



TASNEEM

— AHMAD —

CONSCIOUS EMPOWERED
WOMAN'S LIFEBOOK

Free Starter Kit ebook



Book Content

Welcome! About this Lifebook4

About me.....6

Beliefs.....8

Fears, Blocks and Low Vibes.....10

Vibrant Health.....12

Energy Management.....14

Negotiations.....16

Relationships.....18

Empowered Communications.....20

Leadership.....22





Welcome! About this Lifebook

Dear soul sisters,

Welcome to this ebook. Thank you for being here.

Based on many requests that I received from women around the world, this Conscious Empowered Woman's Lifebook program was created.

Remember, that as you have been guided to this ebook, there is a reason for it!

It can become your trusted friend that you can talk to from time to time.

It will provoke your thought processes and will encourage you to look at topics that we come across frequently, however, from a different angle and with a fresh perspective.

How to make the most of this guide and the program?

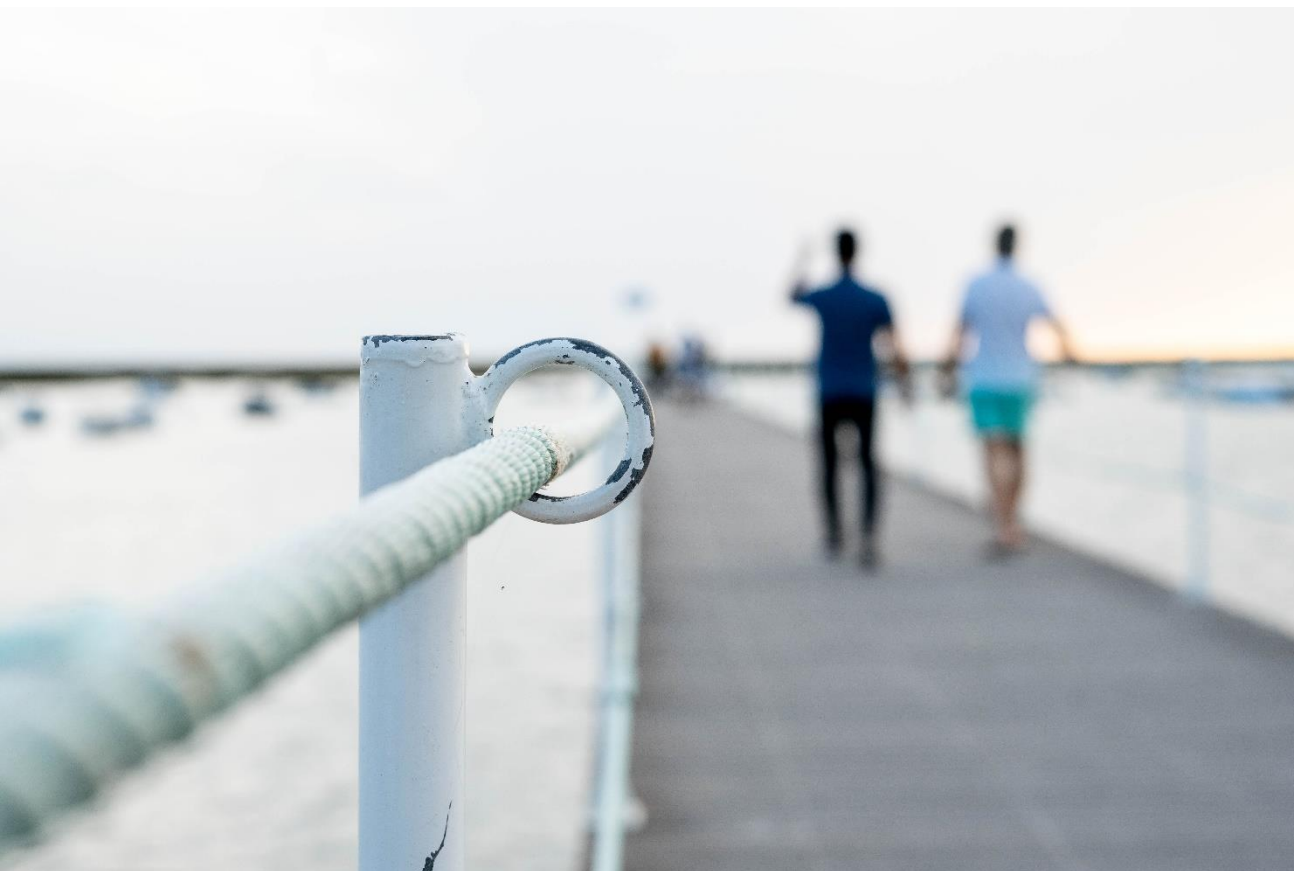
Start with setting a clear intention that what is right for you at this time and you are ready for, you receive with ease. If a concept is not resonating with you and you find yourself resisting it, please let it go, it may not be the right time.

The ebook and the program itself is structured in eight modules that form the basis of the "The Conscious Empowered Woman's Lifebook" program.

You can flip to whatever page of this ebook that you are guided to, there is no set sequence that you need to follow. However, the modules are closely connected so please read through all of them to get a more complete overview.

Also, although reading it will definitely help you, implementing the practices consistently can take your life to a whole different level.

Thank you again for being part of this project. Remember, when you make changes in your life, the whole world benefits. My intention for you is that the powerful ideas shared here support you with your journey in the best possible way! If you find this content useful, please remember to pass it forward as sharing is caring!





About me

Hi! This is Tasneem. It is a big pleasure to meet you virtually!

Like you, I am a woman who has made many different life experiences. I strongly believe in the power of sisterhood and women supporting each other on their journeys. My background is diverse, and I have lived in many different countries. Professionally, my corporate experience is quite extensive; however, my creative interests extend far beyond corporate to a variety of entrepreneurial endeavors. I am yoga and meditation teacher, have published a cookbook and mentored women on startup initiatives. I am also a facilitator and trainer with experience of more than twenty years. Living in different countries for me has been an opportunity to meet amazing women! It also made me realize that wherever we are in the world, we have very similar hopes and dreams as well as the struggles that we face. And so many of us have a deep desire to make a positive contribution.

My own mentor was my wonderful grandmother who inspired me. She knew how to think expansive thoughts and was ahead of her time. She emphasized the importance of being an empowered woman and how to support each other.

This has helped me to develop an unshakeable belief in the power of women and this course is one part of it. My desire to contribute to helping you on your journey!





Beliefs

We hear all the time that beliefs create everything. So, what are beliefs?

Beliefs simply are “repeated thoughts”. And our mind seeks evidence to see our beliefs as correct.

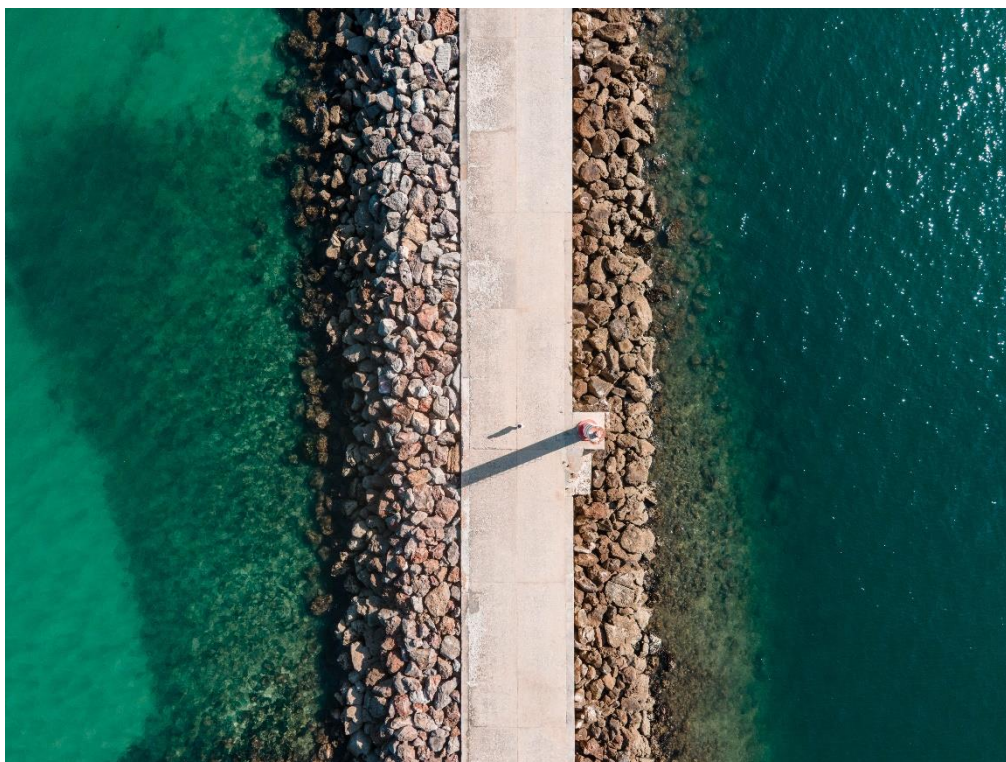
Beliefs are assumptions we hold to be true. And if we find evidence of something that does not align with our beliefs, the mind does its best to negate it. Where do they come from? From cultures, society, religion, families and our upbringing. A very important fact that we do not consider often enough is that Beliefs can be changed. The power to change them is with us. And the power is in the present moment. So how exactly do we do upgrade our beliefs? We grow up believing in certain things that we were told by society, so changing them takes some practice and it is a process.

In this module, we are going to talk about the beliefs many women hold that do not serve us and how we do to overcome this situation. Another key point that is often not discussed is that women and men have quite different beliefs on the same topics. This is based on our long history of being disempowered and feeling blocked and diminished. The concepts of self-love, self-confidence, self-esteem, self-respect and self-compassion are life changing and life enhancing.

For reflection, consider the following definitions and see how you relate to them? How often do you criticize rather than have self-compassion and praise for yourself? Criticism breaks our spirit, while praise raises us up.

We will go into these concepts and more in the program, where we focus on the unique needs of women on these topics.

- *Self-love is an unshakable belief in the worthiness of one's self.*
- *Self-confidence is an attitude about your skills and abilities. It means you accepting and trusting yourself and have a sense of control in your life.*
- *Self-esteem comes from the inside out. It means that a woman is not dependent upon anyone else to make her feel good about herself, because she already knows she's enough just the way she is.*
- *Self-respect is believing that you are good and worthy of being treated well and with dignity.*
- *Self-compassion means you are kind, understanding and forgiving with yourself instead of judging and criticizing yourself for various perceived inadequacies or shortcomings.*





Fears, Blocks and Low vibes

We all have fears. Fear is an emotion that is frequently a warning sign.

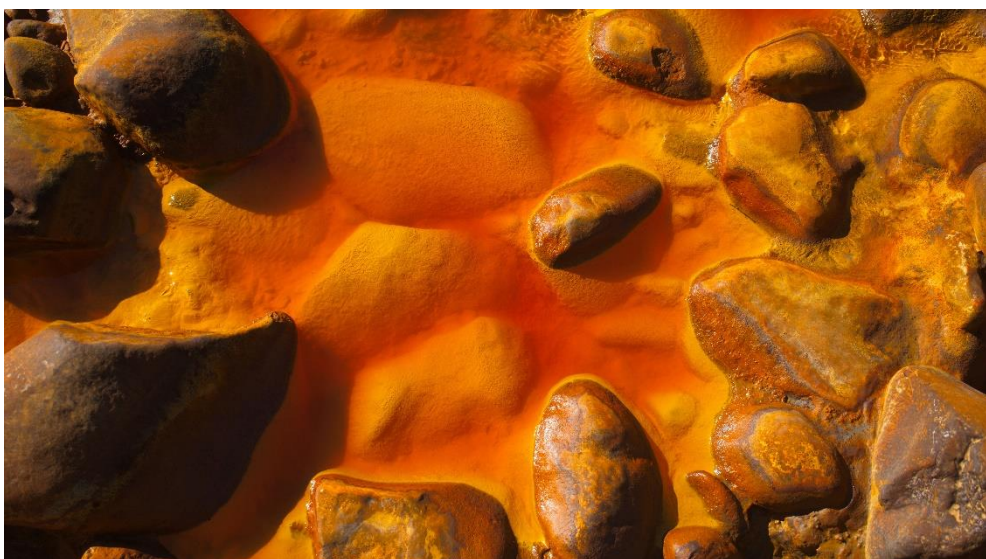
Many fears are learned and taught, we are not born with all these fears that we are carrying. Babies are only born with only two fears, fear of being dropped and fear of loud noises.

Where do we learn other fears from? Society, education systems, parents, religion, work environments, culture are some examples. On a basic level, fear can help to save our life. We have all heard of about the tiger chasing the zebra example. In this case the fear tells us to take the necessary actions and remove ourselves from the situation. Such kind of situations in the animal world are short-term and the fear is not an ongoing relentless event. In our modern times, our fears are not generally about physical "life threatening" situations. However, our brain perceives them as such and this fear becomes a consistent feeling and frequently a habitual thought pattern.

It is key to remember that our brain, body and cells are not made to handle this low vibe emotion for extended periods of time and we suffer significantly. This leads to diseases which are sometimes chronic, and no one seems to know the real reason for them!

Guilt and shame are other low emotions that women are very prone to having, can also lead to various "dis-eases". Have you noticed that as a woman, we feel guilty about pretty much everything! Not being enough, not being the perfect mother, spouse, boss, employee? We even feel guilty about feeling wonderful! One study in the UK showed that 95% of women had felt guilty at least once in the previous 24 hours. This excessive unnecessary guilt (we are not referring to guilt when someone has actually committed a crime) that we feel when we ask for what we really want, speak up, stand up for ourselves has an underlying reason. This is result of society's attempts to control and to ask us to live within carefully drawn lines. These are learnt emotions based on external expectations and can be unlearned. So, let's break free for the sake of our mental and physical health and stability.

Many of these fears also result in creating money blocks for women. In the course we will discuss how to overcome the undeserving feelings that we have towards money. As a start, whenever you think of the word money, replace it with "energy" and see how it feels? Say "I deserve more energy" and "Energy feels good". Does this feel good and right?





Vibrant Health

Healthy living starts with us. We must take responsibility, because we are the only ones who can change our thoughts and actions. Handing over this responsibility to others does not and cannot work. A thought-provoking question, as we advance as humans, why are we getting sicker and sicker and even unhappier as a society?

It is not only about life expectancy, it is about having a fulfilling, peaceful, and purposeful life, and knowing that we deserve it.

Some causes for our current illnesses and unhappiness include poor diets (excessive sugar, processed foods, dehydration), overweight, diabetes, lack of sleep, medications, anxiety disorders, lack of physical activity, disconnection with nature, toxic relationships and lack of a healthy community.

In addition, we often fail to connect physical health issues with emotional causes. Ancient cultures have emphasized the connection between physical and emotional health and vice versa for thousands of years (recent scientific research also backs the harmful causes of stress and diseases). However, we still frequently continue to focus on the symptoms rather than the underlying causes of our illnesses.

In this module, we take a deeper look at the interconnections between physical and emotional health, and how we can easily make small consistent changes on a daily basis to start our transformation process and get desired results.

From ancient Greece to India, we hear for thousands of years that “Food is medicine” and “We are what we eat”. The question to ask ourselves is “Why is it that so few of us consciously think of the impact the food on our life force?”

And the impact of food is not just physical it is also mental and emotional. Extensive research is now being done to show the connection between gut health and mental health and this link is much closer than we initially thought. Food is one of the first things to evaluate when we decide to make positive changes for our wellbeing. Our balance depends on the food we choose to eat (and remember it is a choice!). Of course, we need to complement with other key factors such as movement (exercise), sleep quality and timing, the relationship we have with Mother Earth, nature, spirit, ourselves and other people.

If we choose to disregard the above, we create an unbalanced lifestyle, which results in anxiety, depression and disease. It all starts with conscious awareness, and once we have it, getting back on track and maintaining our momentum is much easier.





Energy Management

If you want to find the secrets of the universe, think in terms of energy, frequency and vibration – Nikola Tesla

We are energy beings. Our energy is our life force that helps us to bring into form what we desire. You may also have heard that emotions are energy in motion? Managing our emotions and our energy is very important for every aspect of our lives including our health and wellbeing.

There are so many ways and modalities to keep our energy clean and balanced. In ancient traditions, people were taught that we need to clean both our physical energy as well as our emotional energy. In most western cultures there is extensive focus on physical cleaning such as taking showers, however, much less on energetic and emotional hygiene. And, unbalanced emotions are the beginning of many diseases.

We can follow a few practices to help us be more connected to ourselves and the world. In this module, we will discover many modalities. The aim is not to get overwhelmed, rather pick a few modalities that speak to you and then to practice them consistently. Both Indian and Chinese medicine have a big focus on energy, energy centers (Chakras), and meridian systems). Other useful techniques that are very helpful to support our energy balance include: yoga, Ayurveda, meditation, journaling, tapping and earthing, energy medicine, and affirmations.

There are several other tools that resonate well with many of us, helping women to stay grounded, balanced and protected. These include gemstones, flower remedies, aromatherapy, color therapy and sound healing.

Practicing these holistic approaches regularly can help us to feel more connected and raise our energies, emotions and even support our physical health.

These approaches bring us many benefits that include increased focus, higher self-esteem, reduced anxiety and stress, improved immune system, and a deeper connection between body mind and spirit.

The mind and the body are inextricably connected. Nothing has more power to heal and transform the body than the mind. Our mind is powerful and affects our energy greatly so positive self-talk, praising yourself, gratitude, connecting with nature and regular meditation and yoga practices have a huge positive impact on our energy.

Tip: As a starting point do you already know what your dosha is in Ayurveda (Indian medicine) from the three main dosha types? If not, it would be great to check it out as it can help you to manage your energy and create vibrant health for yourself.





Negotiations

Negotiation is one of the most important life skills. We negotiate all the time.

So, what does negotiations really mean? There are many definitions for it, but in simple terms we are looking to reach a mutual agreement that is a win-win. The parties involved may have difference preferences but would benefit from this collaboration.

In our society negotiations is sometimes seen as a competitive sport and about winning, which should not be the case. Effective negotiations are effective collaborations where both parties feel heard, understood and treated fairly.

Let's take an example. When was the last time you negotiated? Was it this morning? Was it last night with your kids going to bed? Negotiations does not always have a business context, it is in every area of life and the principles and emotions are the same. In this module of the course we explore why many women struggle with negotiations and how important it is to learn this skill.

This is reflected in the salaries and promotions that women are able to get for themselves. It is not criticizing ourselves and saying that "I am not good enough or skilled enough". It goes much deeper.

One of the key concepts in negotiations as a starting point is to know your worth and the value of what you bring to the table. Belief in yourself (and your product / service) is what determines how you will articulate it and the results you receive.

And as we know, based on what we hear from society and culture, so many women question their worth. In addition, many women worry about whether they are coming across as aggressive and asking too much. We are also afraid to walk away when we need to, whether it is in our personal lives or at the negotiating table.

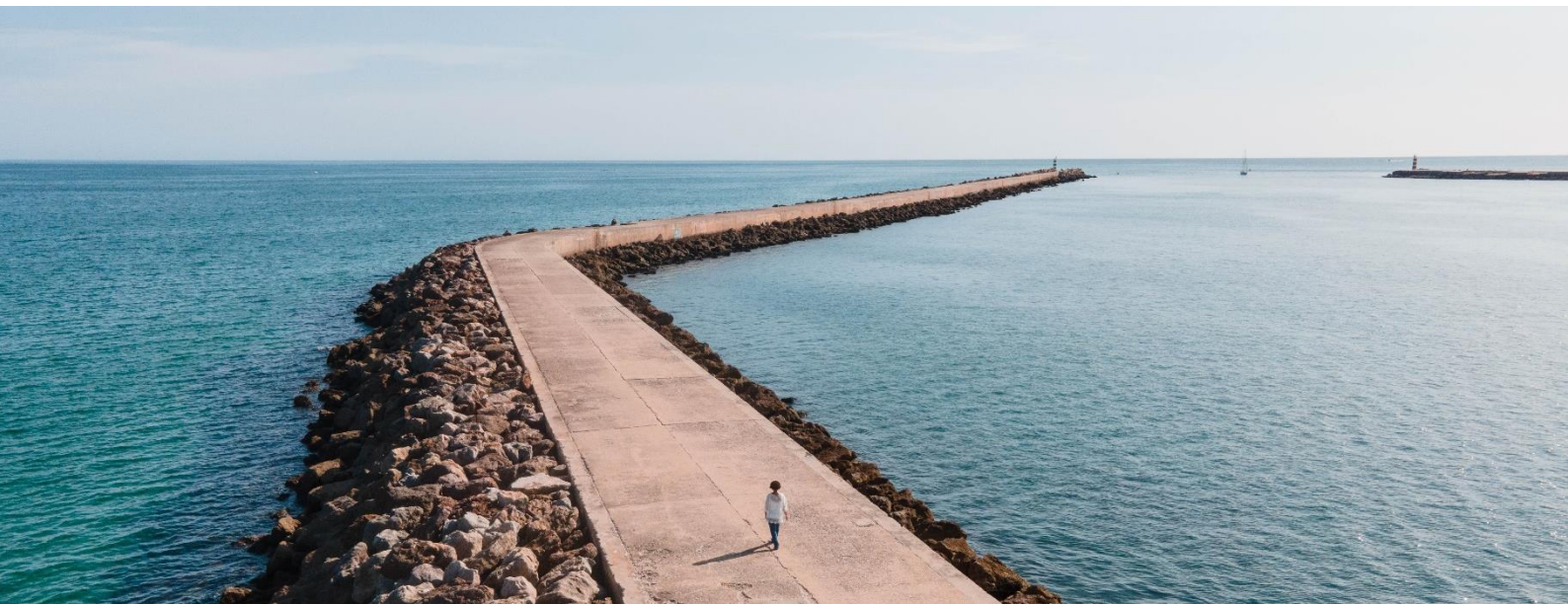
We need to consider the following three areas for an effective negotiation. Once we get this right, we are able to confidently claim our value in the world and use our power effectively to create win-win results.

1. Mindset
2. Behaviors
3. Knowledge and concepts

In this section, we will discuss that many of the key behaviors and mindsets required for effective negotiations are already part of women's strengths such as empathy, listening and building trusted relationships.

However, we need to focus on building some other skills such as saying NO, walking away nicely when appropriate, and clearly asking for what we want.

And very importantly we must develop self-trust. In the course, we will learn the power of words, how to build a pricing conversation, how to negotiate your salary and what is a walk away position and the role of bargaining. In short, we must know ourselves well and recognize our worth to negotiate effectively!





Relationships

A relationship is a state of being or feeling “connected” or “related”. We have many relationships in our lifetime. The two key relationships that are the basis of much of whatever happens in our lifetime are: with ourselves and with the Universe (Spirit).

Let’s start exploring who we have relationships with?

- Self -> High or low self-esteem, confidence, body image
- Universe (Spirit)
- Mother Earth / Nature -> Respecting, recycling
- People -> Friends, family, spouses, partners, children, elderly people
- News, social media -> Connections, depression, isolation, panic, anger, envy
- Food -> Vibrant health or emotional eating. PS: Do you maintain a healthy or an unhealthy relationship with food? Or have food addictions?
- Animals -> Pets, wild animals. Do you have a relationship of respect towards them?
- Belongings -> House, car, computer, clutter. Do you create attachments?
- Four elements -> Fire (sun, light), air, water, earth

Our relationships often have a strong influence on how far we will go in life, on our well-being and our ability to achieve our goals.

Normally they can be divided into two categories.

1. Healthy
2. Unhealthy and toxic relationships.

A healthy relationship generally makes us feel good, understood, energized and expanded. On the other hand, a toxic relationship makes us feel drained of energy, small, controlled and constricted. It is key to identify which category a relationship falls into.

As always, awareness is the start of healing, fixing or walking away. Before exploring our relationships with other people, let's do a short important exercise:

What is my relationship with myself? With nature? With food?

Our intuition is a good barometer for gauging our relationships and decisions. Women normally have good intuition, we simply need to trust ourselves more! Regarding people, we can stay longer in toxic relationships than we need to due to fear of making certain decisions, and ignoring the negative impact on our emotional, financial, and physical health.

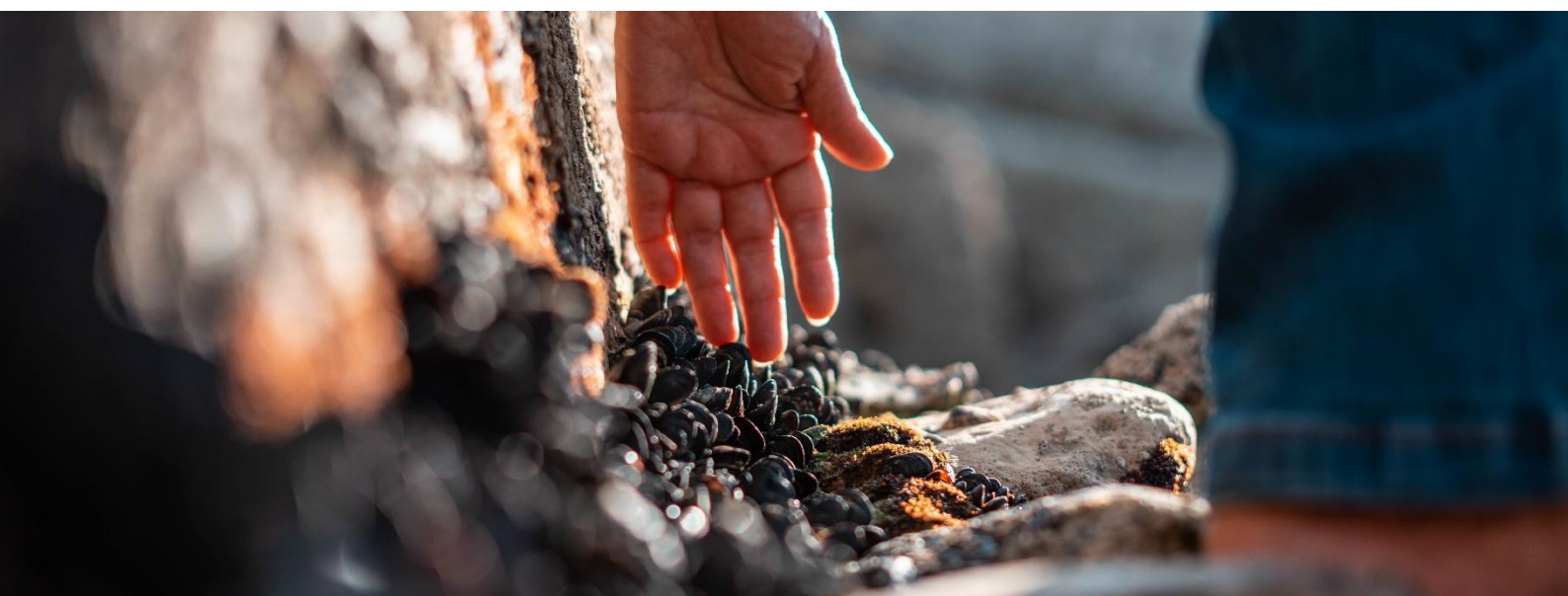
Another aspect that women can benefit from upleveling is creating healthy boundaries. Many women struggle with this. We must view boundaries in a different light, they are necessary for successful relationships rather than the opposite. Boundaries help relationships to flourish and last long-term. Lack of boundaries creates resentment and unexpressed friction.

Other key relationships that impact our lives. Do you feel you are ready to look into your mother-daughter and father-daughter-relationship and how it may be affecting your life in the present? We will explore some practical steps that you can take to upgrade certain dynamics, make them healthier and know when to let go.

One topic that you may be hearing about more frequently these days regarding relationships is "energy vampires". This is a person who is using and living off your life force and can be detrimental for our health. They create drama, show passive-aggressive, critical and controlling behaviors, give ultimatums, and threaten to leave and blame us. And, generally they feel no remorse for doing so.

There are some important books that have already been written on this topic by prominent doctors. If you feel this is the case in some of your relationships, please check out the work of Dr Christiane Northrop and Dr Judith Orloff.

Once you are aware and able to differentiate between good and toxic relationships, you are free to make better choices and live a healthier more empowered life that you truly deserve!





Empowered Communications

As a woman, you are very likely aware that women and men communicate differently. And, communication is the cornerstone of any trusted relationship.

It is one of the most important life skills that we can acquire. And communication is so much more than the words we speak. Non-verbal communication is very powerful, and you may have come across the statistics that almost ninety percent of how we communicate is non-verbal.

In this module, we will focus on different types of communication such as: verbal, nonverbal, written, and visual, with a focus on women. As a side note, are you aware of your Social Style (from Tracom) that affects how we relate to people? These styles are irrespective of gender and in case, you are not aware, remember to check it out!

One fundamental aspect regarding communication is how we master and manage our vibe. Whatever we are feeling at the moment, we are communicating. Even when nothing is being said, the human brain recognizes the emotion. If we are feeling fear, our audience will know it and if we feel confident and joyful, the person we are interacting will sense that vibe as well.

As women, we are generally nurturing and empathetic, hence many of us have good listening and communicating skills. This is a great asset to have, especially as we move forward with globalization and people connecting across countries, cultures, and backgrounds, both personally and professionally.

There are times, however, when we need to be more assertive and clearer about what we want rather than apologetic. Especially in certain work and corporate situations, communicating with power in a nice, positive and firm way is something that we can enhance so we can start receiving what we ask for with more ease. This can include salaries, promotions and leadership roles.

Do you remember the last time you suggested a brilliant idea, however, it somehow got overlooked? What factors contributed to that? Consider how you can change that situation and what you can do differently? Your vibe, the words and tone of voice you use and who is supporting you.

We are going to explore our communication strengths as women and how to use them effectively. We will also uncover what is not working and how we can change it by going through specific steps.

As a side note, when we talk about communications, we normally only think about interacting with another person! However, one of the most important communications you ever have are those with yourself. As various statistics show, for many people almost 70-80 percent, if not more, of the self-talk is negative and simply a repetition of what we have said to ourselves over and over again in the past.

Tip: How many times do you stop during the day and ask yourself, what is my vibe right now? What am I saying to myself? This important topic is covered in more detail in the module “Beliefs and self-image”.

We are also going to learn the key elements to use in corporate and business communication with clients, how to build content, and the features vs benefits in business. We will briefly also touch on intercultural communication as the world is getting more global. And, last but not least, we will touch on the power of saying “No” when appropriate. This is something many women struggle with and is key to learn.





Leadership

Leadership is when as a result of our presence people feel empowered in a positive way. They are able to better contribute and make a difference.

There are so many different styles of leadership, however, diversity of perspective in leadership roles is important and leads to positive progress.

In our current society, the ratio between men and women in leadership positions is significantly out of balance. And for governments and organizations to function effectively, we need women's equal participation.

Research shows that women are frequently able to bring a different and much needed point of view in teams by increasing collaboration and emphasizing personal growth and development of the people they lead.

Women leaders are also more likely to provide an integrated view of work and family. This can result in people become more engaged in both personal and professional lives.

So why do you think we have so few women in leadership positions? As an example:

- Did you know that in the Fortune 500 list of CEOs, only 24 were women in 2018?
- And talking about diversity, out of these Fortune 500 list of CEOs, only about 3 were women of color?
- And, even surprisingly, after reaching a high of 32 in 2017, the number of female Fortune 500 chiefs slid back down to 24 in 2018, which was a one-year decline of 25%.

People try to explain these away in so many different ways, including that women may not want the responsibilities of these roles.

However, research on leadership shows that there is no shortage of ambition in women. So, what is really holding us back and what can we do to change this situation?

In this module, we explore why women's leadership is so important for the world and for organizations and how we can use our female leadership traits as our strengths. Some examples include: promoting cooperation and collaboration, a democratic communication style as well as people development and creating a collegial environment.

This will also help us to once again realize that everything is connected. We recognize how much our self-confidence, self-belief and support systems matter in helping us to move forward in life and in leadership.

Our focus in this program is always to find solutions. There are things that the society and companies can do, however, there are also ways that we can empower ourselves and support each other.

We have moved beyond justifying our presence. We all now know that women leaders are good for business. Research shows that a lack of women in leadership roles can negatively impact business outcomes and even the work culture. And there is direct correlation between a company's financial performance and the number of women leaders at the company.

So why are we where we are? Some possible reasons include that women consistently underplay their qualifications and skills compared to men; they have unconscious belief of not being good enough for certain roles (have you heard of women who had 90% of the required job qualifications and still felt the imposter syndrome?).

In addition, mixed messages have been downloaded into us for centuries by cultures, families and societies on how women need to behave, which also has an impact. Women also find some corporate structures are more men-friendly. Women do amazing work, however, sometimes may require more flexibility, which needs to be taken into account.

Given the above discussion points on women leadership, a topic that is so important for all of us, please join us and take the opportunity to go deeper. We explore the changes we can make for ourselves and become transformational leaders, if that is what we desire.





A CONSCIOUS EMPOWERED

WOMAN'S LIFEBOOK