



# 風水

## MAKE FENG SHUI WORK FOR YOU

To meet the economic challenges of the coming year, what better way to gain that added edge than to use the ancient principles of Feng Shui.

Feng Shui principles are universal and if we have good Feng Shui then we can function better in all areas of our businesses and our lives. This is what we call our 'Earth Luck.'

It makes good common sense to be organised and clutter free; to allow ease of access to the pathways in and around our building; to have a beautiful environment; to surround ourselves with beauty in nature and to be mindful of how and where we sit, sleep and work.

by Jodi Brunner

## PERIOD 8: HELP OR HINDRANCE

Feng Shui is a way of creating a successful business and I personally believe that a business with good Feng Shui, will be more successful than one which doesn't. I know this from experience, it is not only an intuitive approach. There is a mathematical and systematic approach to good Feng Shui and ideally, the Feng Shui should be checked before a business decides on a new premises.

Now that we have moved into Period 8, a new Feng Shui era, it is harder to find good Feng Shui buildings, which is why I believe, many businesses have struggled in the past four years, or at least it has taken 4 years, since the change on the 4th of February 2004, for the ripple effect to filter into all businesses now.

To be successful in Period 8 is to comply with the new way of doing business. The I Ching (Yijing) says that the number 8, the Gen Trigram is about the environment, about keeping still and about a steady and stable pace. So to be successful now is to embrace the new environmental and ecological awareness and to be content with the steady, stable income which comes from having good Feng Shui.

This is living a life of awareness of how our environment is a reflection of ourselves, our personalities.

When we think of Feng Shui we can also trust our senses: what sounds good, looks good, smells good; and that psychic sixth sense we all possess: what 'feels' good. It's that feeling when walking into a room, a house, a restaurant where we haven't been before, there's a certain instantaneous and automatic response to the ambience of the place; that is the Feng Shui we're feeling.

Some will discount this feeling, yet don't allow the logical mind to convince you that it's nonsense. Feng Shui is real and we have the power within ourselves to feel what is good Feng Shui and what isn't.

In business this is a sense in which a customer feels at ease when they walk into our establishment. That sense is very real and it can make or break a business.

When we think of Feng Shui, moreover, if we think of Feng Shui, mainly we associate it with a kind of cultural phenomenon that applies to the dwellings and businesses of Asian executives only. However Feng Shui can be applied equally as well to any type of building from any culture – including pets!

Let me explain this by way of case studies.

Scott Creswick, founder of Creswick Pictures was working out of a rather unusual office atop the rear garage of a South Melbourne property a few years ago. When I inspected the site I found that wealth was being blocked out of the building by a wall with barn doors.

I advised Scott to open the barn doors behind his desk, an unorthodox Feng Shui cure as we usually say it's best to sit against a solid wall. However after following my recommendations, and within quite a short time, I received a call from Scott asking that I help him to find a new premises as his business had rapidly outgrown his rooftop dwelling.

More than pleased to do so, we scoured the South Melbourne area and found a suitable premises, big enough for new staff to come in full time and to ensure the CEO would be sitting in an auspicious office for wealth and success.

Scott's business is going from strength to strength and I have personally use his services to produce fantastic videos for my presentations.

**Here's Scott's impressions of Feng Shui:**

We have used Feng Shui for about 5 years now and the results have been fantastic. We have seen a steady growth



Scott Creswick



Scott Creswick's office

of business over this period and I believe Feng Shui consulting in our office and at our home has been a direct result of this good fortune.

Whenever someone enters our office for the first time, they always comment on what a great feeling the office has and we agree.

Even though we experience the same four walls each day, we still feel Feng Shui has created a very peaceful and inviting environment which certainly hasn't done our business any harm at all!

It is the simple things that I believe can make a serious difference. Whether it's making sure the windows are open to let the 'Chi' energy, (the wealth energy), flow through or painting a wall a certain colour, I believe Feng Shui advice has directly affected our business in a very positive way.

We also use Jodi to consult on our family home and have had great results there too.

Our home is not an ideally constructed home according to Feng Shui principles and therefore has needed quite a bit of consulting work since we purchased it two years ago.

We had an instance a year or so ago where our eldest son kept catching colds, one after the other. I was getting quite concerned about it so I asked Jodi her opinion. Jodi did a compass reading of our house and found that our son's bedroom was actually prone to 'sickness energy' that year due to it's position in the house, so we moved him out into another room for a couple of months to see if there was any change in his health. There was, the colds went away almost immediately and never returned, it was quite miraculous.

Feng Shui for me is a must and Jodi Brunner is a fantastic consultant and great person to work with, I'll be using her talents for many years to come.

[www.crespics.com](http://www.crespics.com)



I first met Sonia Rendigs, director of Media Moguls, when working with her for the Langham Hotel's Chuan Spa. I was



Sonia Rendigs's office



asked to consult on the concept and design of the spa and was much influenced by the ambience of Chinese gardens in my recommendations (see an earlier edition of Asian Executive for the full story or visit my website). Sonia's dynamic PR company has been integral to the success of both the Chuan Spa and the Langham Hotel's continuing success.

We worked on the opening of the Chuan Spa together, where I recommended certain opening dates, a tribute for the opening ceremony and a blessing to enliven the qi in the place for ongoing success.

Sonia's previous experiences with Feng Shui led her to ask me to attend her office to check the Feng Shui there as well. I advised Sonia to add some fire element behind her desk, which was already well placed, just needed a bit of a boost elementally. Sonia is lucky to have the good wealth qi at her front door, so things are going well for her.

Sonia has a great team working with her and ensures they remain successful with the use of Feng Shui.

#### Here's what Sonia says:

"My interest in Feng Shui started when I was living in New York and working in a Public Relations agency in mid town Manhattan. Garnering media attention in that market takes great skill and tenacity and, living in such a bustling city and remaining centered also requires the use of energy enhancing techniques ... Feng Shui helped me with both challenges.

I have been lucky to work with incredible clients who have links to Asia and that is how affinity for Feng Shui was able to manifest via PR tactics. Firstly at Mandarin Oriental, New York where we worked along side Feng Shui Master Pun Yin and then back in Melbourne with The Langham, Melbourne where I meet Feng Shui Master Jodi Brunner. We melded elements of Feng Shui into PR strategies including blessing ceremonies, rituals, auspicious date selections and overall practices. The philosophy of energy flow and the idea of spiritual protection from bad spirits is a fascinating point of difference and offers news interest for media and consumers. The visual aspect of blessing ceremonies with elements including sounding gongs, incense, offering fruits to the spirits and sprinkling water makes for great photos opportunities as really impresses attendees at the event. It's the mysticism and the beliefs that underpin those activities that get people thinking and talking.

Recently Jodi came to my Melbourne home too. We moved a lot of things around as a result of Jodi's assessment, including

my daughter's bed. It might be a coincidence but since then she sleeps better and the general 'flow' of our household seems to be smoother."

[www.mediamoguls.com.au](http://www.mediamoguls.com.au)



I was delighted when I first received a call from the offices of famous Mariana Hardwick, Melbourne's leading bridal wear designer and manufacturer. Mariana called me in to inspect her premises in Brunswick Street, Fitzroy which she had occupied for a number of years; during which time her success had soared.

At the time of the consultation the Feng Shui was changing; we were on the verge of moving from Period 7 to Period 8 which commenced on February 4th 2004.

Each twenty year Feng Shui cycle brings with it a new horizon and there's quite a bit of difference between Period 7 and Period 8 in terms of how we do business and the way in which we do business.



Mariana's west facing Brunswick Street building had served her well for a number of years but now, as we were moving into Period 8 it was time to re-assess the building and whether it would support her business for the next twenty years.

Apart from outgrowing the business premises, Mariana asked me to inspect a fantastic, huge building in Sydney Road to see whether it was suitable. The old building was impressive from the outside, but had been subdivided into tiny cells doubling as shops and had not done well, so was in a state of disrepair and abandonment.

I could see the potential for Mariana's romantic and artistic type of business to do well occupying this building so I gave it my seal of approval. However, there were some strict conditions: The main entrance needed to be bright and have some fire qi and to the rear of the premises, on the west side, it needed an impressive staircase leading up to the first floor fitting rooms, garment manufacturing and admin areas.

Mariana had faith in my requests and after writing her an extensive report, I liaised with the interior designer to discuss my recommendations.

In 2006 the Staff Room succumbed to some unfortunate annual Feng Shui energies and there were quite a few disputes. Mariana

called me to check on the situation and I recommended she install a chiming clock, as the sound of metal is good to disperse this type of qi. Having done so, the staff disputes ceased and harmony was brought into the business once again.

#### Here's Mariana's impressions of Feng Shui:



"I personally function in business in an intuitive way, that's my modus operandi and I'm a creative and visual person and always sensitive to the feel of the place. So I suppose I'm a person who operates under those characteristics.

When I go into a restaurant I find a place which feels best to sit. So in regards to Feng Shui it just came naturally to me and I gave a lot of credence to it and I'm not cynical about it.

It's a vital ingredient in retail that people feel comfortable; an uplifting environment is a good setting to market a product like ours, it enhances the perception of the product.

Likewise with staff, it's good to be in an harmonious environment when working to have a pleasant, productive and creative environment.

[www.marianahardwick.com.au](http://www.marianahardwick.com.au)



Master Jodi Brunner conducts consultations, courses, seminars, traditional Feng Shui workshops and Feng Shui Tours.

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