and creative laboratory for the influential professional. We think nothing of going to the salon or the gym or utilizing the usual gamut of external self improvement measures. We think nothing of seeking advice from our stock broker or attorney or agent, but are we wise enough to insist and demand the best possible professional insight, to cultivate the power of our core essence and to fan the flame of our creative fire into a Line of Force that is tangible in the world of influence.

It is my purpose and personal fulfillment as a consultant to inspire and ignite, to cultivate and direct your greatest potential to make your mark upon the landscape of your choosing. I am not a coach; I am an igniter of creative fire. I am a catalyst of self-creation and an architect of sustainable success.

What gives me the gift of making such an impact on your future. What empowers me to be a catalyst? What enables me to track and define the Lines of Force that lead to exponential self-creation? What enables me to say without hesitation that I am an architect of sustainable success and meaningful fulfillment?

The answer is... my comprehension and personal command of the universal principles of the exponential factor and the insight to recognize the optimum “living” mathematical formula operative within your personal potential for success? This in turn ignites perpetual creative genius... which in turn achieves infinite expression... the basis of a life legacy. Like a master electrician, who wires the ultimate complex to achieve the greatest degree of force and flow, I scan and evaluate the optimum Lines of Force that ignite a brilliant, self-sustaining life legacy.

I have a passion for igniting the capacity of genius and excellence. I am awed by quantum physics and the formulations of the inherent dynamics that perpetuate success. I love to see the exponential factor in the glory of manifestation through the lives and accomplishments of influential people.

My visionary capacity is my calling card, which enables me to make assessments and evaluations with precision and clarity. However, my connection with my own humanity inspires the genius of my professional art as a consultant. My personal dedication to live a life of integrity is the wisdom that also guides you toward genuine happiness.

The choice to engage a direct experience of the "exponential factor" is yours. I welcome your exploration and it is my ultimate pleasure to offer the influence that assures you are successful professionally, as well as fulfilled and truly satisfied personally. After all, being human is our greatest gift. This is the ultimate life legacy.

Big Sky Master Course

The Building Blocks of Professional Evolution

Purpose Mandate

What is the empowering purpose behind your ultimate goal? What is the force that drives your objective? What is the dynamic mandate that empowers your vertical “Line of Force” and ignites your ascent toward accomplishment? What is the vital force or word that describes the higher power or destiny that calls you to move forward with a new project, new career, new creation, or new goal? What is the single word or short phrase that captures and defines the inherent power that is essential to amp-up and ignite success?

Essence Mandate

What is the primal/ core benefit to yourself and others that is inherent to your purpose? What influence do you know and feel to be your Promised Land or shining star? What is the inherent benefit or service that you long to offer or create? What is the absolute heart and soul of your work that seeks to radiate into manifestation? If this essence was given a voice, what would it say? What phrase or sentence would sculpt, shape and define the heart of benefit and goodwill that is inherent to your work, project, product, or objective?

Triple Action Mandate

What are the three action factors, the Lines of Force that define and lateralize the “power, benefit and intelligence” of your objectives? What actions distribute and make visible your goals or project? How does the benefit of your service reach your clients? What combination of forces must be activated in order to make you or your goals dynamically visible? What steps must be taken to assure concrete attainment of goals? What is the dynamic & vital “power” action? What is the good-will & benefit “love” action? What is the practical & innovative “intelligence” action? In what way must these three essential action factors become a horizontal, lateral “Line of Force” going out into the world?

Humanity Mandate

What factors create success for home and hearth and water the garden of the soul? What must be valued and nurtured in you personal life? What is the best way to feed your personal emotional health? What must you protect or assure in your family life as a spouse, parent, or family member? What values are inherent to your intrinsic nature that you owe yourself to uphold? What is essential to your personal care, professional grooming and overall appearance that assures self esteem?

Viability Mandate

What are the sustainability factors that must be in place to assure progressive success? What are the building blocks that create a solid foundation under you feet? What are the financial issues that be factored to initiate, launch and sustain? What is too much or too little financial expectation? What is the sound and proper sequencing of project progression? What are the personal health, vitality and regeneration factors? What is the back up and support that you need: public speaking or coaching; flexible daycare; flex time work hours; or having a housekeeper twice a week?

Big Sky Master Course

The Co-creation Formula

Igniting the Primary Lines of Force that Manifest Success

Welcome to the creative wellspring of professional empowerment and conscious co-creation. I invite you to begin a most inspiring journey of self discovery, one that will initiate a new chapter in your personal evolution.

First let us understand the contributing components that unleash the primary emanations of “force and influence” that assure accomplished excellence, a winning project or product, personally fulfilling success, enlightened endeavor, or a brilliant life legacy. The Co-creation Formula is the road map of self realization applied to the goals and objectives that you seek to manifest. This method of igniting vital creative force can be applied to long or short term goals, any type of project or professional endeavor, problem solving, business and financial planning or any objective that you seek to materialize.

The Vertical and Horizontal Lines of Force

The purpose of engaging your seven part formula is: 1) to fully vitalize all of your creative force components, 2) to identify and maximize strengths 3) to minimize imbalances that cause unclear goals 4) to eliminate the tendency to compromise personal values, 5) to redirect and galvanize inadequate focus 6) to retrieve and regenerate the loss of vitality that hampers professional momentum. As clarity is precise and strengths are maximized, the tendency to compromise intrinsic core values, personal authenticity and hence personal power becomes more and more unlikely. When your line of force is both unleashed and uncompromised, your creative genius is activated, becoming exponential or self perpetuating.

To become self perpetuating, the rule of thumb is that each sphere must be operative at a 66% degree of vitality and “force” to achieve optimum results. In turn, your vertical and lateral Lines of Force must be operative at an overall 66% respectively to activate the exponential factor and achieve evolving, sustainable success. When the lines of force are activated beyond 66%, the creative power of perpetual genius is unleashed that steadily evolves in momentum to achieve the hall mark of a life legacy.

The vertical line of force activates your personal life mission, your professional goal or your project objective. This line of force moves from the vital essence within your individuality that propels your abilities far beyond your skill sets and existing knowledge base. Activating this mainline of personal empowerment stimulates the urge and ability to create. It is the super source of essence level motivation.

There are five spheres of vertical focus that form the “arcs of conveyance” or sequence of informing motivation that energize your horizontal line of force. To access and perpetuate your optimum flow of personal effect, all five spheres or gateways must be open, vitalized and in a positive spin state. This means that each sphere must be able to generate and sustain the force and momentum of the initiating motivation of an overall life or professional goal or project objective.

The five energizing spheres of focus and influence are: 1) The Power Mandate... the primary motivating purpose that propels action 2) The Essence Mandate... the primary core identity seeking expression behind the product, service or goal. 3) The Triple Action Mandate... the visibility and distribution of the positive intention and personal influence within the objective. 4) The Humanity Mandate... personal life integration that provides respite and safe harbor for regeneration 5) The Vitality Mandate... sustainability in health, life force and finances.

The horizontal line of force is lateralized through three spheres of influence that we call the Triple Action Mandate which gives shape to the process of manifestation. This is the line of force that brings your objectives out into the world of influence and visibility. When this line of force is motivated by the factor of "Good-Will Benefit," this active influence becomes dynamically charged. Your horizontal line of force defines and energizes the manner in which your intrinsic nature of power, good-will and intelligence is expressed. It is also the manner in which you collaborate well or not so well with others. This line of force also defines and shapes the professional circumstances that you draw to yourself and how the outer world is likely to respond to you.

As this relates to a project or goal, or launching a new book or product into the market place, the approach that you take to the lateralization of your objectives plays an essential role in the success of your endeavor. This methodology enables you to access to what degree you have galvanized your full personal resources of power, good-will/ love and intelligence to the fore. It also lets you sense, evaluate and viscerally feel if you have given due consideration to each sphere of influence. Are you fully engaged and behind what you are doing with your personal force of inherent vitality and energy.

The three ruling spheres of lateral focus or influence are:

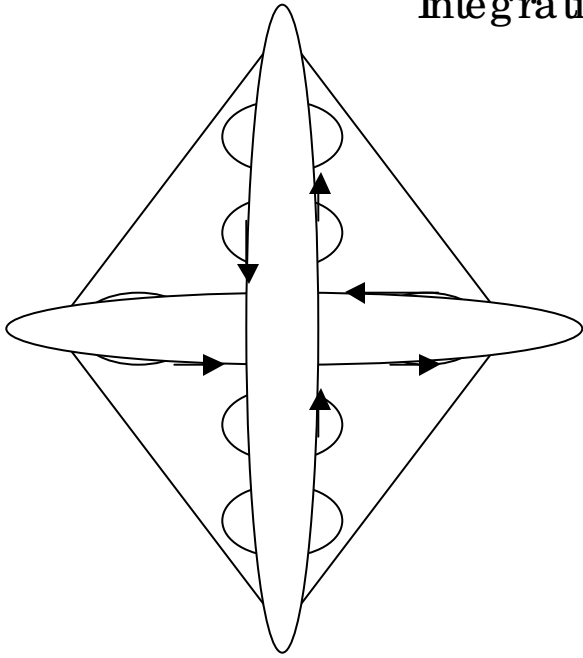
- 1) power action... the directing keynote of power to achieve a goal
- 2) good-will action... the motivating keynote of positive influence
- 3) intelligence action... the proactive keynote of co-creation

The Unified Lines of Force

The objective of utilizing the co-creation formula is to ignite and cultivate optimum dynamic force and creativity applied to the goals that you seek to manifest. As you work with this method, it is easy to see as example that if you have a well activated lateral line of force but a weak vertical line of force that your overall potential of success will be compromised and less than optimum. This method can also be used in very specific ways, such as serving to achieve clarity of priorities prior to developing a financial strategy or business plan. There is infinite creative leeway with how you choose to work with this methodology.

In fact, many who have attended a Millennia Mind conference or received a VIP consultation that utilizes the co-creation formula, have discovered that personal vitality that energizes all successful projects or goals, has been fully unleashed to shape a very dynamic landscape that in turn informs a conventional business plan. A Master Plan that integrates all of the necessary elements of essential, intrinsic and innovative creativity has been given sufficient focus to surface from the process to become a clear and precise evaluation of the circumstances that assure.

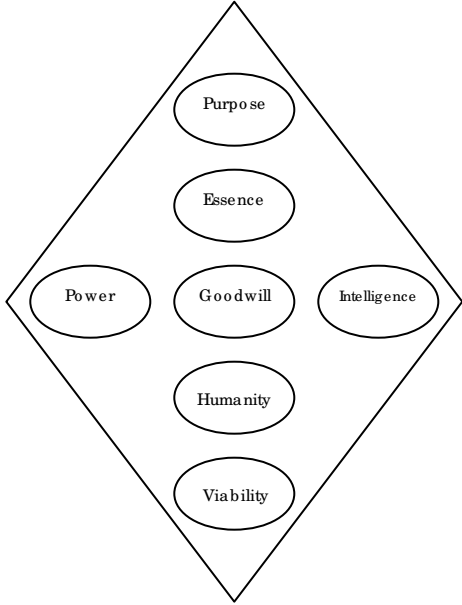
Integration of Lines of Force



Vertical Life Force _____

Lateral Action Force _____

Personal Master Plan



Project _____

Purpose _____

Essence _____

Power _____

Goodwill _____

Intelligence _____

Humanity _____

Viability _____

Personal Master Plan Notes

Purpose _____

Essence _____

Power _____

Goodwill _____

Intelligence _____

Humanity _____

Viability _____

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