



REASON FOR BEING

BY CAROLYN TATE

My first complete reinvention came in 2001, when my son Billy was three years old. I divorced, moved house, and quit my corporate job in marketing to start my own marketing company. I remember thinking that if I'm going to throw one ball in the air I may as well throw them all. I felt like I'd taken on too many mandated roles and I didn't really know who I was anymore.

While running marketing workshops and teaching small businesses marketing I wrote my first book, *Small Business, Big Brand*, which really supported the business growth and garnered much exposure for me.

In 2010 (after a total of 20 years in marketing) I just fell out of love with my profession. I really questioned marketing. I questioned my own work. I was also in a love affair that I wanted to end, and struggling financially as a single mum. I just felt stuck.

I clearly remember the morning of May 17th in 2010: I woke up and thought, "Well, I'm out of here." Within 90 days I had sold

my home, given away all my possessions, closed my business, and Billy and I had moved to live in Aix en Provence in the south of France.

My third book, *Unstuck in Provence - the courage to start over*, came from my blissful six months in France, where I could really think about what I stood for, what I was passionate about, what I believed in, where my work could take me, and what the world needed.

I came back to Melbourne, Australia, with a deeper commitment to make marketing a force for good in the world and to support more women in their journey, because I do think it's our time as more mature women to step up and lead – and we don't need to wait for permission from anybody to do that.

Now I have two businesses. The first is Carolyn Tate & Co, where my sole commitment is helping people and organisations unearth their higher purpose as the balance to profit, and I am about to release a new book called *The Purpose Project*.

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My passion is really helping individuals find meaning at work and helping organisations develop a higher purpose to drive decision making and culture within.

There’s a lot of evidence now that over 70% of culture change programs in organisations are deemed to be ineffective by leadership. People are actually leaving their jobs because they don’t share the values with the organisation they work for. Companies are spending a lot of money on these programs but they’re not centering them on personal purpose or organisational purpose – and until they do that, it’s like trying to make the culture of the organisation better without addressing the fundamental reason for existence.

We need purpose-driven, conscious women leading from within existing organisations. We need strong women to actually start right where they are and bring purpose, heart and meaning into their current workplaces, rather than flee

and start something new. Too many good people are leaving.

The other business I founded is now a people-powered learning community called *The Slow School of Business* here in Melbourne; a community of like-minded passionate change makers who get together to learn and to share and collaborate.

Why a ‘slow school’? In a world where fast-profit and short-term thinking dominate, the slow movement advocates a shift to an ideology that espouses that fast is not better – and that a conscious and mindful approach actually yields better results.

The Slow School of Business (Slow School) is dedicated to teaching the skills required to build fully human organisations that are driven by a higher purpose than profit.

We also run ‘Talk on Purpose’, a three-day intensive course for current and future leaders in our world, where participants are supported as they bring their purpose to life through the power of storytelling and public speaking, with truly powerful results.

What is it that you want to fix in the world or make a contribution to – and what you can be paid for?

Carolyn Tate can be found at www.carolyntate.co and www.slowschool.com.au

TIPS FOR SLOW MARKETING IN A HYPED-UP WORLD

In this article Carolyn Tate addresses the overwhelm we feel in business when we compare our own marketing pace with the frenetic churn we see online and in social media.

I wrote *Conscious Marketing: How to Create an Awesome Business with a New Approach to Marketing* in 2015 to show how you can market your business consciously and mindfully, and in a way that works for you.

I believe that the key to marketing is really understanding your purpose and why you're doing what you're doing. People buy your 'why. They don't buy what you sell, they buy what you stand for.

It's really important for everyone, whether you are a business owner, artist, professional, or employee, to be very clear on your purpose and 'reason for being', and to communicate that effectively using storytelling and conversation. In the digital world there's a lot of information overload.

I see so many programs out there teaching others to 'make seven figures in seven steps', and giving out 'blueprints' for this and that, without taking into account that we each have natural ways of marketing and promoting our businesses that suit us.

It's very important for women to be strong and to be bold, and to have a voice – even if others disagree with us. One of

our negative feminine traits can be that we avoid conflict at all costs.

I feel that the world needs strong, brave, fearless women operating from a feminine state, with a desire to make a difference, coming from compassion, from love. But we must stay powerful in our opinion and be unworried that people won't like us. We must stop fearing rejection.

Marketing is personal. Find promotional tactics and marketing tactics that work for you, and that you like. Shift from a push to promote, to the power of attraction.

Market research and awareness of competition is important. Who else is out there doing what you want to do? How might you be able to collaborate with and support to grow?

The new way to market is to build a cause, take a leadership role, support movements and community. Women are uniquely placed to do this. We are great connectors. We are good at building community and we are generally good at sharing and collaborating.

How can you work with, instead of against?



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