



# Chris Lucerne

Coach to Inspirational Leaders

## INSPIRATIONAL LEADERSHIP SERIES

### What is the new Inspiration Economy?



On the cusp of the old business paradigms of the Industrial and Information Economies, we are moving into uncharted territory. The new Inspiration Economy is emerging and calling on business leaders to play a more inspired and purposeful game.

With consumerism at an all time high, and so many choices available, the customer is weary and numb from being bombarded by repetitive marketing messages that promise happiness. This is becoming an outmoded way of doing business.

Wrapped up in the seduction of consumerism for decades, we didn't notice an important, yet subtle and sad, occurrence. We stopped being known as community members and began being called consumers. Our humanity completely dropped out in favor of being faceless people at the behest of mass marketing.

We also allowed ourselves to be caught in the mindset of the Industrial/ Information Economies where our focus is on working harder and faster. Stressed to the max, striving for outcomes, while trying to earn more money so that we can purchase more stuff (or more experiences), we had hoped this strategy would bring relief, and that happiness would finally be ours. You've probably noticed that this has been a grand illusion.

So, if you are tired of that story, please read on. In the new Inspiration

Economy, this entire mindset will shift into something radically more appealing and refreshing. We are on the brink of a completely new way of thinking, of doing business, and of relating with one another.

Those interested in playing a more motivating game will align with what is most important and work will become *inspired play*. We will enjoy the game of adding value and inspiring people along the way. The outcome will be the creation of wealth in all forms, including, but not limited to, money. And, because we are playing an inspired game, others will be motivated to play their own inspired game.

Moreover, as the Inspiration Economy emerges, people will purchase only that which inspires them, captures their attention, increases their sense of vitality and aliveness, and compels them to buy. With a myriad of choices, there is no reason to settle when you can have what really adds true value to your life and to the lives of others.

As a business leader, the new Inspiration Economy invites you to become known and respected as a person who is masterful in your craft; someone whose work has become inspired play... someone who consistently takes the high road in all aspects of business. Visible in the community, others will be drawn to do business with you, and they will be inspired, by your example, to create their own success.

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*With consumerism at an all time high, and a myriad of choices available, more and more people will begin purchasing only what they are inspired to buy.*

*What makes your product or service a more inspiring choice?*

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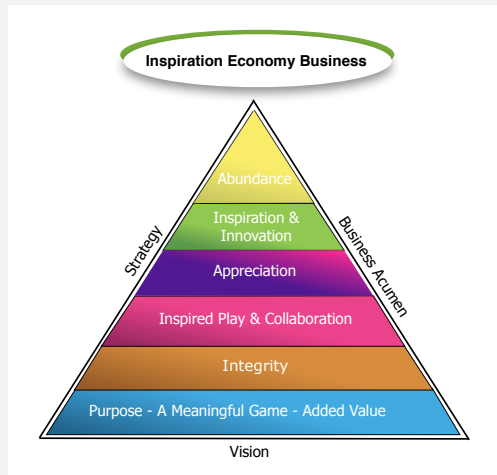
## INSPIRATIONAL LEADERS SERIES

The path to creating an Inspiration Economy Business begins with the standard, yet essential, three elements required to build any successful business:

1. An inspiring vision,
2. A sound strategy that will manifest the vision, and
3. Demonstrating savvy business acumen while navigating the path.

These three elements are important, yet not enough to create an Inspiration Economy business. Mastery of the soft skills showcased in the graphic (i.e. integrity, appreciation, etc.) is ultimately what makes the difference.

If you are ready to accelerate your business game and become an Inspiration Economy business, know that the path involves a rigorous commitment to becoming an Inspirational Leader.



It demands that your team be fully on-board and prepared to engage in their own development, particularly soft-skills. The entire team must be fully accountable for the process and express their contribution in alignment with their own life purpose.

This change in culture can be a very exciting and energizing shift... and

the benefits will be far reaching: Customers become lifetime fans, team members experience deep personal satisfaction knowing their contribution makes a difference in the lives of others, the business thrives with vitality, integrity, and abundance.



## Inspirational Economy (Page Two)

*"Integrity is not a set of moral standards; rather, actions you take to align with your wholeness."*

~Kathlyn Hendricks, Ph.D.

Information Age <i>(Current Economy)</i>	Inspiration Economy <i>(Emerging Economy)</i>
<p style="text-align: center;"><b>Hard Work is Everywhere</b></p> <p>We have been conditioned to believe that our worth is directly related to "how hard we work" and that the only way to succeed is through "hard work."</p>	<p style="text-align: center;"><b>Inspired Play is the Way</b></p> <p>When we are grounded in life purpose and see deep meaning in our contribution, we are naturally motivated and innovative. Our contribution becomes fun and engaging.</p>
<p style="text-align: center;"><b>Competing and Achieving Goals is the Only Focus</b></p> <p>With this comes stress, which compromises our health, demolishes our relationships (especially our relationship with ourselves), and sacrifices a happy life.</p>	<p style="text-align: center;"><b>Adding Value and Inspiring People Creates Meaning</b></p> <p>Aligned with purpose and play, the notion of scarcity and competition is replaced with collaboration. Vitality, creativity, and motivation are experienced by all.</p>
<p style="text-align: center;"><b>Earning Money is Most Important</b></p> <p>Unhealthy relationships with money and a distorted view regarding the importance of money abound.</p>	<p style="text-align: center;"><b>Wealth is for Everyone</b></p> <p>As we support others to create wealth in all aspects of life (including money) we simultaneously create wealth for ourselves.</p>
<p style="text-align: center;"><b>Rampant Consuming Tries to Relieve Stress</b></p> <p>Spending gives temporary relief from stress (i.e. entertainment, gizmos, diversions, addictions, etc.). And then more spending is required to "feel good" once again.</p>	<p style="text-align: center;"><b>Healthy Abundance is Experienced By All</b></p> <p>Gratitude and healthy abundance is enjoyed equally in all facets of life (career, finances, relationships, health - physical, emotional, spiritual, etc.).</p>
<p style="text-align: center;"><b>The Life Taking Cycle Repeats</b></p> <p>This unconscious vicious cycle never ends, until and unless we wake up to a different way.</p>	<p style="text-align: center;"><b>The Life Giving Cycle Repeats</b></p> <p>This conscious ongoing cycle deepens and ripples play, purpose, inspiration, and wealth out into the world.</p>

