

Alison*s Art, Inc.

MARKETING BYTES

BUSINESS ISSUES, The Newsletter . . . Every Byte Counts!

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B.L.O.C.K.S. Part 3: Dis-ease and Transparency

In working with clients, I have found two concepts related to **B.L.O.C.K.S.** They are both symptomatic of their existence rather than **B.L.O.C.K.S.** to success themselves.

First, let's discuss a symptom that alerts us to the existence of **B.L.O.C.K.S.** The symptom is called *dis-ease*. This is a term often used in the holistic medical model. In this *Business Issue*, we will see how *dis-ease* can also apply to business.

How Dis-ease Begins and Manifests:

- If we are not hearing and not listening to our inner voice in our personal lives
- Because we are not following our mission and goals professionally
- When we do not follow upon our inner guidance in what to do or how we do it both personally and professionally

Dis-ease is an emotional state of being *not at ease*; it also means being *out of balance*. If not addressed, it will eventually lead to physical pain and manifest as illness. *Dis-ease* can exist in a business entity as well (such as an entrepreneurial venture, a small business, a non-profit organization, a project, event or idea). In business too, this progression from *dis-ease* or *dysfunction* to *disease*

can exist if issues are not addresses soon enough. How do we catch this state of being *out of balance* in the earlier stage of *dis-ease* before the onset of *disease*? It begins with *transparency*, or making something apparent that was previously unconscious, unseen or unknown:

Examine and Analyze the Causes:

- **Personal B.L.O.C.K.S.** motivations, goals, dreams and desires to identify misalignments.
- **Professional B.L.O.C.K.S.** the key elements of a business entity: the mission, goals, structure, rules, staff, etc. to identify where the thoughts about and the actions of the entity are no longer reflections of the founding principles.

Once our **B.L.O.C.K.S.** become *transparent*, they can be dealt with and brought into flow. At Alison*s Art, Inc. we help remove professional **B.L.O.C.K.S.** and restore **F.O.C.U.S.** Visit [our website](http://www.AlisonsArt.com) to learn more about our **MARKETING BYTES Business Marketing System**, For the Success of Your Business, Organization, Projects, Events and Ideas. *Read Marketing Bytes . . . Every Byte Counts!* 111808