

The Art of Business

A FENG SHUI PERSPECTIVE FOR 2007

BY MASTER JODI BRUNNER

Business and warfare are a lot alike, so we can relate to the following quote from Sun Tzu's Art of War
 "When your forces are dulled, your edge is blunted, your strength is exhausted and your supplies are gone, then others will take advantage of your debility and rise up. Then even if you have wise advisors you cannot make things turn out well in the end."

Then how can we keep our forces alert, our edge sharp, our strength resilient and our supplies in surplus? Feng Shui offers strategies for success.

Although often shunned as superstition, it is well known that many Asian businessmen employ the services of a Feng Shui master to keep their business running at optimum efficiency.

This applies particularly the handling of staff, business location and advice on the Feng Shui annual influences.

Feng Shui makes sense; when staff feel comfortable in their environment then they're more productive, efficient and yes, happy. This engenders loyalty. When staff see management is interested in their welfare, they feel more secure.



Feng Shui Tips to keep your forces alert

- Never seat staff with their back to the door, it makes them feel nervous and distracted; the subconscious wants to know what's going on in the room behind.
- Ensure good air quality in the building, rooms too hot create a dull mind; air should be cool and clean.
- Use broad spectrum fluorescent lighting, instead of cool white tubes to recreate natural daylight.
- Add plants which purify the air to the office, such as Peace Lily – Spathyphillum or Draceana (Happy Plant or Money Tree) – See Left

Feng Shui Tips to sharpen your edge

To 'sharpen our edge' is to stay alert in a competitive business environment. How can we do this? With good Feng Shui of course! The best test of Feng Shui in business is to choose a good location. If a business is well located then the business can prosper. This changes with time, and currently, south facing and west facing business locations have good potential to support the best Feng Shui.

...inside the office:

- Keep the office clear of clutter, this is very important but all too often a work environment is messy, which leads to a lack of direction or momentum for the business. The result is lack of enthusiasm and motivation.
- Ensure the premises correctly reflects your particular type of business, the right corporate image is essential to get ahead and beat the competition.

...good activities:

- Follow the principles of Yin and Yang and do regular activities involving expansion and consolidation of a business. Such activities include:

Expansion (Yang)	Consolidation (Yin)
Hiring new staff	Clearing out cupboards
Advertising/marketing	Finishing unfinished tasks
Change image	Re-evaluation

Feng Shui Tips on how to keep your strength resilient

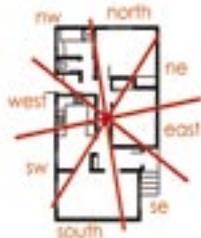
- Do not allow the entrance of a business to become blocked by any external object (such as tree or pole or trucks parking outside)
- As the front door is the 'mouth of qi,' the quality of the qi the 'mouth' receives will determine how resilient the business can be. Every year Feng Shui has annual influences which affect a building, here is the chart for 2007:

	SOUTH			
	1	6	8	
EAST	9	2	4	WEST
	5	7	3	
	NORTH			

Divide your building into eight sectors to determine what sector the door falls into:

1. A south east front door brings wisdom and intelligence to make good decisions this year

3. A northwest front door brings competition so it's good year for sales or marketing of the business, but if not in sales or the legal profession it can bring competitors or those wanting to rob or argue with you



4. A west door brings creativity, art and academic success so a good year to undertake studies to further the business

5. A north east door brings unpredictable events and is an inauspicious omen. The sound of metal will ward off the 'evil spirits, such as hanging a bell on the door.

Avoid red colours in the north east this year.

6. A south door is excellent for building career success, power and authority.

7. A north door is best if you spend a lot of time speaking in your business, so counselors, mediators, public speakers or those who give advice on new ways of doing things will do well this year.

8. A south west door has great potential for steady, stable wealth this year.

9. An east door is very vibrant, brilliant and can bring fame to the business or occupants. There is danger of fire hazard or spies penetrating the business to steal company secrets.

Feng Shui Tips on how to keep your supplies in surplus

- Ensure there's a good inventory system in place so that the most popular (for a shop) or most used items in a business are readily available.

Many of my Feng Shui Tips may seem obvious at first (such as don't sit with your back to the door), however, these strategies for success are often overlooked, forgotten or simply ignored in the rush to have a faster, bigger and richer business.

The trick is: take care of the little things and the big things will take care of themselves; or in other words, in the immortal words of Lao Tzu:

Plan for what is difficult while it is easy, do what is great while it is small.

The most difficult things in the world must be done while they are still easy, the greatest things in the world must be done while they are still small.

For this reason Sages never do what is great, and this is why they can achieve greatness.

Finally, ask the God of War to take care of your business by giving him a place of honour:

Kuan Kong



JODI BRUNNER is a Master of Feng Shui who was honoured with the title by Master Joseph Yu from the Feng Shui Research Centre in Toronto, Canada. Feng Shui Tips taken from Jodi's book 'Feng Shui Tips for Business.'

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