

# Secret business

What is *The Secret*? It seems more women, than men know, but the undercurrent of recognition is growing among Australia's business leaders as well. *Succeed* spoke to several captains of industry to find out what they think is the key behind *The Secret* and its principles.

**T**he general consensus among the seven people we spoke to for this article is that *The Secret* DVD is a fantastic introduction to the power of attraction; that we will what we want. It must be noted however that it is difficult to cover off all the principles of the Law of Attraction in one movie and an hour and a half of celluloid.

Personal Development authority and *Pow Wow Events* International Chief, Suzi Dafnis says the areas of visualisation, gratitude, and that you create and control your own destiny, are all meaningful lessons. "The message has, however, been oversimplified and with that I think a danger presents itself."

"As a proponent of personal development I feel that there is a level of responsibility that those who deliver information like this whether in a seminar room, on a website or on a DVD, have," continues Dafnis. "When people are opened up emotionally and mentally to big concepts like those covered in *The Secret*, there is some inherent danger that without sufficient framework people will try out the suggested principles and crash and burn. The three-step process (Ask, Believe, Receive) has gaps. Partly what is missing is a plan, and implementation – taking the necessary actions to achieve the result."

Sarah McIntyre, founder of the *McIntyre System* and co creator of *Energetic Living* agrees with Suzi that *The Secret* does not go far enough. "I think it is



valuable yet also limiting and only one perspective on a much bigger topic. Creation and the power within the human being to be the creator of their life is something that is not just limited to thought. I prefer to teach others to embrace this concept (their powerful ability to think and its affect upon their reality) as well as embrace the energetic, soulful, spiritual and biological parts of who we are to really fuel the creative impulse within. Then the life we live and who we are becomes a continuum of creation. I view creation as not only for the "I" but for all of humanity. The context of caring beyond the "I" as well as including it fuels creation."

One man, who has embraced *The Secret*, without seeing the DVD, is Mark Alexander-Erber of *Pubby*. "I have been practicing this (the law of attraction) for 15 years in my own way of positive visualisation and affirmations. I believe that we attract what we think about and the key is to always have positive thoughts at all times. Having positive thoughts and a total belief in yourself and what you're doing at all times is an imperative."

*The Secret* touches on many different principles including health, wealth, wellbeing and family, which is one of its most important aspects. Alexander-Erber knows all too well how precious this can be after going through a tough period with his wife and kids. "Family is everything, don't be fooled to think you can work hard for 10 years to build your business and ignore your wife and not watch your kids grow. True success is having the ability to have a great business and work

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life that you enjoy and being able to watch/help your kids grow and give your wife the support she needs as well. The support I have had from my wife, during all the processes of life – the good and indifferent times – has been more important than anything.”

Negativity can creep into our thoughts, and as *EzyPay* CEO Trent Brown points out, this leads to negative outcomes. “In simple terms we all know the reverse is true and from childhood we have been taught to ‘get back on the horse’. Without doubt I believe that a positive mindset leads to positive outcomes and generally leads to you surrounding yourself with positive people.”

So the Law of Attraction has made a large impact on the lives of Australia’s business leaders. For instance Emma Brown, Chief Business Chick of *Business Chicks* has seen *The Secret* about 20 times and has bought ten copies for family, friends, clients and partners. “Recently I hosted a conference for entrepreneurs and screened it (with some hesitation as to what they’d think – it was a complete hit, and several of the business people there have commented on how much they got from it.”

Which goes to show that the principles do work, but we’ll leave the final word to international branding expert Jon-Michail who says, “Positive energy attracts, negative energy detracts. That means everything from sex, money and power. Whatever you’re missing out in life it’s not because somebody’s doing that to you. Look in the mirror and ask yourself what are you doing to yourself by putting out an energy that detracts in reference to what you are getting.”