



the Business Yoginis Manifesto

A business yogini is a woman in business for herself who feels that she has been called to her work in the world... a woman who wants to do work she is passionate about- work that changes the world for the better.

She embraces business (and her life) as a spiritual practice – she understands that challenges are there to show her where she is still hiding her light from the world (and herself). A business yogini is always striving to uncover and reveal her inner light and divine nature in her business and in her life.

She believes in the divine nature of her clients and strives to be fully present to their potential – just as she is to her own.

She may not be the bendiest yogini, but she knows that her yoga practice supports all areas of her life and helps her show up fully and to shed that which no longer serves her.

She believes that making a profit is a fair exchange of energy and knows that to help the people she is here to help, she has to value herself enough to ask for, and expect, to be paid enough to be at ease.

She believes in giving back to those less fortunate than she is.

She believes that true success is defined by more than just her work and creates time and space for family, friends, community, and self. Love, laughter, fun, and peace of mind are all critical elements of success for the business yogini.

She knows that perfection is not the goal and is comfortable with her humanity. She is already all that she needs to be, and from that rooted space of confidence and wholeness, continues to seek mastery of the skills she requires to reach her full potential.

No matter where she is on the path, she is expanding her limits, opening her heart, and exploring how she can more fully express herself in the world. She knows that sometimes, growth isn't fun but the end result is always wonderful.

A business yogini is on the path to enlightenment in body, in mind, and in business.

Namasté to you